

SHARED INTELLIGENCE



margate

renewal study





CONTENTS

1. EXECUTIVE SUMMARY	4
2. BACKGROUND TO THE STUDY	6
3. MARGATE'S LOCAL ECONOMY	10
4. HOUSING MARKET AND CONDITIONS	18
5. DEMOGRAPHICS AND MIGRATION	26
6. WORKLESSNESS, HEALTH AND DEPRIVATION	30
7. CRIME AND COMMUNITY COHESION	38
8. A SEVEN-POINT PLAN FOR MARGATE RENEWAL	42
9. NEXT STEPS AND IMPLICATIONS FOR GOVERNMENT	48
APPENDICES.....□	50

1 EXECUTIVE SUMMARY

Shared Intelligence was commissioned by the Margate Renewal Partnership to carry out a study of the drivers of deprivation in Margate Central and Cliftonville West wards and make recommendations on future regeneration activity to tackle deprivation in a sustainable and holistic way.. The study was sponsored by Communities and Local Government.

- 1.1. The work has been carried out at a highly significant time in the development of government policy on mixed communities as well as coastal towns, and in the lead up to the production of the government's National Regeneration Framework. It has been conducted through: a programme of desk research; a large number of stakeholder interviews and consultations; and a workshop series with partner agencies to develop programmes for future interventions.
- 1.2. This report contains an analysis of the socio-economic conditions in the two study wards and comparisons with the District and region, with consideration of the work underway to achieve improvements. It reaches some conclusions on the drivers of change operating in the town and gaps in interventions. It then proposes a **Seven-Point Plan for Margate Renewal** along with a proposal for

an expanded Margate Renewal Partnership team to deliver it and a series of next steps for consideration by partners.

- 1.3. The seven-point plan requires concurrent and co-ordinated interventions to support the development of the economy, rebalance the housing market, support workless and vulnerable individuals and families, and engage the community in Margate's regeneration. Implementation of the plan will be a challenging task requiring the active intervention of all members of the Partnership and support from funding agencies.
- 1.4. It will help ensure that the two wards benefit from the Margate Renewal Partnership's inspiring vision for Margate to be a **thriving and well-connected modern coastal town**, which embraces its historic character and offers residents and visitors an array of leisure facilities, a thriving cultural quarter, and balanced, stable residential communities. Margate should be an attractive and inspiring place to all individuals that visit, work and reside there.

Profile and Drivers

- 1.5. Margate Central and Cliftonville West are highly deprived wards in a generally affluent region. The housing market has been distorted resulting in an unbalanced tenure mix, with more than three times the regional average of private rented homes. Unemployment in the two wards is three times the Thanet average.
- 1.6. The key issues affecting the two wards are:
 - Historic dependency on a declining tourism sector and a fragile economic base – over 1,000 jobs were lost in the two wards between 2003 and 2006;
 - A profoundly unbalanced housing market with high and increasing numbers of private rented properties, and benefit-dependant households;
 - In-migration of economic migrants and the placement of looked after children and other vulnerable groups;
 - Entrenched and interlinked cycles of deprivation, ill health and incapacity, and worklessness – over a third of working age residents in the two wards are out of work and claiming benefit, more than three times the regional rate; and

- A lack of social cohesion within and between older and newer communities, and high levels of crime – recorded crime in Margate Central is four times the Thanet average.

- 1.7. The elements of deprivation combine in a way which makes it imperative that they are tackled in a co-ordinated fashion by the agencies involved.

Interventions and Gaps

- 1.8. The Margate Renewal Partnership has brought partners together to transform the physical fabric of the town centre over the coming years. The focus of activity is on regenerating key sites to restore the town's potential to become a thriving town and modern visitor destination. This is an effective partnership and the projects, when complete, will bring real change to Margate.
- 1.9. Thanet District Council has supported this work by tackling some of the worst conditions found in houses in multiple occupation (HMOs). It has implemented a wide range of other programmes through the housing renewal team to improve the conditions and management of private sector accommodation.
- 1.10. The District and County are working to diversify the economy and create new jobs across Thanet, and a wide range of other voluntary, community and public services have been engaged in targeting the residents of these wards.
- 1.11. Interventions have not, however, fundamentally tackled the key drivers of decline in Margate. As the evidence shows:

- The economy remains over-reliant on public services and the declining tourism sector;
- Housing improvement work has been on too limited a scale to fundamentally shift the balance in the housing market;
- Significant numbers of vulnerable adults and children from outside Thanet continue to be placed in the district;
- National and local programmes to tackle unemployment and deprivation have not improved the relative position of the wards; and
- Crime rates remain high and local perceptions of service provision low.

Seven-Point Plan

- 1.12. It was recognised in the commissioning of this report that regenerating key sites in the town, while fundamental to its economic revival, is not a sufficient response to the area's needs. The view of partners engaged in the study is that a full range of interventions is necessary to: make Margate an

attractive place for visitors and residents; rebalance the housing market; provide a more diverse range of jobs; and equip local people to be able to take advantage of them, through education and training and effective social services. Each of these areas needs to be tackled concurrently – none of them will work in isolation because of the inter-connection between the forces driving deprivation and decline.

- 1.13. Through a series of workshops involving stakeholders across local, regional and national government as well as other public agencies, we identified a Seven-Point Plan for Margate Renewal; set out in the box below.
- 1.14. The seven point plan sets out the work needed to take these objectives forward, but it needs to be recognised that all key partners need to actively support the process of identifying the necessary resources and setting up delivery structures if this plan is to work.
- 1.15. The report also identifies a series of steps for the Partnership to take to start the process off, and we have also set out a suggested mechanism for delivering the work through an expanded partnership structure.
- 1.16. Finally we list a series of policy implications for government departments to consider, in order that the problems of coastal towns such as Margate can be addressed as part of emerging government policy on mixed communities and within the National Regeneration Framework.

1. Regenerate the centre of Margate and improve the public realm
2. Diversify the local economy and create jobs
3. Rebalance the housing market and improve housing management and condition
4. Develop an integrated approach to worklessness and skills, and provide additional support for vulnerable groups
5. Reduce the flow of vulnerable people moving or being placed into the wards and provide good support for arrivals
6. Provide co-ordinated and personalised support to residents
7. Engage local residents in the renewal programme and support community development



2 BACKGROUND TO THE STUDY

Margate is a small coastal town in the south-east of England which has experienced serious economic decline since its growth from the Victorian era and its heyday in the 1960s and 1970s as a domestic holiday resort. It is geographically isolated, and has not successfully restructured its economy.

Margate Today

- 2.1. The two wards under consideration are Cliftonville West and Margate Central. They contain the principal residential area and the main portion of the town centre of Margate. As at the last population census, they contained some 11,700 people¹.
- 2.2. According to the census, Margate Central and Cliftonville West contain 41% and 47% owner-occupied housing, compared to a district and national average of around 70%, and a correspondingly **high proportion of private rented stock**. This results from the town's previous dependence on tourism, and resulting stock of hotels and bed and breakfasts. This accommodation faced increasing vacancy rates, and ultimately provided large amounts of cheap accommodation for rent. This, combined with its attractive seaside location resulted in the arrival of a range of benefit dependents, homeless households, overseas migrants, and vulnerable adults and children in the area. With high levels of demand, the housing market has continued to become more heavily weighted towards private rented accommodation.
- 2.3. **Employment rates are low in the ward**, with the census figures showing only 58% of the working age population in employment compared to a UK average of 72%. Over 37% of working age residents are out of work and claiming benefits. Unemployment is three times the district average at 8.3% (JSA claimant count). Incapacity Benefit (IB) claimant numbers have increased over recent years at a time when nationally the numbers have fallen². Some **26% of 16 to 18-year olds are not in employment, education or training** in Cliftonville West, compared to an average of 4% across Kent. The picture across a range of health indicators is similarly disturbing, with the highest numbers of teenage pregnancies in Thanet, along with high levels of **drug and alcohol misuse, and limiting long-term illness**.
- 2.4. The high number of benefit-dependent households and vulnerable people placed in the area is a particular concern of local stakeholders. The Thanet Inquiry carried out in 2005 found that Cliftonville West had over **seven times the proportion of looked after children as the Kent average**, and noted that half of these were placed there by authorities outside the County. Vulnerable adults, ex-offenders and asylum seekers are also placed in the wards in higher numbers than anywhere else in the County, and are often isolated, and far from home.

- 2.5. Many of the vulnerable individuals concerned are likely to require the co-ordinated support of a number of agencies in order to deal with the multiple problems that they face. The level of transience, and the fact that in many cases agencies are not informed when individuals in need are moved into the area, mean this often does not happen.

Margate Renewal Partnership

- 2.6. Following the development of the Margate Masterplan and Margate Futures Action Plan, strategic and delivery agencies came together in 2006 to form Margate Renewal Partnership, to develop and take forward the regeneration projects identified in the Masterplan. The Margate Renewal Partnership currently comprises Thanet District Council, Kent County Council, the South East England Development Agency (SEEDA), the Arts Council England, the Government Office of the South East (GoSE), the Heritage Lottery Fund, English Partnerships and English Heritage.
- 2.7. The Partnership has secured over £35m toward the regeneration programme and investment in the public realm. Its key aims are to kick-start development on priority sites, change perceptions and raise the profile of Margate. As part of this the partnership is supporting the development of cultural provision as a key component of a new range of visitor infrastructure, and the foundation for this work is the development of the Turner Contemporary.
- 2.8. The priorities for the Partnership have been the major development projects, as they will form the foundation for the regeneration of Margate. However, the Partnership recognises that it will also be important to support the development of the local economy, and it has commissioned a cultural vision and action plan, in addition to the existing Destination Strategy and visitor economy framework in partnership with Thanet District Council and Visit Kent.
- 2.9. The Partnership also recognises that these strategies do not in themselves tackle the socio-economic problems experienced by the residents in the two wards, and have identified the need for a more holistic approach to renewal.

The Government Policy Context

- 2.10. The **Mixed Communities Initiative** has been developed by central government as a more intensive and comprehensive approach to tackling neighbourhood deprivation. It aims to bring together housing and physical regeneration strategies with action to take social deprivation and economic failure. Margate Central and Cliftonville West wards have been designated as a mixed communities demonstration project.
- 2.11. The Margate demonstration project is distinct from the other eleven areas, which all contain predominantly social housing. Experience in Margate should further the understanding of how to achieve successful mixed communities in coastal areas with high levels of private rented housing.
- 2.12. Coastal towns have become a priority for action in recent years. This stems in part from recognition that recent investment in regeneration has often focused on inner-city areas and has overlooked the particular needs of coastal areas.



- 2.13. The report of the **House of Commons Select Committee on Coastal Towns**, published in March 2007, brought this issue into sharp focus. It found that many coastal towns suffered from a similar set of problems, including:
 - Decline of the traditional domestic tourism industry and a failure to diversify economically;
 - High levels of in-migration and population transience leading to demographic and labour market imbalances; and,
 - Poor quality and low quality building stock, with many units being converted into HMOs.
- 2.14. CLG is now undertaking and commissioning further work to map out gaps and issues and has established a cross-departmental working group to address specific issues such as the disproportionately high rise in the number of people claiming IB in coastal towns.
- 2.15. Experience in Margate can also feed directly into the new **National Regeneration Framework**. Communities and Local Government (CLG) was mandated to develop the framework by HM Treasury through the Sub-National Review of Economic Development and Regeneration. The Sub-National Review significantly re-focuses the government approach to regeneration. In particular, it signalled a much more tailored and variegated approach to regeneration interventions in different areas including coastal towns which are facing similar problems to Margate.
- 2.16. The framework will include a typology of places, setting out the specific problems in different kinds of areas including coastal towns. According to the Secretary of State for Communities and Local Government, Hazel Blears, the framework should "facilitate more co-ordinated, cross-government working in coastal towns exhibiting significant problems, and identified as a priority for intervention on the grounds of market failure or equity".
- 2.17. The third key policy area to which Margate can make a powerful contribution is **community cohesion and transient populations**. Following concerns about the stability and cohesiveness of neighbourhoods across England, particularly those which have taken in large numbers of European economic migrants, central government is developing a set of proposals to support local authorities to integrate new and potentially vulnerable arrivals, and is keen to learn from local experience.
- 2.18. In July 2005, the Kent Child Protection Committee produced a report following an inquiry into the significant and growing number of looked after children and vulnerable young people placed by local authorities from outside Kent into Thanet. This has become known as the **Thanet Inquiry**.

- 2.19. The Committee found that Thanet had seven times the number of looked-after children as the most affluent areas in Kent, and highlighted the strong links between the transient and volatile population, driven particularly by looked after children placed in Thanet, and broader social and economic problems. It recommended a more structured framework to the management of placements and a strengthening of the adolescent services targeted at disaffected and vulnerable young people.
- 2.20. Few areas face a challenge of a similar magnitude to Margate in integrating and supporting a highly transient population. The response to the Inquiry is in development, but the follow-up action to its recommendations should generate valuable learning for other areas.



“Place shaping” and devolution

- 2.21. The Local Government and Public Involvement in Health Act 2007 introduced a series of reforms to sharpen the strategic “place shaping” role of local authorities and strengthen local partnership working. To support local authorities and local partnership to deliver more effective services and tackle deprivation, the government will invest £185m nationally over three years in **Regional Improvement and Efficiency Partnerships** (RIEPs). The RIEPs will operate within the framework of the National Improvement and Efficiency Strategy.
- 2.22. Kent’s new Local Area Agreement, the Kent **Agreement 2**, will set out the high level priorities for the County. These should reflect local priorities and central government’s view of key challenges. While the mechanism agreed is for the East Kent LSP to develop its own targets within the Kent LAA framework, as one of the key priority areas, Thanet District Council will need to work with partners to agree how the targets are implemented in Margate.
- 2.22. The “**duty to co-operate**” places a new statutory requirement on a wide range of public bodies to co-operate in the design and delivery of targets in the LAA. The emphasis on partnership working will be strengthened by the **Comprehensive Area Assessment** (CAA). The CAA will replace the existing Comprehensive Performance Assessment (CPA) following consultation on the details.
- 2.24. In making an assessment of corporate performance, the CAA will include a focus on **vulnerable groups and priority places** looking at issues like housing quality and health inequalities. The CAA will also reflect the views of key partners and local people in its assessment.
- 2.25. The focus on targets and priority places through the Kent Agreement 2 and the emerging CAA framework, supported by strengthened partnership working and improvement and capacity building, creates opportunities for Thanet District Council and its partners to consider how to use these new mechanisms to drive improvement in Margate.

¹ Census of Population 2001
² DWP benefits data 2007



3 MARGATE'S LOCAL ECONOMY

This section discusses the Margate's local economy, summarising key information in order to draw some broad conclusions about the needs of the town in economic development terms. We then identify the key drivers impacting on the local economy, and the action currently being taken within the region in order to strengthen it, before looking at gaps and possible levers for intervention.

- 3.1. The table below provides a high-level summary of the structure of the local economy in relation to that of the district, by looking at the jobs in the area, and the occupations of its residents.
- 3.2. The economy in Thanet is dominated by two sectors: **distribution, hotels and restaurants**; and the **public sector**. The district has around half the national average proportion of its employment in the financial and business services sector, a sector which has driven much of growth in employment nationally and is forecast to continue to do so.
- 3.3. Despite its industrial structure, Thanet as a whole has experienced **relatively strong growth** in recent years, with total employment increasing

by over 6,000 jobs between 1995 and 2006 (+19%). This was a faster rate of growth than the national average (+16%) and only slightly behind the growth experienced in the region as a whole (20%). The sectors which saw the biggest increases in employment were also the two largest sectors. Employment in the public services and distribution, hotels and restaurant grew by over 2,000 jobs each (+19% and +28% respectively)³.

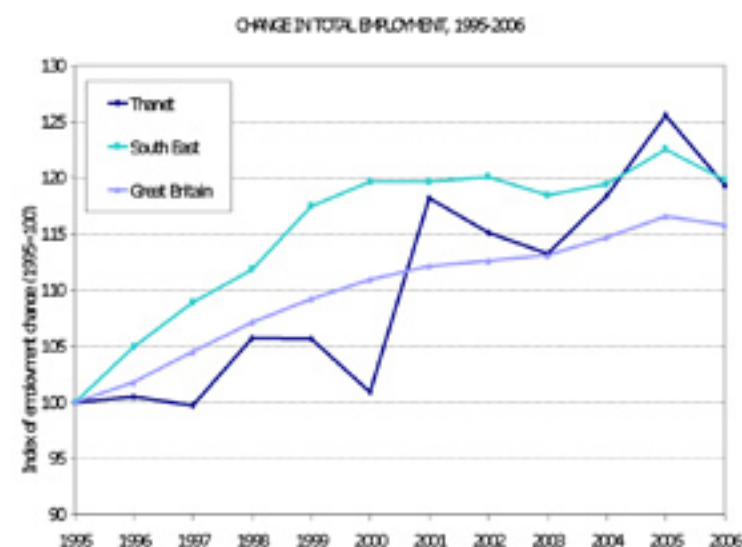
- 3.4. Thanet is also forecast to see **employment growth in future**, but at a slower rate than over the last decade. Employment is anticipated to rise by 5% over the next 10 years⁴. This is in line with the predicted performance of the UK as whole, but below the regional average of 8%.

Change in Employment 2003-06 (%)	Margate Central	Cliftonville West	Thanet	South East	UK
Agriculture and fishing	-	-	-20%	1%	1%
Energy and water	-	-	-80%	-34%	-8%
Manufacturing	-18%	-31%	3%	-10%	-11%
Construction	-12%	-1%	3%	10%	10%
Distribution, hotels and restaurants	-26%	-13%	-4%	-5%	-2%
Transport and communications	136%	-19%	13%	-2%	1%
Banking, finance and insurance	-5%	-28%	33%	9%	11%
Public administration education & health	-23%	7%	9%	6%	6%
Other services	2%	-29%	-9%	-1%	4%
Change in employment 2003-2006	-757	-330	1,976	41,134	609,944
% change in employment 2003-2006	-16%	-12%	5%	1%	2%

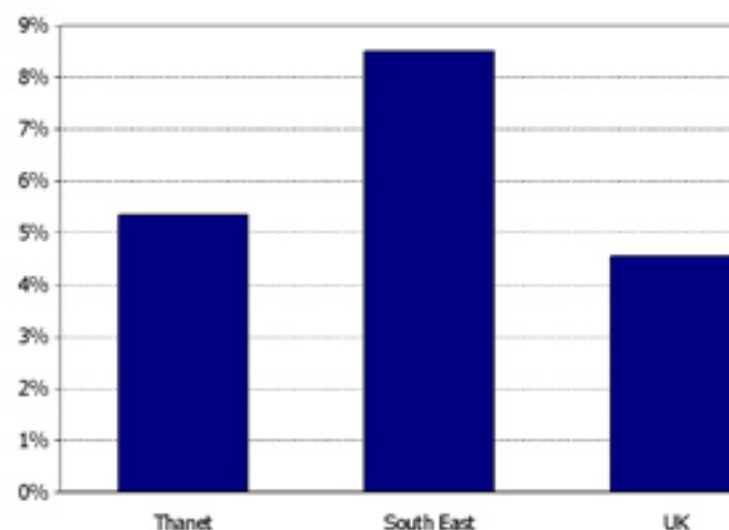
Employment by Occupation	Margate Central	Cliftonville West	Thanet	South East	UK
Managers and senior officials	12%	12%	13%	19%	15%
Professional	5%	7%	9%	13%	11%
Associate professional & technical	10%	12%	12%	16%	14%
Administrative & secretarial	11%	11%	12%	11%	13%
Skilled trades	16%	12%	13%	12%	12%
Personal services	12%	15%	11%	7%	7%
Sales and customer services	9%	8%	8%	8%	8%
Process plant and machine operatives	9%	9%	8%	2%	9%
Elementary occupations	18%	15%	13%	11%	12%

Source: Annual Business Inquiry (2003-2006)
Source: Census 2001

- 3.5. Margate has a **similar industrial structure** to the district as a whole, with employment concentrated in **distribution, hotels and restaurants** and the **public services**. Public administration jobs are very important for the town and provide almost a half of all employment (47%); this is much higher than in Thanet (36%), the South East (25%) and nationally (27%), and this reflects the lack of diversification into other growth sectors.
- 3.6. Margate's **workforce** is over-represented in elementary occupations, and under-represented in higher skilled occupations such as managers and professionals. This is partly a reflection of the



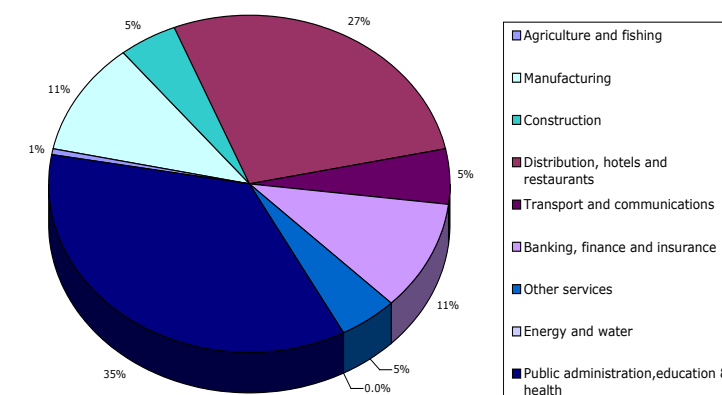
FORECAST EMPLOYMENT GROWTH, 2006-2016



weakness of the local economy, and the lack of representation of knowledge industries and business and financial services in the area. It will provide a further disincentive for growth in these sectors.

- 3.7. Margate, like many coastal towns, is **geographically isolated**. Most coastal towns are further away than inland towns from the main centres of population and often suffer from poor transport infrastructure. Margate is anticipating an improvement in rail journey times to London, but despite this it is outside the London commuter belt.
- 3.8. Despite the growth experienced in the district as a whole, Margate continues to suffer from the **decline in tourism-related industries**, which provided a base for the local economy in the past. The area continues to see **job losses** in distribution, hotels and restaurants – a sector which now accounts for just 23% of local employment, below the district and regional averages (25% and 28% respectively). Job losses have been concentrated in the hotel sector while **restaurants and bars** have all experienced **modest growth**.
- 3.9. Margate Central and Cliftonville West wards have a high proportion of employment in tourism-related industries, and Margate Central has suffered significantly from the decline in this sector. The only other sector with significant employment is the public services, which also has above average levels of employment compared to the regional average. Given the expected slow-down in the growth in public expenditure this may well have a negative impact on the local economy in the future as any job losses will be felt more severely.
- 3.10. Margate is currently ill-adapted to catering for modern expectations of visitors. It **lacks quality accommodation** (most establishments don't apply quality assessment and none are above 3 stars nor

EMPLOYMENT BY SECTOR IN THANET, 2006



feature in the Good Hotel Guide⁵) and quality restaurants and pubs ('no upper range brands and no entries in the Good Food Guide or Good Pub Guide')⁶.

- 3.11. The decline in tourism-related industries is further highlighted by the high number of vacant retail premises in the area. Margate town centre had a very high proportion of **vacant retail units** in 2007 (33%)⁷. This is partly a result of the location in Westwood of a new comparison retail centre, and the resultant relative down-grading of Thanet town centres for local shopping. Cliftonville appears to have a slightly more buoyant retail sector with a vacancy rate of a fifth of all retail premises. By comparison, in the nearby town of Broadstairs, just 4% of local retail premises are vacant in the town centre.
- 3.12. In summary, Margate's economy is still suffering from the decline in tourism and related industries since its heyday. It is geographically isolated, and has an industrial structure that remains highly dependent on tourism and public administration, and is therefore highly vulnerable to decline.

Regional and Local Economic Strategies

- 3.13. This section summarises the key priorities of the economic strategies covering the region and local area and then looks at the interventions impacting on Margate.
- 3.14. SEEDA's *Regional Economic Strategy* provides a direction of travel for the economy of the whole South East region from 2006 to 2016⁸ and highlights three key challenges that the region must face:
- Making the South East **globally competitive** in the face of pressure from new economic powerhouses such as China and India;
 - Spreading prosperity to all through the principles of **smart growth**, by "raising levels of enterprise, productivity and economic activity throughout the region" and lifting "the prospects of underperforming areas, communities and individuals"; and,
 - Achieving and maintaining environmentally and socially **sustainable** prosperity.
- 3.15. In addition, SEEDA has produced a **Coastal South East Draft Strategic Framework** designed to maximise the area's potential in a sustainable and inclusive way. This recognises that despite the proximity of the region to one of the most successful world city economies (London), much of the coast in the region is seen as "underperforming" due to its relative remoteness, isolation, deprivation, ageing population, transient population, poor quality housing, and restricted hinterland.

- 3.16. SEEDA has also recently published a draft **Corporate Strategy**, identifying new ways of working including developing new approaches to investing in place-making, and delegating resources where appropriate.
- 3.17. SEEDA's priorities are reflected in economic strategies at lower spatial levels including Kent Prospects 2007 – 2012 and the *Thanet Economic Growth and Regeneration Strategy*. Kent Prospects 2007-2012⁹ develops the economic aspects of the Kent Partnership's Sustainable Community Strategy – the Vision for Kent – into an economic development framework.

KENT PROSPECTS

- Priority 1 is to strengthen Kent's accessibility and connections through investment in sustainable infrastructure, including road improvements and the Channel Tunnel Rail Link (CTRL).
- Priority 2 is to promote sustainable growth and regeneration. Coastal towns form a distinctive part of this, and Margate is listed as one of a number of towns where concerted public sector intervention is required.
- Priority 3 is to develop enterprise and competitiveness across Kent. A wide variety of interventions cover skills, supporting development opportunities, developing tourism, attracting inward investment, encouraging enterprise, promoting innovation, and developing sites and premises.
- Priority 4 is to build pathways to sustainable prosperity through sustainable construction, sustainable consumption, resource efficiency, sustainable enterprise, energy efficiency and renewable energy.

- 3.18. The Thanet **Economic Growth and Regeneration Strategy** builds upon these other strategies, highlighting a number of areas of economic opportunity. These include: creative and cultural industries; retail and leisure; health and social care; and transport and communications.
- 3.19. Alongside the District's economic strategy, there are a number of specific sector strategies agreed or in development which will support the development of Margate as a destination. In particular, the cultural vision commissioned at the same time as this study will provide a vision and programme for the development of the cultural and creative industries in Margate.

Interventions in the local economy

- 3.20. While the general ambitions for the region and county are important for Margate, we have identified here the principal interventions that are designed to improve the prospects for the economy of Margate and its residents. These are:
- Diversification of the district economy and inward investment;
 - Creating "destination Margate"; and,
 - Generic business support.

Diversification and inward investment

- 3.21. Stakeholders working in this area are clear that it is not possible to work at the level of individual small coastal towns such as Margate to diversify local economies. Thanet is seen as an island, with an island economy, highly dependent on its component towns to create sufficient market size to support investment. This was the justification for the development of Westwood Cross, to provide a district level retail centre serving Margate along with Ramsgate, Broadstairs and other local markets.
- 3.22. Most interventions and programmes for inward investment and diversification are therefore Thanet-wide, on the rationale that this is the most appropriate scale for economic development, and all brownfield sites within Margate itself have been identified for inclusion in the regeneration plans.

- 3.23. Diversification has taken the form of developing a number of business parks, along with the marine and aviation sectors and renewable energy technologies related to off-shore wind. The business parks are the Eurokent business park with 142,000m² of mixed office and factory facilities, the Manston business park and Thanet Reach Business Park whose current occupiers include Kent Innovation Centre, Thanet Campus of Canterbury and Christ Church University.
- 3.24. **Impact:** On the completion of the anticipated new developments there will be significant numbers of new jobs created in Thanet. For example, the China Gateway project at Manston Park will generate 3,000 jobs and the wind farm, and greenhouses are estimated to be able to generate 600 further jobs. These are within the geographical reach of Margate residents, and the ambition is to improve transport infrastructure to support this.
- 3.25. However, Margate itself will remain highly dependent on the current sectors of tourism and hospitality and public administration, and no dedicated organisation at the Margate level has been identified to review, plan, and identify funding for economic development activity for Margate. Economic development activity at Thanet level is supported by one Economic Development Officer, and there is a question mark around the **capacity** of the Thanet District Council to access available funding since the external funding officer post has been deleted.





Creating Destination Margate

- 3.26. Local and regional programmes envisage a diminished role for tourism. As Locum put it in the Destination Strategy “tourism is not a panacea”¹⁰. The vision for Margate outlined in the Destination Strategy is of a “highly attractive town by the sea”¹¹, rather than a seaside resort filled with tourist attractions. Elements of its original visitor offer will remain unchanged, with the beach and Old Town in particular providing a natural and built environment of quality and character.
- 3.27. A comprehensive Masterplan and Implementation Plan¹² for the **physical redevelopment of Margate** has been agreed including 11 development sites stretching from the Royal Seabathing Hospital to the Lido. The overall aim of the renewal programme is two-fold. Firstly, to rekindle and repackage Margate’s visitor industry, with site developments bringing a ‘critical mass’ of visitors, transforming Margate’s image and creating spin-off industries. Secondly, to change the demographic of the residential population attracting a more stable, wealthier owner-occupant population through the construction of quality residential property.
- 3.28. The main vehicle for co-ordinating regeneration in Margate is the **Margate Renewal Partnership**. The Partnership brings together the efforts of its members¹³, and a budget of £35m, into a comprehensive strategy and implementation plan. The Masterplan they are all working to divides Margate into four ‘quarters’ in order to provide distinct places with appeal to residents and visitors.
- 3.29. The Partnership brings together all key public agencies required to take forward the physical developments, and has a clearly defined programme of projects. The outputs anticipated from these projects are set out below, although the impact of the programme once completed would be to transform the physical fabric of the town and give a significant boost to the visitor economy.
- 3.30. A well-developed **creative sector** is a key element of the vision for Margate. Building on the development of the Turner Contemporary, the aim of the Margate Destination Strategy is to turn Margate into a hub for cultural events, artistic goods and creative production. As mentioned above, a cultural vision has been commissioned by Margate Renewal Partnership and the Council. This will outline mechanisms for surrounding the Turner Contemporary with a wider cultural offer. This will be essential for the integrity of the overall offer of the regenerated Margate. Adjacent to the gallery the remainder of the Rendezvous site will be a mixed use development and the Pier will be renovated and opened to public use.

SITE	PLANNED CONTENT	ESTIMATED EMPLOYMENT OUTPUTS
Turner Contemporary	3,000m ² gallery space	58 jobs
Dreamland/ Arlington 20 Acre site	300 – 400 residential units 3,000m ² restaurants 7,000m ² retail 8,000 m ² leisure	250 jobs 20 acres of brownfield land reclaimed
Lido 6 Acre site	400 – 500 residential units 200 bed hotel 1,000m ² leisure and restaurants	80 – 100 jobs 6 acres of brownfield land reclaimed
Royal Seabathing	350 residential units	Construction jobs 4 acres of brownfield land reclaimed
Marks & Spencers	4,000 m ² retail 70 residential units 1,500 m ² commercial	150 jobs 1 acre of brownfield land reclaimed
Fort Road	70 residential units	2 acres of brownfield land reclaimed
Rendezvous	200 residential units 150 bed hotel	50 jobs 4 acres of brownfield land reclaimed
Harbour Arm	500m ² of commercial space	10 jobs FTE
Queens Arms Yard	25 residential units 500m ² of commercial space	15 jobs FTE 0.5 acre of brownfield land reclaimed
TOTAL	1565 residential units 16,000 m² retail 13,000 m² leisure 37.5 acres of brownfield land reclaimed 350 new hotel bed spaces	633 FTE jobs

- 3.31. In proximity, Fort Road will be redeveloped as a ‘gateway’ into the Old Town. Planned residential and artists studio space in the Old Town itself will form the core of a cultural quarter.
- 3.32. There will be another type of visitor offer in the ‘Lifestyle quarter’, centred on the redevelopment of the Dreamland site. Current plans retain the cinema and the Scenic Railway, and include an amusement park. Some non-commercial leisure facilities and new housing will also be created on the eastern side of the site.

- 3.33. New life will be injected into the High Street, and a key site in the town centre will be turned into an office, retail and residential scheme. These will be complemented by improvements to footway and carriageway surfaces and pedestrianisation of the Lower High Street to improve connectivity and increase footfall.
- 3.34. There is broad agreement among all partners that these projects are being delivered as effectively as possible. The Margate Renewal Partnership brings together all the necessary public agencies and co-ordinates activity. The only criticism voiced was that there is a tendency to see the projects individually rather than to maintain a strategic overview of the inter-connections. This means that issues such as community engagement can easily be overlooked. For example local residents interviewed for this report did not feel that the Turner Contemporary would be relevant to them. This is despite the extensive consultation programme conducted for the project estimated to have included over 4,000 people. A more concerted approach to working with and engaging the community across the programme might help to allay their concerns.
- 3.35. **Impact:** The partnership has brought together an impressive range of regeneration projects which, when completed, will transform the physical fabric of Margate. In view of the economic problems facing Margate the focus of this work is sensible and appropriate.
- 3.36. These projects and programmes are clearly crucial for the future of Margate, and each of the elements will need to be secured in order to achieve the anticipated impacts. This includes the delivery of the Destination Strategy and cultural vision and action plan once it is developed, and it is not clear that there are the resources identified to do this.

Business Support

- 3.37. There is a wide variety of local, regional and national business support providers available for Thanet businesses to access. Much of this activity is focused on providing training and consulting support to deliver know-how to ‘would be’ or ‘early stage’ entrepreneurs¹⁴.
- 3.38. **Business Link Kent** provides information, assessments of business strengths and identification of support services needed to businesses and pre-start individuals¹⁵. **East Kent Gateway** facilitates and support networks of start-up and early stage enterprises across North Kent¹⁶. It has facilitated the formation of two networking groups, one for the Creative sector and the second for women not in education, employment or training (NEET). Technology Enterprise Kent supports individuals

wanting to set up their own business. The Princes Trust awards start-up grants averaging £1,625 and provides business planning advice and mentoring as part of ongoing support.

- 3.39. Within the two wards some support for businesses is provided by two key locally-based partnerships - the **Margate Town Partnership** and the **Cliftonville Partnership**. Their officers undertake promotion work, particularly in relation to events, but limited work with individual traders. There is not currently an effective town centre management function concentrating on increasing the competitiveness of local traders and encouraging others in.
- 3.40. **Impact:** To a large extent the fortunes of local businesses are tied up in the economic development and regeneration of Margate as a whole. However, the generic provision of business support is less likely to experience high levels of take-up in deprived areas, and evidence of the high level of vacancies in commercial and retail premises would support the need for intensification of economic development work in Margate.

Drivers of change

- 3.41. Despite growth in Thanet as a whole, Margate, and the two wards in particular, have witnessed continued economic decline. There is a lack of diversity in the local economy and an over-reliance on employment in the public sector.
- 3.42. The key drivers of the change in the local economy are:
- Forecast trends in the national and global economy;
 - The decline of tourism related industries; and
 - The changing nature of leisure and consumption

3.43. The context for this study is one of continuing national and global change. Intensifying international competition and the emergence of new global economic powerhouses such as China and India provide challenges but also opportunities for the national economy.

3.44. The UK economy is still undergoing a period of economic restructuring, with the continued long-term decline of manufacturing and the growth of the service sector, and the pace of change is unlikely to slow. While the current economic climate is uncertain, the UK financial and business services sector has driven much of the growth in the economy over the last decade or so and the trend towards higher productivity knowledge-based industries is forecast to continue. As consumers become richer, leisure spending and tourism is also likely to increase. In addition, the ageing population will prompt huge growth opportunities in health care.

3.45. Given the dearth of knowledge-industries in Margate the local economy is not likely to benefit from these trends, with the possible exception of the care sector. The local economy is **over-reliant** on employment in the **public sector**. Given the expected slow-down in the growth in public expenditure this may well have a negative impact on the local economy in the future as any job losses will impact significantly on local residents.

3.46. Over the last 30 years the **changing pattern of tourism** in the UK has had a profound effect on seaside towns. The tourism industry was the main reason for their growth during the Victorian era and this growth peaked during the early 1970s. There are a number of key trends which have driven this decline, namely, the increased popularity of foreign holidays, the advent of affordable short-haul flights, and the shift in the British tourist industry towards short-break visitors and day-trippers.

3.47. A massive overseas package tour holiday industry has put foreign holidays within the reach of most of the population. However, many people take more than one holiday a year. Their main holiday may be abroad, but second and third holidays are usually taken in Britain. The number of second holidays taken as short breaks has grown by 50 per cent in the past five years. Many other coastal towns have managed to capitalise on the growth in short break holidays, but although the Destination Strategy will attempt to do this, it has not yet happened in Margate.

Summary of interventions and gaps

3.48. The main emphasis of economic development programmes in relation to Margate has been diversification, regeneration and business support. Improvements to the urban fabric and regeneration of key sites are fundamentally important to the future of the town. They will boost the local economy through redeveloping the visitor offer of the town, and extend the range and type of visitors, as well as encouraging the development of a cultural and creative sector. The regeneration is being taken forward through an effective partnership of all the key agencies, and when completed will help to transform Margate.

3.49. Diversification of the economy and support for the growth of other sectors is designed to benefit Thanet as a whole. This work will not in itself impact on Margate's very local economy, and leaves it still vulnerable due to its over-dependence on two sectors.

3.50. It is suggested that local partners should ensure they have an oversight of the development and delivery of a range of economic development programmes to support the **local Margate economy**. Initiatives such as the Destination Strategy and cultural vision are already under way but will need action plans and resources for implementation. This will include bidding for funds to deliver the plans, and capacity in this area is currently limited. Effective town centre management support for local traders would help the town centre to increase its commercial success and capitalise on the public realm improvements and regeneration.

3.51. The Partnership should also consider mechanisms for developing community engagement across the regeneration programmes. In particular the **significant investment in arts and culture** should be fully utilised for education, training, community engagement and employment.

- 3 Annual Business Inquiry (1998-2006), Annual Employment Survey (1995-1997)
- 4 Business Strategies' Local Markets Database, 2006
- 5 Margate Destination Strategy, Locum Consulting, 2006
- 6 Ibid
- 7 Kent County Council Town Centre Audit
- 8 The Regional Economic Strategy 2006-2016 A Framework for Sustainable Prosperity, SEEDA
- 9 Kent Prospects 2007 to 2012 'An economic development and regeneration framework for Kent', Kent Partnership, June 2007
- 10 The Regional Economic Strategy 2006-2016 A Framework for Sustainable Prosperity, SEEDA
- 11 Margate Destination Strategy, Locum Consulting, May 2006. This follows suggestions made in the Sea Changes Report (English Tourism Council, 2002).
- 12 Margate Renewal Framework and Implementation Plan: 2007/08 Final Draft, Margate Renewal Partnership.
- 13 It assembles eight key local and regional bodies - Thanet District Council, Kent County Council, the South East England Development Agency (SEEDA), the Arts Council England, the Government Office of the South East (GOSE), the Heritage Lottery Fund, English Partnerships and English Heritage.
- 14 Business Support and Enterprise Intervention in Thanet, Report for Thanet District Council, SEEDA 2007
- 15 Ibid
- 16 Ibid

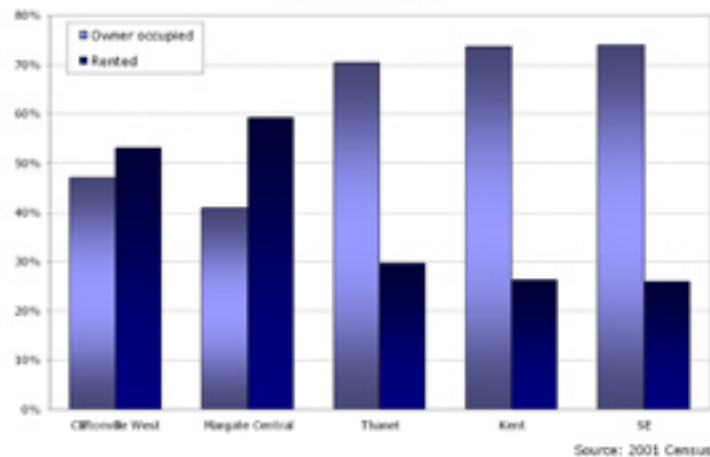


4 HOUSING MARKET AND CONDITIONS

This section looks at the housing market and conditions in Margate, summarising data on tenure and housing conditions, and looking at the impact of current programmes in rebalancing the market. It then considers the market forces operating on the housing market in Margate, and the need for further and more aggressive intervention to re-balance it.

- 4.1. The table opposite provides a high level summary of the composition of the local housing market and levels of housing need, with regional and national comparisons. The housing tenure figures are from the 2001 census, and Thanet District Council has published more recent estimates showing far **higher proportions of private rented accommodation**, with 59% quoted in the Housing Renewal Delivery Plan.
- 4.2. The housing in Margate Central and Cliftonville wards is largely Edwardian and Victorian with some post-1950s social and private houses.
- 4.3. Margate Central and Cliftonville West both have a very unbalanced housing market with more than double the Thanet proportion of private rented housing. The wards have approximately 1,850 or 37% private rented homes, more than three times the regional average. There is also a lack of family sized homes, 45% of homes are owner occupied and 15% social rented¹⁷. In addition there are 350 vacant properties in the two wards. Housings conditions in the area are very poor with 57% judged non-decent in 2004.

HOUSING TENURE



- 4.4. There are high numbers of single people, and people in residential establishments, compared to Thanet, the south-east and the UK. The Thanet Inquiry report¹⁸ noted that in Thanet as a whole there were some 1298 beds in residential care establishments for adults. The District Council itself utilised just under 50% of the total beds for its residents, and the

remainder were occupied by people referred by other local authorities or by self-funding individuals.

- 4.5. Similarly, at the time of the report there were **35 children's homes** in Thanet, although it has been suggested that some of the managers of these establishments have since changed their status and are now fostering.
- 4.6. Discussions with Council officers have indicated other issues in the wards including higher than average building repair maintenance costs due to the average age of properties; a higher than average proportion of older buildings in multiple occupancy, particularly former hotels and guest houses, and significant numbers of absentee landlords.
- 4.7. The private rented sector in Thanet as a whole plays a key role in providing accommodation to **low-income families** on housing benefit. The proportion of households in the two wards claiming benefit is almost four times that of the south east as a whole. Data from the Department for Work and Pensions (DWP) shows that over half of all households in the private rented sector in Thanet were in receipt of housing benefit. This proportion is likely to be even higher in the study two wards, as a result of the high level of people out of work in the area.

- 4.8. Average **house prices** in Margate stood at £164,200 in 2006¹⁹. This represented an increase of more than double since 1997 (+203%) but is still significantly lower than the rest of the South east which has experience very strong growth in house prices. House prices in Margate are just 75% of the regional figure.

- 4.9. While it is difficult to find evidence to substantiate the description of 'waves of migration' into Margate, information provided through interviews with stakeholders suggests that there has been a process over the last three decades of different groups of benefit claimants, homeless people, adults and children in care, asylum seekers and migrants from the eight accession states (A8), choosing to live, or being referred or placed, in Margate.

- 4.10. This trend started as the tourist trade declined, and hotels and bed and breakfasts found they had vacant rooms. These were made available to benefit claimants, resulting in a high concentration of hostel-type accommodation falling into the HMO category. We understand that private landlords advertised premises in London and elsewhere.

	Margate Central	Cliftonville West	Thanet	South East	UK
Household Tenure (%)¹, 2001					
Owner Occupied	41%	47%	70%	74%	69%
Rented: Social	20%	11%	13%	14%	19%
Rented: Private	39%	42%	16%	12%	12%
Housing Benefit/Council Tax Benefit Claims², 2007					
Number	1,210	1,680	15,960	545,550	4,540,015
% of working age population	42%	39%	22%	11%	14%
% of all households	52%	56%	29%	17%	22%
Household Composition (%)¹, 2001					
Single person households	46%	46%	34%	29%	30%
Lone Parent Households	14%	12%	11%	8%	9%
Communal Establishments¹, 2001*					
Number of individuals in communal establishments	232	681	3,210	190,801	890,682
% of total population	5%	10%	3%	2%	2%
Number of residents in Residential Care/ Nursing homes	123	341	1,799	61,328	323,786
Number of residents in hotels, boarding houses, guest houses	3	85	270	6,287	28,574
Number of residents in hostels (inc. youth/homeless hostels)	17	40	60	2,549	26,144
Homeless households³, 2007					
Number of homeless households	N/A	N/A	31	1,370	16,540
Number of households accommodated end of Q3 2007	N/A	N/A	65	7400	82,750
% housed in LA/HA stock	N/A	N/A	5%	35%	20%
% housed in hostels	N/A	N/A	23%	9%	9%
% housed in private sector leased (by LA or RSL)	N/A	N/A	55%	39%	52%
% housed in other types including private landlord	N/A	N/A	0%	11%	14%
% accommodated in bed & breakfast	N/A	N/A	17%	6%	5%

*Inc□

1 Source: 2001 Census
 2 Source: Department for Work and Pensions
 3 Source: Communities and Local Government

The Thanet Inquiry report described the process by which housing authorities, including several in London, identified potential properties for homeless households.

- 4.11. A recent report on seaside towns by Christina Beatty and Stephen Fothergill²⁰ found evidence to suggest that some of the immigration in seaside towns, and some of the resulting unemployment, was **housing driven**. Evidence suggests that the **prevalence of cheap rental accommodation** arising from the closure and subsequent sub-division of hotels and boarding houses has served to **attract in benefit claimants**. Among the in-comers surveyed in the study, which included interviewees from Thanet, around one in seven said that housing had been a factor in their decision to move there.
- 4.12. The concentration of low-income families in the two wards is reflected in higher than average benefit dependency, above average levels of unemployment and high proportions of elderly and the infirm. This is discussed further in the next chapter.
- 4.13. In summary, the housing market in Margate is exceptional in terms of its significant proportion of private rented housing. It also contains significant numbers of residential care establishments, both for children and adults, and high numbers of HMOs and hostels. The low level of house prices coupled with the demand for rented accommodation encourages further development providing a spiral of supply fuelling further demand and further supply. **This imbalance in the housing market is a fundamental issue in relation to the composition of the population in the area.**

Regional and Local Housing Strategies

- 4.14. This section summarises the key priorities of the strategies covering the region and local area and then looks at the interventions impacting on Margate.
- 4.15. The **South East Regional Housing Board** private sector housing strategy for 2008-11 focuses on decency, energy efficiency and reducing fuel poverty, with a particular emphasis on supporting vulnerable households in non-decent homes. Their aim is to help 2,484 vulnerable households across Canterbury, Dover, Shepway, Swale and Thanet make their properties decent over the next three years through targeted loans. It should be noted that there are a total of 31,765 non-decent properties occupied by vulnerable households in these authorities, so this programme will support around one-thirteenth of the total.

- 4.16. **Delivering Quality Housing** is a corporate priority for Thanet District Council, and they are committed to achieving this through re-balancing the housing market, reducing the number of HMOs, improving housing conditions and reducing the numbers of vacant properties. These objectives are supported by the District's housing strategy, private sector housing strategy and empty properties strategy. In addition, Margate Central and Cliftonville West wards were declared a Housing Renewal Area in May 2005.
- 4.17. The **Margate Central and Cliftonville West Housing Renewal Delivery Plan** aims to support the re-balancing of the housing market by improving the tenure mix of the area, reducing the number of HMOs and empty properties, and improving the condition of the stock.

Re-balancing the housing market

- 4.18. Re-balancing the market and promoting housing activity in the Renewal Area are seen by the Thanet District Council as essential to transforming the two wards. Thanet District Council's objectives are to decrease the number of privately rented properties, increase the level of owner occupation, and add to the stock of affordable housing in the Renewal Area.
- 4.19. Thanet District Council aims to **reduce the proportion of privately rented properties** in the two wards from 59% to 54% over the next three years. To do so, they are using enforcement tools provided by the Housing Act 2004 to take stronger enforcement action on poor quality private rented accommodation. The Council are encouraging Registered Social Landlords (RSLs) to purchase existing private rented properties, HMOs and properties at risk of being turned into HMOs and convert them to affordable or shared equity homes. As discussed in paragraph 4.25 below, it is unlikely that at current rates of activity this target will be met.
- 4.20. The Housing Renewal Delivery Plan also states an intention to **increase levels of owner occupation** – from current levels of 32% in Margate Central and 37% in Cliftonville West to 50% across the board by 2015. However, affordability of housing is a particularly acute problem in Margate Central and Cliftonville West, where estimated average total household incomes were the lowest of any ward in Thanet in 2001²¹ and house prices are rapidly moving towards the Kent averages.
- 4.21. A concern has been expressed by officers that a significant number of properties in new developments have also been bought to let, further exacerbating the proportion of private rented housing. The recently introduced planning policy preventing conversion

to one-bed flats in these wards will help and may slow the trend towards increasing private rented accommodation, but it will not reverse it.

- 4.22. In one recent development, a Section 106 contribution from the developer was used off-site to purchase property for management by a Registered Social Landlord (RSL). This might provide a model for future activity, but would be helped by a more strategic approach to identifying further properties for purchase and conversion to social housing and to using S106 for this purpose.
- 4.23. **Impact:** There is no evidence to suggest that the numbers of privately rented properties have decreased, and evidence suggests that the buy-to-let market remains strong. The drivers are still working to move the housing market towards a greater degree of private rented provision. While the most recent stock condition survey results were still awaited at the time of writing, it is clear that the level of private rented accommodation has increased significantly since the last census in 2001.



- 4.24. In recent years the Thanet District Council has delivered a number of affordable homes (20 units in 2002-3; 12 in 2003-4; and 12 in 2004-5). The Council aims to deliver 30% of new housing developments as affordable homes through partnerships between developers and RSLs. Seven units are underway in the Renewal area and are due to be completed in 2008/09. In relation to total numbers of homes in the area, this is a very small change in composition.

Houses in Multiple Occupancy

- 4.25. Thanet District Council has introduced a range of new initiatives to reduce the number of HMOs in Margate Central and Cliftonville West wards and enforce higher management standards on existing HMOs, including:
- **Supporting RSLs to purchase and convert** existing HMOs into affordable housing. Funding for the programme of RSL acquisition has been gained²². The Council aims to identify further funding that can be used to acquire properties in the renewal area.
 - **Mandatory licensing and inspections.** Once an HMO has been licensed under the 2004 Housing Act it can be inspected for hazards and it can be closed down until the landlord deals with the hazard.
- 4.26. In 2006/07, 19 HMOs were licensed in the Renewal Area, just one fewer than the target of 20 in the Housing Renewal Delivery Plan. Of these, only eight were the subject of enforcement actions and interventions, against a target of 24. Eight properties have been acquired by RSLs in the Renewal Area in the last two financial years. To date one property has undergone enforced sale to an RSL²³.
- 4.27. Council officers suggest that the process of mandatory licensing undertaken in the renewal area has encouraged a number of landlords of HMOs in poor condition to sell their property. According to Council officers, approximately 40 HMOs throughout the district have either been sold and converted, or converted following the implementation of mandatory licensing. This data was not available at the level of the Renewal Area.

Improving Housing Conditions

- 4.28. Tackling poor housing conditions, energy inefficiency and fuel poverty are the driving forces of the South East Regional Housing Board Renewal Strategy 2008-11. There is a range of grants and loans available across the region, many of which are aimed at vulnerable households. **Heating and insulation grants** to reduce the number of households living

in fuel poverty and homes with 'insufficient thermal comfort'²⁴. For example, the Coldbusters scheme provides £400,000 of funding for improving heating and insulation. Secondly, **decent home loans** are available for vulnerable households to reduce the number of households living in non-decent accommodation²⁵, and for landlords of non-decent homes occupied by vulnerable households.

- 4.29. Improving private sector housing conditions is one of Thanet District Council's corporate priorities. Their objective is to make 100 properties occupied by vulnerable households decent every year for the next three years. Some will be made decent through council licensing and enforcement, others through use of the grants outlined above.
- 4.30. The Council has provided £2,000 grants to landlords and home-owners in the Renewal Area to make improvements to their property. These grants are easily accessible, in that they don't need to be 'matched' by the proprietor and can be used for a relatively wide variety of works²⁶.
- 4.31. **Impact:** Across the district, 39 properties were made decent in 2006/07, and a further 38 had Category 1 hazards reduced. Results to September 2007 show a much better rate of results with 74 properties made decent and 144 having a Category 1 hazard reduced.

- 4.32. In the Renewal Area, eight properties had category 1 hazards reduced and two homes made decent through Council loans or grants last year (2006/07). The Renewal Area Grants have been used by owners of 200 different properties in Cliftonville West thus far. They were popular with the officers and residents that we interviewed. The impact of these initiatives can be better assessed once the housing condition survey data is available. However, if it is correct that some 57% of homes in the area are non-decent, this works out at some 2,400, and clearly the **programmes would need to be dramatically increased in scale to achieve any real impact on the stock.**

Empty Properties

- 4.33. Thanet District Council has developed an Empty Property and Derelict Land Strategy and appointed an Empty Property Task Force to tackle properties across Thanet and in Margate Central and Cliftonville West wards in particular, where there are an estimated **330 properties, or 7% of the total stock**. The annual cost of maintaining an empty property is estimated to be in excess of £6,000²⁷.
- 4.34. The key objectives of the Strategy are to bring empty properties back into use and minimise the number

of properties going into disuse by working positively with owners, including financial assistance for works on a gap-funding basis, and negotiating to bring a property back into use.

- 4.35. The Council has set aside £150,000 for **interest-free loans** for owners of properties that have been empty for more than six months to bring the property up to decent homes standards. Enforcement action is only undertaken where landlords consistently refuse to take action. Compulsory Purchase Orders and enforced sales are also used, and RSLs are encouraged to purchase empty properties.
- 4.36. **Impact:** Thanet-wide the Thanet District Council brought a total of 36 empty properties back into use in 2006/07, and this keeps them ahead of the target to reduce their number by 30 per year up until 2010-11. In the Renewal Area one compulsory purchase order has been brought against a long-term empty property, and one other long-term empty property was purchased by an RSL²⁸. In the renewal area there are some 350 vacant properties, and again, it would need to be dramatically **increased in volume to impact on the total.**

Drivers of Change

- 4.37. The housing market in Margate Central and Cliftonville West is very unbalanced. There is a very large private rented sector, a proliferation of HMOs and poor housing conditions. The **key drivers** which have led to this situation are:
- The **decline of tourism** which has led to the reuse of hotels and guest-houses as HMOs;
 - Lower than average house prices, the large size of the older properties, and the growth in the buy-to-let market have resulted in the conversion of houses into small units and growth of the **private rented sector**; and,
 - The high number of rented properties and **absentee landlords** has driven the decline in the condition of the housing stock.
- 4.38. The housing stock in both Margate Central and Cliftonville West is characterised by streets of large Victorian properties, many now unsuited by their size to providing family homes. Many of the older properties were hotels or bed and breakfasts/guest-houses prior to the decline of the tourist industry, and now contain a **highly transient population** and high levels of **single person occupancy** due to conversion into **multiple occupancy** rented properties, hostels and care homes.
- 4.39. Although Margate has experienced strong growth in house prices over the past decade, house prices in the town still remain substantially below the

regional average, which has served to make the area an attractive prospect for buy-to-let investors. The large size of the older properties in Cliftonville West, combined with lack of parking space and very small gardens, renders them largely unsuitable for family homes, and has led to the conversion of many properties into rented flats.

- 4.40. The **demand** for small and cheap rental accommodation has further fuelled this cycle. The availability of privately rented accommodation coupled with the relatively low accommodation costs compared to the rest of the South East, have served to attract in higher numbers of low-income households which reinforces the deprivation in the area. The high proportion of privately rented housing, absentee landlords and vacant properties has meant that many of these properties have fallen into a poor state of repair.



Summary of Interventions and Gaps

- 4.41. Thanet District Council has identified the need to rebalance the housing market in its corporate priorities. The Council has recently developed a comprehensive range of strategies to improve standards of management of HMOs and rented accommodation, bring empty properties back to the market, and improve housing conditions. These take advantage of the available powers under the Housing Act 2004, and incorporate some imaginative approaches, such as using S106 from developments to purchase properties for RSL management.
- 4.42. However, the programmes are small scale and **cannot, at the rate of current activity, make an impact on the structure of the housing market.** Frontline enforcement services do not have sufficient capacity to tackle local problems proactively and strategically. At the time of writing, according to local agents there is no slow-down in activity in Margate.

- 4.43. Work to improve the condition of HMOs has made an impact on some of the larger old hotels, and work with landlords and enforcement action is continuing. However, mandatory licensing does not provide sufficient power to intervene, and it will be necessary to extend this to a selective or additional licensing scheme in order to tackle a larger proportion of the property in this category.
- 4.44. Similarly the work on improving the condition of the housing stock has made an impact on a number of homes in the wards, but the scale of non-decency is significant, at 57% of the stock, and the work needs to be increased dramatically in scale to respond to the level of need. An estimated 350 properties in the wards remain empty.
- 4.45. It is also important to ensure that a **strategic approach to S106** is developed in relation to key Margate developments. This would enable the development of a strategic approach to supporting the housing renewal activity in the area.



- ¹⁷ Census of Population, 2001
- ¹⁸ Report of the Kent Child Protection Committee Inquiry into the general concerns expressed by officers and politicians in the Thanet Area regarding Child and Public Protection Issues, June 2005,
- ¹⁹ Halifax House Prices Index
- ²⁰ Fothergill S and Beatty, C, The Seaside Economy, 2003
- ²¹ They are two of only three wards with average household income under £400 (the other is Newington with £390). On the other end of the spectrum Kingsgate's average is £700 and a further three wards have averages over £550.
- ²² Housing Renewal Delivery Plan 2005-2015
- ²³ 77 Eastern Esplanade (Housing Renewal Delivery Plan 2005-2015)
- ²⁴ The funding available provides around 430 insulation grants worth between £4,000 and £8,000 for vulnerable households, interest free loans of between £5,000 and £8,000 for households living in fuel poverty (160 grants in year 1, 325 in year 2 and 345 in year 3).
- ²⁵ Interest free loans of vulnerable households of up to £30,000 for a total of 110 recipients in year 1, and 210 per year thereafter.
- ²⁶ The grants are available for a five types of project – installing or improving means of escape from fire, improving safety in the property, crime prevention, external appearances and to support funding for projects such as energy efficiency or scaffolding (Terms and Conditions for Renewal Area Grants)
- ²⁷ 'This figure includes costs for council tax, insurance, repair costs (by both the owner and the local authority) and rent.
- ²⁸ Renewal Area Delivery Plan, 2005-2015



5 DEMOGRAPHICS AND MIGRATION

One of the serious concerns expressed by public service providers is the continuing level of in-migration of vulnerable people. This section looks at the demography and provides some information on population movement, looking at homeless households, vulnerable groups and overseas migrants in particular.

- 5.1. The total population in Margate Central and Cliftonville West stood at 4,800 and 6,900 respectively in 2001²⁹. As can be seen in the table below, the age structure is not-dissimilar to that of the region or country as a whole, although around 62% were aged between 16 and 65, a slightly higher proportion than the District as a whole (58%) but below the national figure (65%). Unlike the Thanet District as a whole, the wards have not attracted significant numbers of retired people, although the proportion is slightly higher than for the region.
- 5.2. **Margate** has a long history of in-migration, particularly in terms of the **placement of vulnerable groups** into the area. The Thanet Inquiry found evidence of the placement of vulnerable adults and children into the area, including: looked after children; young offenders; adults with learning disabilities; adults with mental health problems; and homeless people. Figures from the census are provided below.
- 5.3. As a result of the availability of rented accommodation, and the large proportion of residential children's homes, the two wards house a disproportionate number of looked-after children. In 2005 Cliftonville West had over seven times the proportion of **looked-after children** than the Kent average³⁰. Moreover, half of all the looked after children placed in the ward were placed there by local authorities outside the county.
- 5.4. Council officers report that local authorities in London and elsewhere also place other **highly vulnerable families and individuals** including ex-offenders and asylum seekers in Margate. The Thanet Inquiry report highlighted the strong links between the transient and volatile population, driven particularly by looked-

after children placed in Thanet, and broader social and economic problems. The vulnerable children placed in the area are often isolated and continuity in education and youth services, therapy or social networks. This can have a negative effect on their behaviour and their interaction with the local community.

- 5.5. There is also a concern about the lack of information provided to local services on vulnerable people moving to the area placed by other authorities. There are also suggestions that this means that the situation arises of vulnerable children living in close proximity to adults with a range of problems.
- 5.6. There is also a history of referral of **homeless households** by local authorities in Kent and London in particular to accommodation in Margate. It has also been a destination for benefit claimants along with other seaside towns, as described in Stephen Fothergill's work³¹.
- 5.7. Like many areas of the South East, Margate has proved to be a popular destination for overseas migrants. The number of **migrants in Thanet more than doubled** between 2002/03 and 2006/07³². The majority of this increase took place following the expansion of the EU in 2004. In fact, migrants from the 10 EU accession countries made up almost two-thirds of all migrant workers locating in Thanet in 2006/07. Thanet is a popular destination for economic migrants from the EU due to the amount of rural work that is available especially in the summer months, as well as larger companies that have a record of employing migrants such as Kent Salads near Margate.
- 5.8. There has been a useful study into the needs of migrant groups in Lincolnshire, identifying a range of

Vulnerable Groups	Margate Central	Cliftonville West	Thanet	South East	England
Household Composition¹ (%) 2001					
Single person households	46%	46%	34%	29%	30%
Lone Parent Households	14%	12%	11%	8%	9%
Communal¹, 2001*					
Number of individuals in communal establishments	232	681	3,210	190,801	890,682
% of total population	5%	10%	3%	2%	2%
Number of residents in Residential Care/ Nursing homes	123	341	1,799	61,328	323,786
Number of residents in hotels, boarding houses, guest houses	3	85	270	6,287	28,574
Number of residents in hostels (inc. youth/homeless hostels)	17	40	60	2,549	26,144
Homeless Households², 2007					
Number of homeless households	N/A	N/A	31*	1,370	16,540
Number of households accommodated end of Q3 2007	N/A	N/A	65*	7400	82,750
Looked After Children³					
Count 2005	25	90	610	8,380	57,400
% Placed by other local authority	67%	53%	53%	39%	-

initiatives³³ that would support integration and the well-being of these groups. This may provide a useful basis for the development of support services for migrants in Thanet.

- 5.9. Thanet as a whole is expected to experience an **ageing population**³⁴. It is estimated that around a quarter (21%) of the population in Thanet was aged 65 or over in 2006, a higher proportion than the regional average of 17%. Moreover, the proportion of residents over retirement age is forecast to increase 28% by 2029. Given the two wards age profile in 2001, Margate Central and Cliftonville West will probably experience a similar ageing of the population as Thanet as a whole. An ageing population provides both challenges and opportunities for local stakeholders in terms of the provision of local services and the growth in the health and care sector.

Selected Coastal Authorities	Count	Per 1,000 residents
Brighton and Hove	4,450	18
Eastbourne	910	10
Southend-on-Sea	1,460	9
Shepway	900	9
Canterbury	1,140	8
Thanet	930	7
Hastings	600	7
Dover	670	6
Swale	730	5

Source: National Insurance Number Allocations to Overseas Nationals (NINO), DWP

Demographics & Migration	Margate Central	Cliftonville West	Thanet	South East	England
Total Population, 2001	4,770	6,939	126,702	8,000,645	49,138,831
% Working Age	61%	63%	58%	64%	65%
Population 0-15	20%	19%	19%	19%	19%
Population 15-24	14%	13%	11%	12%	12%
Population 25-44	28%	28%	24%	29%	29%
Population 45-65	21%	23%	24%	24%	24%
Population 65+	17%	18%	22%	16%	16%

Source: 2001 Census

Drivers of Change and Implications

5.10. The key drivers of population change in the area are:

- In-migration of benefit claimants and economic migrants from accession states;
- Placements of vulnerable adults and children into the area, and referral of homeless households to accommodation in Margate; and,
- An ageing population.

5.11. The two wards contain a large community of **economic migrants**, many of whom are attracted to the area because of the availability of work in agriculture in particular. Discussion with key stakeholders also suggest that significant number of migrants continue to located in the two study wards because there is an established community there. The availability of cheap rental accommodation further reinforces this trend.

5.12. The high proportion of **vulnerable groups** placed into the area continues because of the availability of accommodation.

5.13. Margate has an **ageing population**, in common with the country as a whole. This is due to increasing longevity and a lower birth-rate. The anticipated significant rise in older people poses resource issues for services such as housing, health and social care.

5.14. **Impact:** Some of the factors which lead to looked after children and other vulnerable groups moving to or being placed in into the area may be affected by recent inter-agency agreements, along with the requirements of the Children's Act to limit the geographical distance in which children in care are placed. However, it is apparent that placements

of vulnerable people are continuing and there is a concentration of these groups in the wards requiring a high level of support by public agencies.

5.15. This concentration has resulted in the high levels of worklessness (and particularly high levels of incapacity benefit claimants), poor health and deprivation in the wards, as discussed in the next section of the report.

5.16. Work should be continued to reduce the flow of vulnerable people moving or being placed into the wards from elsewhere within Kent and from a wider area. This must take place with the full support of GoSE and CLG.

5.17. For those people who are placed, partners should develop an inter-agency monitoring and review mechanism to ensure that vulnerable people placed into the area are in receipt of appropriate support services and are not put at unnecessary additional risk.

5.18. Partners should also review the provision of services for economic migrants to ensure that they are adequate, particularly in relation to information, advice and guidance on housing, work and language training.

²⁹ Census of population, 2001

³⁰ Thanet SIP Area Profile, Kent County Council Supporting independence Programme, 2005

³¹ Fothergill S and Beatty, C, The Seaside Economy, 2003

³² DWP National Insurance Number Allocations to Overseas Nationals (NINO)

³³ The Dynamics of Migrant Labour in South Lincolnshire, Zaronaitė and Tirzite, South Holland District Council, 2006

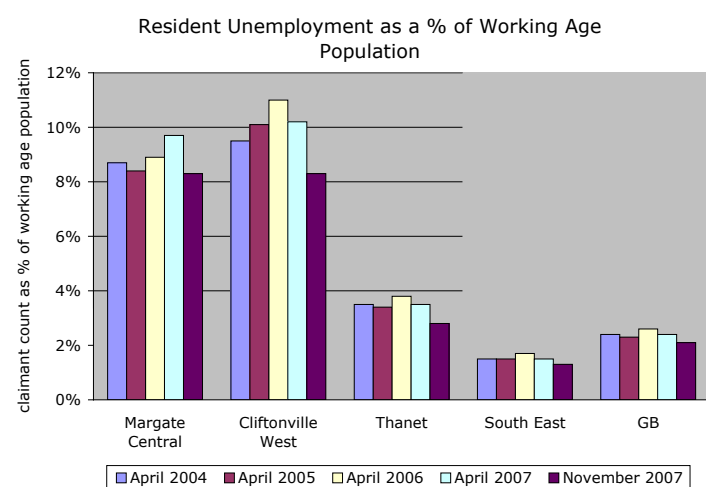
³⁴ ONS, 2004-based Sub-national population projections



6 WORKLESSNESS, HEALTH AND DEPRIVATION

This section examines the data relating to worklessness, health and deprivation. These are considered together because of the relationships between them. Worklessness results in low income levels, and poor health. In addition to the level of people claiming jobseekers' allowance, there are high levels of claimants of other benefits and incapacity benefit (IB) in particular.

6.1 It has been argued that the dividing line between what is recorded as unemployment and what is recorded as sickness is partly dependent upon benefit rules³⁵. There are incentives in the benefits system and administrative procedures that boost the numbers on sickness benefits at the expense of the numbers on unemployment benefits. While this is now being tackled by the government's new approach to encouraging IB claimants back to work, the level of IB claimants in Margate is particularly high.



Worklessness	Margate Central	Cliftonville West	Thanet	South East	UK
Employment Rate	58.3% ¹	56% ¹	68.7% ²	82% ²	78.5% ²
Unemployment Rate	15.2% ¹	15.6% ¹	6.9% ²	4.4% ²	5.3% ²
Total out of work benefit claimants (2007) ³	1,090	1,625	14,060	492,680	5,214,980
% of working age population	37%	37%	19%	10%	14%
JSA Claimant Count Rate (2007) ³	8%	8%	3%	1%	2%
% Claiming for over a year	18%	20%	15%	12%	16%
Lone Parents on Income Support (2007) ³	165	230	2080	78300	765530
% of Working Age Population	6%	6%	3%	2%	2%
Incapacity Benefit Claimants (2007) ³	535	790	6,980	241,230	2,673,240
IB/SDA claimants as % of working age population	18%	18%	9%	5%	7%
% Male	65%	61%	60%	57%	58%
% Female	35%	39%	40%	43%	42%
% Aged 16-24	7%	7%	7%	7%	6%
% Age 25-49	50%	55%	45%	49%	47%
% Age 50+	43%	38%	48%	44%	46%
% Claiming for 5 years+	57%	51%	54%	53%	56%
% Claiming for reasons of mental health	54%	51%	41%	42%	41%

¹ Census 2001
² Annual Population Survey 2007
³ Department of Work and Pensions

Worklessness and benefit claimants

- 6.2. In 2001 the number of residents in employment in Margate Central was 1,600 representing just 58% of the working age population³⁶. Cliftonville West's employment rate was even lower (56%). Both of these rates were below the council area as a whole (68%) and even further behind the UK average (72%).
- 6.3. Currently over a **third of working age residents**, in both of the two wards, **are out of work** and claiming some sort of benefit³⁷. This is more than **three times the regional rate** of 10%³⁸. However, this is not exclusive to Margate, as the figure for the district as a whole is also very high (19.4%).
- 6.4. The Job Seekers' Allowance (JSA) claimant count rate for both Margate Central and Cliftonville West stood at 8.3% of the working age population in November 2007. This was **three times the district average**. More positively, both of the wards have witnessed a reduction in the number of JSA recipients over the last few years. However, the number of residents in receipt of JSA **declined at a slower rate** in both Cliftonville West (-13%) and Margate Central (-22%), than Thanet as a whole (-31%). The two wards also have an above-average proportion of lone parents. In 2007 the proportion of lone parent benefit claimants in Cliftonville West and Margate Central was three times the national average (6% compared to 2% nationally).
- 6.5. The number of IB claimants is also significantly higher, at double the Thanet average (9%) and even further above the regional rate (5%). Moreover, the

number of **IB claimants has increased at a faster rate** over the last few years than the district average, and during a time when the number of claimants has fallen nationally. Researchers at Sheffield Hallam University estimate that around 1 million of the 2.7 million people on IB should be regarded as being in 'hidden unemployment', in other words, that they would be in work in a fully employed economy³⁹.

- 6.6. Over half (53%) of IB claimants in the two wards are claiming for reasons of mental ill-health. While anxiety and mood disorders generally make up the majority of this category at a national level, individuals with drug and alcohol dependency are also categorised under 'mental ill-health'. Given the substantially higher hospital admissions for drug and alcohol abuse in the two wards, it may be that a significant number of IB claimants are claiming for this reason.

Deprivation

- 6.7. All the sub-ward super-output areas (SOAs) in Cliftonville West, and two-thirds of the SOAs in Margate Central, are among the **20% most deprived in England**.
- 6.8. Analysis of the domains of the Indices of Deprivation 2007 shows that the wards suffer from relative deprivation on each of the income, employment, health, crime and living environment domains. All SOAs in both wards are among the 20% most deprived in terms of income deprivation and living environment deprivation and all but one SOA are in the bottom 20% on employment deprivation, crime and health deprivation. The SOAs fare better on access to services and education, skills and training.

SOAs	Deprivation Ranking compared to Areas in:		Income Deprivation Ranking compared to Areas in:		Employment Deprivation Ranking compared to Areas in:		Health and Disability Deprivation Ranking compared to Areas in:	
	Thanet (total of 84 areas)	South East (exc. London) (total of 5319 areas)	Thanet (total of 84 areas)	South East (exc. London) (total of 5319 areas)	Thanet (total of 84 areas)	South East (exc. London) (total of 5319 areas)	Thanet (total of 84 areas)	South East (exc. London) (total of 5319 areas)
North MC	1	1	1	3	1	1	1	3
North MC	2	2	2	7	2	5	2	4
North CW	3	4	5	21	3	6	3	7
Central CW	9	4	8	27	5	9	4	8
East CW	5	11	9	32	6	10	5	22
West CW	16	157	14	129	19	134	16	104
South CW	22	271	26	354	20	137	24	211
South MC	25	360	27	386	37	601	34	410

Source: Indices of Deprivation, 2007

6.9. The Index of Deprivation can also be used to examine the changes in relative deprivation in areas between 2004 and 2007. The table below compares the national deprivation rankings in 2004 and 2007 for in SOAs in Cliftonville West and Margate Central.

6.10. All of the SOAs in both Cliftonville West and Margate Central have moved up the national rankings and are therefore identified as being relatively more deprived on the IMD 2007 than in 2004. Analysis of domains of deprivation shows a deterioration of the relative position of the majority of SOAs across both employment and income deprivation and a worsening on the relative position on health across all the SOAs.

SOA	2004	2007	Change 2004 to 2007
North Cliftonville West	404	399	Up the rankings by 5 places
Central Cliftonville West	1416	631	Up the rankings by 785 places
South Cliftonville West	6482	5979	Up the rankings by 503 places
East Cliftonville West	1777	670	Up the rankings by 1,107 places
West Cliftonville West	6046	4377	Up the rankings by 1669 places
West Margate Central	357	192	Up the rankings by 165 places
South Margate Central	8311	7000	Up the rankings by 1311 places
North Margate Central	829	167	Up the rankings by 662 places
			Top 10% most deprived SOAs nationally
			Top 20% most deprived SOAs nationally

Source: Index of Deprivation, 2004 and 2007

Skills and Qualifications

6.11. Compared to the regional average, both wards have a higher proportion of residents with **low or no qualifications** and a below average proportion of residents educated to degree level, as set out in the table above.

6.12. Both wards have a higher level of 16-18 yrs olds not in employment education or training (NEETs) than the county average. In Cliftonville West **26% of 16-18 years old in the ward classed as NEET in 2007**. The level in Margate Central is slightly lower (20%), but still substantially above the Kent average (4%). In terms of school leaver results the proportion of young people leaving school with less than 5 GCSEs (graded A* to G) is also above the county average¹⁰.

Qualifications & Skills	Margate Central	Cliftonville West	Thanet	South East	UK/England
Qualifications ¹					
% With No Qualifications	37%	37%	34%	24%	29%
Level 1	16%	16%	18%	17%	17%
Level 2	19%	19%	20%	21%	19%
Level 3	7%	7%	6%	9%	8%
Level 4/5	12%	12%	13%	22%	20%
Literacy/numeracy at age 11, % of pupils achieving L4 ² , 2007	52%	-	55%	77%	77%
16-18 yrs olds with less than 5 GCSEs ³ , 2007	5%	10%	4%	2%	1%
FE Success Rate Persons aged 19+ ⁴ , 2004	68%	72%	74%	77%	72%
% 16-18 NEET ⁵ , 2007	20%	26%	9%	7%	8%

¹ Census 2001
² Department for Children, Schools & Families (DCSF)
³ Source: KCC CFE and DCSF
⁴ Department for Education & Skills and LSC
⁵ Connections Kent & Medway

Health

6.13. Margate Central and Cliftonville West both face a complex set of health-related problems. The Indices of Deprivation 2007 show that all of the super output areas in Cliftonville West, and all apart from one

Health Indicators	Thanet	UK
Teenage Pregnancy rate (per 1,000 females aged 15-17) ¹ , 2002-04	48	42.1
Adults who smoke ²	29.5%	26.0%
Binge drinking adults ²	13.4%	18.2%
Obese adults ²	23.7%	21.8%
Life expectancy - male (age standardised rate) ¹ , 2003-05	75	76.9
Life expectancy - female (age standardised rate) ¹ , 2003-05	80	81.1
Deaths from smoking ¹ , 2003-05	291.1	234.4
Early deaths - cancer (age standardised rate, pop. under 75) ¹ , 2003-05	140.9	119
Early deaths - heart disease & stroke (age standardized rate, pop. under 75) ¹ , 2003-05	95.5	90.5
Infant deaths (rate per 1,000 live births) ¹ , 2003-05	5.5	5.1
Hospitals stays due to alcohol age standardised rate per 100,000 pop) ¹ , 2005-06	330	247.7
Drug misuse (rate per 1,000 pop aged 15-64) ¹ , 2004-05	8.4	9.9

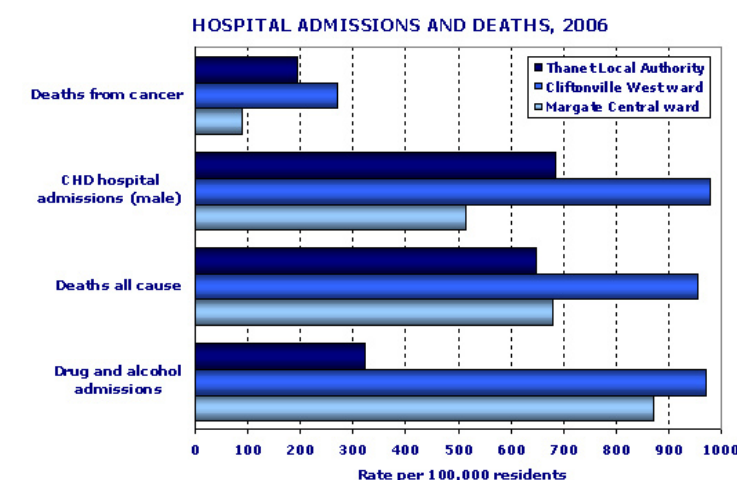
¹ Census 2001
² Department for Children, Schools & Families (DCSF)
³ Source: KCC CFE and DCSF
⁴ Department for Education & Skills and LSC
⁵ Connections Kent & Medway

in Margate Central are among 20% most deprived areas in England in terms of health deprivation and disability.

6.14. This is further borne out by census data. In Margate Central in 2001 **23% of the resident population reported a limiting long-term illness**. The proportion in Cliftonville West was also high at 21%. In comparison, the county average was 16%. The number of people reporting poor health in 2001 was also higher than the Kent average – 14% in Cliftonville West and 13% in Margate Central, against a Kent average of 8%.

6.15. Thanet falls in the bottom 25% nationally in terms of both male and female life expectancy. In 2003-05 it was estimated that an average male in Thanet can expect to live to around 75, two years less than the national average (77%). Mortality rates for cancer for both males and females in Thanet are particularly poor. The age-standardised mortality rate for cancer in Thanet was 25% higher than the national figure of 271.97 per 100,000 residents⁴¹.

6.16. Cliftonville West performs particularly poorly on a number of health related indicators, as the chart



below shows. The "all cause" mortality rate is over 30% higher than the Thanet average, as is the rate of hospital admissions for male coronary heart disease. Surprisingly, Margate Central is close to or below the Thanet average on most of the indicators which is unexpected given the high level of deprivation evident in the ward.

6.17. The two wards have an above average number of **teenage pregnancies**. Cliftonville West has the highest number of teenage pregnancies out of all the wards in Thanet, and Margate Central has the third highest after Dane Valley⁴².

6.18. In 2004/05 Margate Central and Cliftonville West ranked first and second respectively among all the wards in Kent for the highest number of hospital admissions per 1,000 residents for **drug and alcohol misuse**.

Worklessness and Skills Strategies and Programmes

6.19. The Regional Economic Strategy addresses skills under the heading 'Smart Growth'⁴³. Improving skills is dealt with as a prerequisite for growth in the South East. The five actions outlined to address skills issues include: skills to meet business needs; improved skills brokerage; vocational and work based learning opportunities; and accessible community-based learning opportunities.

6.20. Kent Prospects and the current Thanet Economic Growth Action Plan also include employability as a priority. There are a number of local actions which include increasing the numbers of young people achieving full qualifications on apprenticeships and through work-based learning.

- 6.21. Jobcentre Plus delivers the national **New Deal and Progress to Work** programmes for support and advice to the unemployed, JSA, IB, housing benefit, and lone parent benefit claimants from its Margate office. As part of this work, Jobcentre Plus has commissioned the Thanet Community Development Trust to undertake job readiness work with around 200 single parents across the District.
- 6.22. CLG and DWP have allocated just over £4m to Thanet through the **Working Neighbourhoods Fund (WNF)**, over the next three years. The WNF is designed to promote more innovative and tailored approaches to tackling worklessness in the poorest places. WNF is part of the Area-Based Grant. This is a general grant providing flexibility to local authorities to design local programmes to meet needs. Subject to the agreement of local partners this could be directed to the particular needs of the residents of these two wards.
- 6.23. There has been considerable progress made in agreeing public sector **apprenticeships**, and Kent County Council has agreed to take on 1,000 apprentices. In Margate, apprenticeships and entry to employment courses are delivered by the work-based learning provider 'Key Training', which is an independent training arm of Kent County Council with an office in Margate.
- 6.24. Kent and Medway was allocated a total of £380,000 for the Neighbourhood Learning in Deprived Communities Fund (NLDCF) from April 2007 to March 2008, of which Thanet will receive £89,000. NLDCF was set up to help local voluntary and community sector organisations to deliver and support learning opportunities for residents of disadvantaged

neighbourhoods⁴⁴. Information from the Learning and Skills Council (LSC) South East highlights Cliftonville West and Margate Central as priority wards, where up to 300 learners from target groups should benefit from advice and guidance, and/or training and learning opportunities to increase employability⁴⁵.

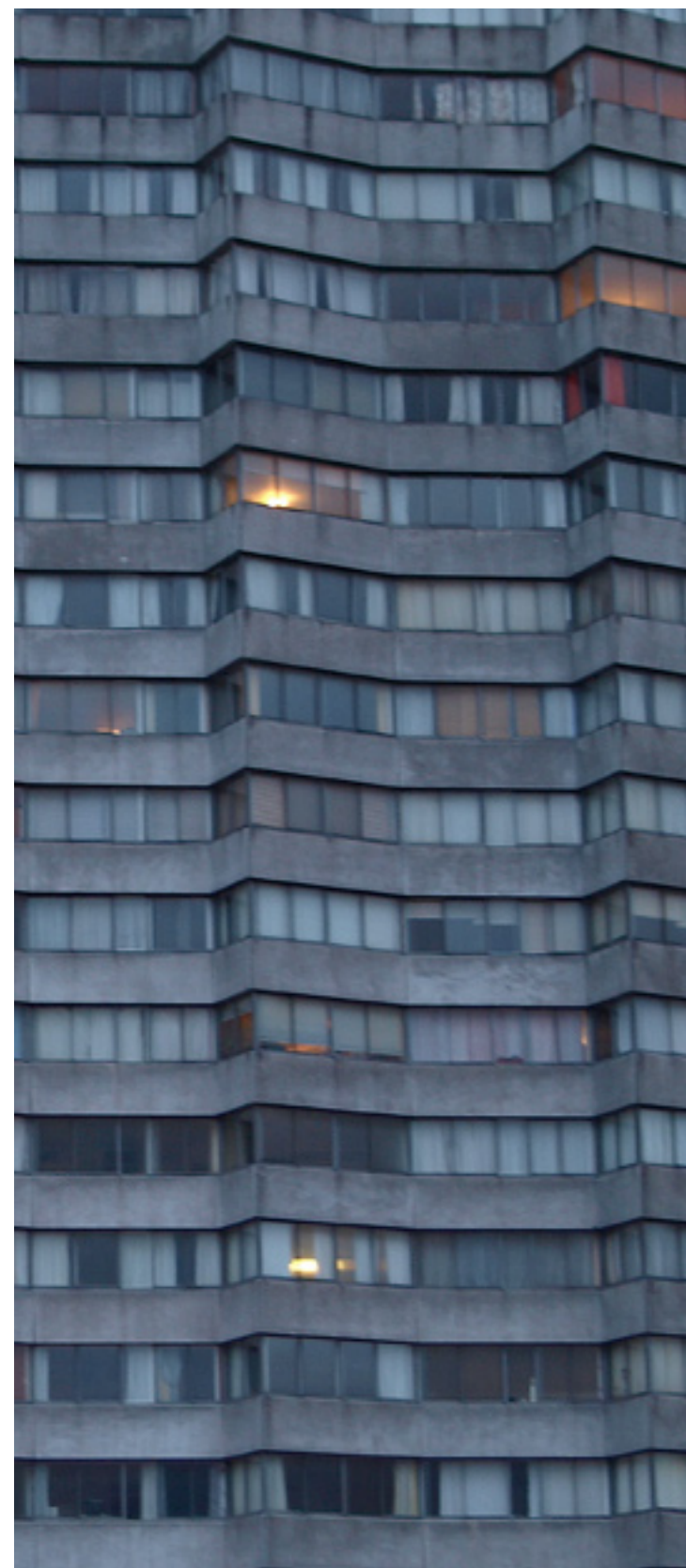
- 6.25. A current European Social Fund project called 'Laying the foundations' is focused on creating a **learning network structure** across Kent and Medway. Led by Kent and Medway Learning Partnerships with Kent County Council it will run up to July 2008, and will feed into the South East's *Action for Communities strategy*, which aims to maximise opportunities for adults to learn in their communities. The ESF project intends to produce re-focused or new learning networks to enhance outcomes for adult learners, and expand access to learning for excluded and hard to reach groups.
- 6.26. The LSC priorities for 2008-09 include a significant shift toward routing more of the adult skills and FE budget through **Train to Gain** in the coming years. Key actions include moving to an employer demand-led system, including listening to the voice of employers through Sector Skills Councils, and delivering Train to Gain.
- 6.27. The government is committed to reversing the long-term rise in inactivity and IB claimants. Recent policy responses have included: the New Deal for Disabled People (NNDP); Pathways to Work; and the Green Paper on Welfare Reform. From October 2008, the Employment and Support Allowance will replace IB and Income Support for new customers. The new system will consider what an individual is capable of, and what help they need to manage their condition

and return to work. This will be assessed via the Work Capability Assessment, which will assess what work new claimants are fit to do, replacing current tests that focus on what a claimant cannot do.

- 6.28. The new system, however, will only apply to new and repeat claimants. The majority of IB claimants have been claiming for 5 years or more and so will not be subject to the new stringent testing requirements. Furthermore, sign up to Pathways to Work is on voluntary basis for existing claimants so there is no obligation to take part in work-based training or employability services. So, while current government responses may work towards stemming the flow into IB it is difficult to say whether it will impact on the current stock of IB claimants.
- 6.29. Schools in the areas struggle with the consequences of a high level of transience and the impact this has on educational outcomes for children. Schools generally have good links with other partners, but there is more scope to fully utilise the schools and the 'extended schools' agenda in particular to provide services to the most vulnerable households.
- 6.30. **Impact:** The level of worklessness in Margate Central and Cliftonville West is serious. Worklessness programmes are largely delivered through mainstream programmes by Jobcentre Plus. Partners have identified that provision for adult skills development is generally quite fragmented and the extent of cross-agency work to develop learning progression pathways for priority groups is patchy. The combinations of social problems experienced by residents in the wards suggests that a range of co-ordinated and targeted support services would be needed to make an impact on assisting more people into work, particularly in relation to IB claimants.
- 6.31. The extensive and entrenched nature of worklessness in these wards requires an altogether more targeted and co-ordinated approach. While a number of important national and regional initiatives are being delivered, co-ordinated, strategic and tailored programmes to deal with the particular mix of issues presented by the workless population are badly needed.

Health Strategy and Programmes

- 6.32. A draft Health Strategy for the South East has now been released, which provides a regional framework for improving health and well-being⁴⁶. The five strategy themes are: reducing health inequalities; promoting healthy, sustainable communities; employment and health; improving outcomes for children and young people; and improving outcomes for older people.



- 6.33. The **East Kent Coastal Primary Care Trust** (PCT) holds the local NHS budget for a population of 238,000 people. It aims to deliver better and more responsive health services in order to improve the health of local people. The PCT uses this money to provide services such as health visiting, district nursing and a range of services, Deal Community Hospital and to support and develop the work of GP practices⁴⁷.
- 6.34. Amongst the PCT's achievements since 2001 are launching a new smoking cessation service in many local areas, and investing £1 million on better children's services and supported the development of Sure Start programs for families with young children in Margate among other locations.
- 6.35. The PCT's 'Top ten plans for a better service' for 2008 include two objectives which have particular relevance to the health issues of Margate Central and Cliftonville West:
- Continue to work with young people to try to prevent unwanted **teenage pregnancies** through good sexual health promotion and access to appropriate services; and
 - Improve services for people with **mental health problems**.
- 6.36. The PCT has identified **health inequalities** as a priority but it does not have a specific area focus on either Thanet or the two wards.
- 6.37. Healthy and Cohesive Communities is Theme 5 in Thanet District Council's Corporate Plan, for which it has developed a number of objectives. Firstly, to increase opportunities for **exercise and play**, by improving play areas, council-owned swimming pools and associated leisure facilities, and seeking further funding for sports clubs and facilities. Secondly, to promote healthy lifestyles through actions that include running at least two campaigns per year with the PCT on health-related issues.
- 6.38. There are high levels of statutory provision and VCS health activity in the area. The PCT has funded a large number of projects through the SSCF programme, recently appointed a Community Development worker and had led on the creation of a new Health and Wellbeing Partnership which reports to the LSP.
- 6.39. **Impact:** There is little data on health outcomes directly related to programmes within the two wards, as there are no specific health programmes developed for, and delivered in, Margate alone. Figures from the Thanet Inquiry⁴⁸ for Thanet as a whole show that there are persistently high levels (23%) of limiting long-term illness in the population⁴⁹, and low life expectancy (77 years) compared to the average across Kent (79.5 years).

There is therefore considerable work to do to equalise health chances across the populations of the two wards with elsewhere in the county or region.

Drivers of Change

- 6.40. Margate Central and Cliftonville West are both characterised by high levels of multiple deprivation. There is entrenched worklessness, local residents have very low levels of skills and there is a high prevalence of poor health.
- 6.41. A number of factors have led to this including:
- The decline of the local economy leading to high levels of structural unemployment;
 - The availability of cheap privately rented housing attracting low income families has served to reinforce the relative deprivation experienced by the two wards; and,



- The low levels of skills and the prevalence of poor health further serve to reinforce the high levels of worklessness, low income and deprivation.

- 6.42. The decline of Margate's tourism-based industry has led to high levels of structural unemployment in the two wards. This has been coupled by a lack of diversity in the economy which has provided inadequate local job opportunities for local residents.
- 6.43. A further explanation is that much of the joblessness in the two wards is housing driven. The availability of accommodation, in the form of small flats and bedsits has served to attract workless individuals whose accommodation is paid for by housing benefit. So for example 50% of Thanet residents in private rented accommodation are claiming housing benefit. Furthermore, the proportion of the working age population in employment is the same as in 1995 despite growth in the local economy.
- 6.44. Moreover, there is evidence that worklessness, poor health and low skills are all highly correlated. Worklessness is a significant risk factor for a number of health indicators including higher levels of coronary heart disease, higher rates of mortality and poor health related behaviour. There are also significant psychological consequences from being out of work, especially for the long-term unemployed and workless. Worklessness and the levels of qualifications are highly correlated. For example, data from the Annual Population Survey show that just 50% of those who have no qualifications are in work.
- 6.45. The government is committed to reversing the long-term rise in inactivity and IB claimants. Recent policy responses have included: the New Deal for Disabled People (NNDP); Pathways to Work; and the Green Paper on Welfare Reform, as set out above. However, immediate initiatives relate to new IB applicants, rather than providing work-related support to existing claimants.

Summary of Interventions and Gaps

- 6.46. The high level of worklessness in Margate Central and Cliftonville West combined with poor levels of skills, high levels of ill-health and other related factors is an extremely serious issue for Margate. Partners have identified that provision for adult skills development is generally quite fragmented and the extent of cross-agency work to develop learning progression pathways for priority groups is patchy.
- 6.47. The extensive and entrenched nature of worklessness in these wards requires an altogether more targeted and co-ordinated approach. A number of important national and regional initiatives are being delivered, but co-ordinated, strategic and tailored programmes

to deal with the particular mix of issues presented by the workless population are badly needed.

- 6.48. While Working Neighbourhoods Fund has recently become available for Thanet District and a proportion of this is likely to be directed to support initiatives in Margate, as with the housing programmes it will be important to ensure that the scale of targeted intervention matches the size of the task, and this is likely to require further re-focussing of mainstream funding.
- 6.49. The population in the wards suffers from a complex set of inter-related health problems, many of which relate to unhealthy lifestyles and the poor state of housing. However, in order to deal in a more effective way with the multiple barriers faced by people in these wards, more co-ordinated local activity and outreach services should be considered by all delivery partners.

³⁵ Work to Welfare, Alcock, Beatty, Fothergill, Macmillan and Yeandle, 2003

³⁶ The most recent source of ward level employment rates comes from the 2001 Census.

³⁷ Refers to DWP 'Key out of work benefits' (a measure that is often used as a proxy for worklessness) and covers the following benefits: Jobseeker's Allowance, Income Support, Incapacity Benefit, Severe Disablement Allowance and Carer's Allowance.

³⁸ DWP Benefits Data, 2007

³⁹ Beatty, C., Fothergill, S., Gore, T. and Powell, R. (2007) The Real Level of Unemployment 2007. Sheffield, CRESR.

⁴⁰ Thanet SIP Area Profile, Kent Council Supporting Independence Programme 2005

⁴¹ Source: Audit Commission Quality of Life Indicators

⁴² Data relates to the period 2001 to 2003

⁴³ The Regional Economic Strategy 2006-2016 A Framework for Sustainable Prosperity, SEEDA

⁴⁴ The priority target group is low skilled adults aged 19+, not currently in employment, but wanting to work.

⁴⁵ Eligible groups are: Adults with mental health or other learning difficulties and those with hearing loss, who may also have additional learning difficulties; Unemployed males and females aged 19 -24 and 25 plus; Low skilled adults (below Level 2) on low incomes or incapacity benefit and adults with no qualifications; Lone parents and guardians; or Migrant workers (with a right to stay) and other ethnic minorities.

⁴⁶ The South East England Health Strategy: A strategy for improving public health and well-being in the South East region, Draft for discussion, June 2007.

⁴⁷ Your Guide to Local Health Service, East Kent Coastal PCT,

⁴⁸ Thanet Inquiry: Report of the Kent Child Protection Committee Inquiry into the general concerns expressed by officers and politicians in the Thanet Area regarding Child and Public Protection Issues, June 2005, Kent Child Protection Committee.

⁴⁹ More than double the rate of limiting long term illness when compared to the broad population of the South East of England (Thanet Inquiry, June 2005)

7 CRIME AND COMMUNITY COHESION

This section looks at indicators relating to quality of life, crime and community capacity in the two wards. While these are useful to consider as they help to provide a picture of the conditions suffered by the residents of the wards, the high levels of crime and issues around community cohesion are considered to be largely a consequence of the drivers working in the previous chapters.

Quality of Life Indicators, 2004 & 2005	Thanet	Kent	UK
% residents who think that people being attacked because of their skin colour, ethnic origin or religion is a very big or fairly big problem in their local area	43.9%	2.7%	22.5%
% residents who think that for their local area, over the past three years, that community activities have got better or stayed the same.	81.4%	97.7%	84.9%
% residents surveyed who say that they feel fairly safe or very safe outside after dark	67.2%	67.2%	72.3%
% residents who think that vandalism, graffiti and other deliberate damage to property or vehicles is a very big or fairly big problem in their local area	66.9%	25.9%	59.6%
% residents who think that people using or dealing drugs is a very big or fairly big problem in their local area	72.4%	9.5%	60.3%
% residents who think that people being rowdy or drunk in public places is a very big or fairly big problem in their local area	61.6%	10.7%	48.5%
% residents who think that people sleeping rough on the streets or in other public places a very big or fairly big problem in their local area	29.8%	1.8%	22.6%

Source: Audit Commission Quality of Life Indicators

- 7.1. Whether a community is cohesive or not can be recognised via such things as the presence or lack of vandalism; houses being occupied or vacant; fear of crime; and a lack of or presence of discrimination or violence. The level of community cohesion can also be seen in the presence of a strong network of community groups and the level of participation in them.
- 7.2. Many of these indicators are hard to measure particularly at the local level, therefore we have homed in on a number of accessible measures of cohesion, namely crime (particularly violence and vandalism) and community safety. As can be seen from the above table, there are significant numbers of residents in Thanet as a whole who think that there are problems relating to cohesion in their area, and it would be anticipated that these are likely to apply to these two wards in particular.
- 7.3. People's perceptions of an area and its communities are important to developing an understanding of community cohesion. Unfortunately, data is not available for Cliftonville West and Margate Central alone on this subject, but is published for Thanet as a whole. The Audit Commission publishes a number of key indicators on community cohesion and safety⁵⁰. Analysis of the results for Thanet as a whole provides a number important insights into the local area.

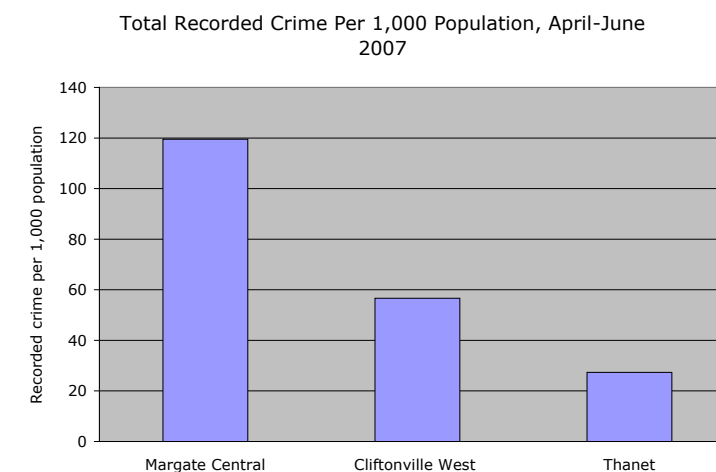
- 7.4. Thanet performs poorly on a number of key community safety indicators. For example, a lower proportion of Thanet residents feel safe outside after dark compared to the national average. Resident's perception of the high level of drug use and dealing placed Thanet in the bottom 25% nationally. Anti-social behaviour issues such as vandalism and graffiti also appear to be more of an issue; 67% of Thanet residents felt that this was a big problem in the area, against a national average of 60%.
- 7.5. The high level of economic migrants in both of the two wards also raises questions around issues of community cohesion. Although it is reassuring that official crime statistics reveal there have been very few racially aggravated assaults in the area, alternative sources of data suggest that this problem is perhaps under-reported. For example, evidence from the Audit Commission for Thanet as a whole shows that over **two-fifths of Thanet residents felt that racially or ethnically motivated attacks were a big problem** in their local area. This was much higher than the Kent average of just 3%. In fact, Thanet was in the bottom performing 25% nationally on this indicator.
- 7.6. Recorded crime per 1,000 residents between April and June in 2007 in Margate Central was more than four times higher than the average in Thanet as a whole. Cliftonville West also experienced a higher than average rate of recorded crime (57 offences per 1,000 residents)⁵¹.

Crime	Margate Central	Cliftonville West	Thanet
Total criminal offences, April - June 2007 ¹	570	393	3,466
Crime rate per 1,000 residents	119	57	27
Criminal Damage	26.42	15.56	7.45
Drug Offences	3.56	1.73	0.60
Robbery	0.84	0.58	0.18
Theft of a motor vehicle	0.4	1.6	0.7
Theft from a motor vehicle	5.03	2.88	1.64
Sexual offences	1.89	0.72	0.39
Violence against a person	29.98	11.82	5.91
Burglary	9.64	7.06	2.61
Shoplifting	14.68	1.30	2.00
Young Offenders 10-17 yrs, 2007 (count) ²	15	35	255
% of 10-17 yrs old population	3.2%	5.1%	1.8%

¹ Source: Kent Police Business Information Unit

² Source: Kent Youth Offending Service

- 7.7. A more detailed analysis of the types of crime committed in the two wards revealed that in Cliftonville West criminal damage offences accounted for over a quarter of all recorded crime in the ward, the proportion was similarly high in Margate Central (22% of all recorded offences). Violence against the person made up the second biggest category in both Cliftonville West and Margate Central, accounting for 21% and 25% respectively. Thefts accounted for almost a quarter of all crime in both of the two wards.
- 7.8. Margate Central and Cliftonville West both have a higher proportion of young offenders compared to the Thanet average. In 2007 Cliftonville West had almost



three times the proportion of young offenders known to the Youth Offending Service as the Thanet average (5.1% compared to 1.8%).

Community Safety Programmes

- 7.9. The **Thanet Community Safety Partnership** (TCSP) is tasked with making Thanet cleaner and safer. Led by an executive group, which is supported by a steering group and several theme groups, the aim is to coordinate members' activities and deliver on themes that cross agency boundaries. The main priorities, outlined in the Crime and Disorder Audit Strategy 2005-2008, are: reducing crime; feeling safe and being safe; tackling anti-social behaviour; and addressing substance misuse.
- 7.10. The **Thanet Crime and Disorder Reduction Partnership** (CDRP) is a 'collaborative partnership between the police, local councils and other services involved in reducing crime'⁵². Its work is now supported by a new Community Safety Officer to support and sustain its work.
- 7.11. Partnership working on crime within Margate also takes place through regular **Partners Against Crime Together** (PACT) meetings in Margate. These are attended by representatives from Kent Police, Thanet District Council, Local Councillors, Neighbourhood Watch, and Thanet CDT, as well as local residents. Their purpose is to 'give people in each neighbourhood a chance to have a voice and choose issues they feel need to be tackled as a matter of priority'.
- 7.12. The **SSCF Partnership** manages funded projects under the programme, and collaborate with the other partnerships and agencies in operations such as the 'Operation clean sweep' to tackle waste and rubbish on the streets of Cliftonville West.
- 7.13. The Police operate intelligence-led programmes around key priorities including night-time crime and retail crime. An example of such intelligence-led policing was **Operation Pirate**, which aimed to tackle the drugs distribution network in Thanet in August 2006⁵³.
- 7.14. Some area focus to Policing work is provided by a Neighbourhood Policing Team of a Sergeant and five officers, who work with Special Constables and Wardens to target particular problems in specific neighbourhoods. Currently, 31 teams of police officers, police community support officers and Special Constables undertake this work, and by April this year, every neighbourhood will have its own dedicated named officer or policing team⁵⁴.

7.15. A team of 10 Community Wardens, who work with and alongside Neighbourhood Policing Teams, is funded by Thanet District Council and the Thanet Community Housing Trust. The Wardens provide advice and assistance to members of the public and, dealing with a wide range of quality of life issues across the District, and are active in Margate.

7.16. SSCF funds for the Renewal Area will reduce year-on-year until 2010, and then disappear. Therefore, there is a real risk of losing a number of local VCS schemes, and thus a real need to reflect on how to maintain continuity of activities currently supported by the SSCF.

Community capacity building

7.17. There is a rich and diverse VCS⁵⁵, with many organisations integrated into local partnership working, and some good underlying VCS infrastructure, such as the Margate Media Centre, and umbrella organisations, such as Thanet Community Development Trust.

7.18. The community stakeholders interviewed consider that local services do not respond adequately to their needs, and say there is a high tolerance for problems like anti-social behaviour and litter, which therefore go unreported. They do not appear to have been engaged in discussions to date around some of the key site developments or understand the purpose of regeneration projects and programmes.

7.19. However, the **community development initiatives** funded through SSCF have been seen as extremely positive and there are significant opportunities to link the planned developments to local communities and stimulate engagement.

7.20. Thanet District Council implemented a Neighbourhood Renewal Programme based around the three core elements of the Pathfinder management model of best practice. Firstly, neighbourhood management is being undertaken in the Renewal Area by a dedicated team. Secondly, 10 Neighbourhood Wardens have been hired, and are being mainstream-funded to operate across the district. Thirdly, community participation has been promoted, with resident feedback passing through street schemes and in a variety of public fora.

7.21. Figures from 2005/06 suggest that this combination has had some positive impacts - **crime has been reduced** in Margate Central (-1%) and Cliftonville West (-11%)⁵⁶. Breakdowns of the figures show a modest reduction in drug offences in both wards in this period, which was almost certainly linked to Operation Pirate – a crackdown on Thanet’s drug supply network, which resulted in a total of 14 people from Kent being taken to court

SAFER AND STRONGER COMMUNITIES PROGRAMME (SSCF)

In April 2006, £3.7m of funds were allocated from the SSCF for a four –year programme. The overall aim of the SSCF funding is to improve the quality of life for people living in Cliftonville West and Margate Central realised through a multi-agency approach and working through VCS organisations. The programme has five themes, each funding a range of initiatives in the wards:

Empowerment of residents has been facilitated by five Street Schemes which are now operating across both wards, and their activities are supported largely through SSCF-funded Neighbourhood Champions.

Improved liveability for the community has been supported through funding for family activities at Thanet college, a free cricket club in the summer, and regular youth events run by ‘Hang 10’ in Dane Park.

Better public services and the cleaner, safer, greener themes are dealt with largely by the Renewal Area team through work such as Operation Clean Sweep.

Improved connections have been achieved through supporting the provision of community transport in Cliftonville West and Margate Central, including funds for two minibuses for the Thanet Community Transport Association.

Cleaner, safer, greener outcomes have also resulted from grants provided to home owners in the Renewal Area, and the SSCF-funded hanging baskets on Northdown Road.

7.22. However, **levels of recorded crime in 2005/06 remain significantly higher** than any other ward in Thanet, the vast majority saw between 200 and 700 offences in that period, whilst Margate Central and Cliftonville West experienced 2,105 and 1,664 offences respectively.

7.23. Criminal damage offences went up in both wards in the same period. The number of shop-lifting incidents increased in Margate Central by almost as much as the number by which it reduced in Cliftonville West. Similarly, whilst violence against the person went down in Cliftonville West, it increased modestly in Margate Central, where levels of such offences were already much higher.

Drivers of Change

7.24. There is a clear body of evidence to support a direct correlation between deprivation and crime. Therefore, a key driver of the level of crime experienced in both Margate Central and Cliftonville West is the high level of deprivation and worklessness evident in the two wards.

7.25. Evidence from the Thanet Inquiry has also highlighted the negative effect that the high number of vulnerable individuals, particularly looked-after children and young offenders, placed into the areas has had on community cohesion.

7.26. A further driver of the lack of community cohesion in the two wards is the highly transient population. The area has high levels of economic migrants, and anecdotal evidence suggests that there is a lack of integration with the local population.

Summary of Interventions and Gaps

7.27. The two wards are a priority for the CDRP and many local interventions are targeted on them. However, police enforcement is not designed to address the underlying issues related to transience and the high level of social need. The level of transience also means it is much more difficult to strengthen community relations and invest in “normalisation” e.g. neighbourhood meetings after hard-edged interventions.

7.28. Different ethnic communities are concentrated in certain groups of streets in Cliftonville West, and local people think in terms of Czech Streets, Slovak Streets etc. Newer migrant communities struggle to access local services, which can exacerbate local problems. For example, young children are not often unregistered, making it difficult for health visitors to track their cases.

7.29. Perceived high levels of drug use, anti-social behaviour (particularly knife carrying and drinking in public) and low level crime such as shop-lifting is a common complaint for local people and some frontline public officials and can fuel tensions.

7.30. There is a street level presence in the two wards – made up of PCSOs and community wardens – but this is not sufficient to maintain a consistent presence and good community relations in an area with such a high level of transience. The Police and the SSCF team are already in negotiations about the potential for converting the wardens into PCSOs.

7.31. The clean sweep approach of co-ordinated agency action on a target area was seen to be successful and built trust in local services, and should be repeated, but with exploration of how far advice and guidance could be included in the services involved.

7.32. There is a concern that at a time of increased inter-agency interest about the social problems in these two wards, SSCF funding is being phased out. Continuity in funding will be an important element in maintaining the engagement of local communities.

⁵⁰ Audit Commission Quality of Life indicators

⁵¹ Kent Police Business Information Unit

⁵² www.kent.police.uk

⁵³ Further work has been done to break-up organised drugs networks in 2007, though the focus of this work was in other areas of Kent and Medway.

⁵⁴ www.kent.police.uk/About%20Kent%20Police/pdf%20documents/Policing%20Kent%20KPA.pdf

⁵⁵ Safer Stronger Communities Fund: Mapping of Service Provision & Community Engagement in Cliftonville West & Margate Central Wards, March 2007, Sustainability Actions.

⁵⁶ Source: Kent Police Business Information Unit, Recorded Crime April 2005 – March 2006.



8 A SEVEN-POINT PLAN FOR MARGATE RENEWAL

The previous five sections have provided an analysis of the local economy, housing market, demographics, deprivation and crime experienced in the two wards. This provides the basis for a narrative, summarised below, to describe the drivers of decline that have resulted in the circumstances local partners now face. The required areas for intervention are then considered, along with the need to develop a holistic approach to the renewal of the area, and the headlines for the seven-point plan for Margate's renewal are identified.

Conclusion - Drivers of Decline

- 8.1. A combination of factors operating in Margate have resulted in declining living standards and life chances for many of the residents of Cliftonville West and Margate Central wards. The principal drivers have been the decline of the domestic tourism industry and the in-migration of homeless and vulnerable individuals. The way the drivers have worked is summarised below.
- 8.2. The decline of the tourist trade resulted in an **over-supply of hotel rooms and bed-and breakfast-accommodation**, which was increasingly taken over for use by benefit claimants attracted to cheap accommodation by the seaside. House prices have lagged behind other parts of the south east region because of the weakness of the local economy. However, there has been a high level of demand for rented accommodation, which has encouraged the conversion of houses to flats, and use of bed-and-breakfasts as shared rented accommodation. The stock is particularly suited to use as rented shared accommodation or conversion to flats for rent, because of the abundance of large Victorian family houses in Cliftonville West.
- 8.3. The availability of cheap accommodation for rent in a pleasant environment has also led to the **placement of vulnerable adults and children** in the area, and the referral of **homeless families** to bed and breakfast accommodation in the area by authorities and agencies from London and elsewhere. All these groups have a high level of need, and tend to be workless and dependent on benefits. The continuing demand for rented accommodation from these groups and from overseas migrants, has supported the continuation of purchase and conversion of houses into flats for rent, and increased the imbalance in the housing market.
- 8.4. The community contains many groups of migrants, benefit dependents, and people with **high levels of need** for intervention from health and social services. A highly complex set of needs has been identified in this report, and it is highly likely that many individuals suffer multiple disadvantages that impact not only on their ability to access work, but on their families and the community as a whole, such as people out of work due to alcohol abuse, or young people in the NEET (not in education employment or training) category. This has also resulted in higher than average levels of crime, a perception that public services do not serve the area well and concerns around community cohesion.
- 8.5. High levels of **migration and transience** increase the strain on public services, particularly when the individuals concerned have high levels of need. Vulnerable people moving into the area increase the proportion of residents needing support, and to provide effective support there needs to be close liaison across services.
- 8.6. This set of circumstances is likely to have resulted in a more severe set of problems in Margate than elsewhere due to its previous success as a seaside resort, and the particular historical trajectory. However, there are a number of lessons that can be learned, which are applicable to other coastal towns.
- 8.7. The Communities and Local Government Select Committee report into coastal towns identified a number of **common characteristics** shared by many such towns. These include physical isolation, outward migration of young people, poor quality housing and the nature of the coastal economy. However, it was pointed out that these characteristics are not unique to coastal towns.
- 8.8. This report highlighted the way in which the drivers which we describe in Margate **interact with and reinforce one another**. The relationship between the drivers has left the town experiencing a **cycle of decline**.
- 8.9. In order to break this cycle, there needs to be simultaneous action on a number of fronts. The physical regeneration being pursued by the Margate Renewal Partnership needs to be supported by economic development and diversification. Interventions in the housing market are needed to start to reverse the growth of the private rented sector until the market recovers. Agencies need to work together to provide far more effective outreach and support to residents and vulnerable groups with complex needs in particular.

- 8.10. The conclusions from the preceding chapters of the report have been brought together in the paragraphs below, and were used as the basis for discussion at a series of stakeholder meetings to develop the Seven-Point Plan for Margate Renewal.

The Scale of the Challenge

- 8.11. Margate Central and Cliftonville West contain fewer than 12,000 people. But the structural problems within the housing and labour markets are significant. The entrenched nature of social exclusion combined with the complex nature of the multiple deprivation experienced by highly vulnerable individuals in the wards create a real challenge for local, regional and national agencies.
- 8.12. For regeneration to be successful, the social and economic problems in the area need to be tackled at the same time as the physical regeneration projects are implemented. A concerted multi-agency approach, supported across government, is needed to narrow the gap between the deprivation in these two wards and the rest of Kent. In addition to putting in place programmes to tackle the issues, care needs to be taken to ensure that the response matches the scale of the challenge.
- 8.13. For example, there are approximately **2,500 benefit claimants** in the two wards. Half of these claimants would need to be in work and not claiming in order to bring the figures down to the average for Thanet. There are **100 16 to 18-year old NEETS** in the 2 wards and two thirds of these would need to be in employment, education or training in order to bring the number down to the average for Thanet.
- 8.14. There are some 5170 dwellings in the two wards. Approx **2070 of these (40%) are private rented dwellings**. If the proportion was that of the average for Thanet (16%) there would be only 830. This means to move to the average level for Thanet, some 1,240 properties would need to be moved from the private rented sector to social rented, or privately owned.
- 8.15. There are significantly more unemployed, sick and vulnerable children and adults in these two wards than elsewhere in Thanet, Kent or the country as a whole. In 2005 Cliftonville West had over **7 times the proportion of looked after children** than the Kent average (90 children). **Ex-offenders and asylum seekers** are placed in the area, there has been a long history of referral of **homeless households** into the wards, and the number of overseas migrants more than doubled in the last 4 years. There is also a higher proportion of older people than in Thanet as a whole. The population experience levels of **deprivation** well above



the regional average, there are concerns about community cohesion in the area, and perceived high levels of drug use, anti-social behaviour and crime.

- 8.16. The Partnership has commissioned this work at a highly opportune time in relation to key government policy developments including the Mixed Communities Initiative, the National Regeneration Framework, and the recent response to the challenges of migration and community cohesion. It is also a time of significant change in structures and responsibilities of RDAs and local authorities, and the formation of the Homes and Communities Agency. These developments should be used to develop new ways of responding to the challenges raised here.
- 8.17. None of the issues faced by the residents of these two wards makes Margate unique. However, the concentration of social exclusion means that those challenges to service development likely to be faced by many local authorities in the longer term, in particular the need to provide a more holistic approach to supporting people, are felt in Margate and Kent now.
- 8.18. Local public services have observed the growth of exclusion and poverty in the two wards - but have not been able to stop it. They do not have the

capacity to deliver the interventions that will address the highly complex needs of excluded households. The task of regenerating Margate is a true test of the "place-shaping" agenda, requiring public services from national to neighbourhood level to work in new, more effective ways.

- 8.19. The **benefits** of the partnership rising to the challenge are wider than Margate, as many of the priority issues facing the county and identified in the LAA for example in relation to empty homes, educational achievement of looked after children, tackling the level of NEETs and incapacity claimants, could be impacted on significantly through concentrating on improving services in these two wards.
- 8.20. The **consequences** of the public agencies represented on this partnership including government failing to take up the immediacy of this challenge are potentially explosive, and the most immediate relate in particular to the increasing fragmentation of the community. The mix of looked after children, ex-offenders, and drug and alcohol users living in close proximity, with inadequate support demands urgent and concerted attention, and is also likely to mean that any attempts to regenerate the local economy through physical projects are unlikely to succeed.



Areas for Intervention

Economy

- 8.21. The improvements to the urban fabric and regeneration of key sites are fundamentally important to the future of the town. They are designed to boost the local economy by redeveloping the visitor offer of the town, and extending the range and type of visitors, as well as encouraging the development of a cultural and creative sector. The regeneration is being taken forward through an effective partnership of all the key agencies, and when completed will help to transform the physical fabric of Margate.
- 8.22. Diversification of the economy and support for the growth of other sectors outside hotels and restaurants and the public sector is designed to benefit Thanet as a whole. This work will not in itself impact on the local economy in Margate, and still leaves it vulnerable due to its over-dependence on two sectors.
- 8.23. Consequently, we consider that Thanet District Council and the Margate Renewal Partnership should ensure they have an oversight of the development and delivery of a range of economic development programmes to support the local Margate economy. Initiatives such as the **Destination Strategy and cultural strategy** are already under way but will need action plans and resources for implementation. This would include bidding for appropriate funds, and capacity in this area is currently limited.

Housing Market and Conditions

- 8.24. Thanet District Council has identified the need to rebalance the housing market in its corporate priorities. The Council has recently developed a comprehensive range of strategies to improve the management of HMOs and rented accommodation, bring empty properties back to the market, and improve housing conditions. These take advantage of the available powers under the Housing Act 2004, and incorporate some imaginative approaches, such as using S106 from developments to purchase properties for RSL management.
- 8.25. However, the programmes are small scale and cannot, at the rate of current activity, make an impact on the structure of the housing market. **Significantly more resources need to be identified for rebalancing the housing market in order to have an impact on the area and reverse the current trends.** This should include: adopting a more aggressive approach to improving management by landlords; licensing HMOs and taking enforcement action; and identifying clearance areas if and where possible in order to remodel housing to make it appropriate for families.

- 8.26. Work to improve the condition of HMOs has made an impact on some of the key larger old hotels in particular, and work with landlords and enforcement action is continuing. However, mandatory licensing does not provide sufficient power to intervene, and it is necessary to extend this to a selective or **additional licensing scheme** in order to tackle a larger proportion of the property in this category.
- 8.27. Similarly the work on improving the condition of the housing stock has made an impact on a number of homes in the wards, but the scale of non-decency is significant, at 57% of the stock, and the work needs to be increased significantly in scale. An estimated **350 properties in the wards remain empty and again this requires an increase in the rate of activity.**

Demographics and Migration

- 8.28. Work should be continued to reduce, to a level appropriate to the size of the area and the capacity of local services, the **flow of homeless families and vulnerable people** moving or being placed into the wards from elsewhere within Kent and from a wider area. This must take place with the full support of GoSE and CLG.
- 8.29. For those people who are placed, partners should develop an inter-agency monitoring and review mechanism to ensure that vulnerable people placed into the area are in receipt of appropriate support services and are not put at unnecessary additional risk.
- 8.30. Partners should also review the provision of **services for economic migrants** to ensure that they are adequate, particularly in relation to information, advice and guidance on housing, work and language training. Partners should also increase language and foundation skills training provision for local residents and new migrants, and provide more effective outreach and engagement programmes.

Worklessness, Health and Deprivation

- 8.31. The level of worklessness in Margate Central and Cliftonville West remains a serious issue. Partners have identified that provision for adult skills development is generally quite fragmented and the extent of cross-agency work to develop learning progression pathways for priority groups is patchy.
- 8.32. The extensive and entrenched nature of worklessness in these wards requires an altogether more targeted and co-ordinated approach. While a number of important national and regional initiatives are being delivered, co-ordinated, strategic and tailored programmes to deal with the particular mix of needs of the workless population are badly needed. This

should be in the context of a better co-ordinated strategic approach to skills development, employer engagement and work placements.

- 8.33. The population in the wards suffers from a complex set of inter-related health problems, many of which relate to unhealthy lifestyles and the poor state of housing. However, in order to deal in a more effective way with the multiple barriers faced by people in these wards, more co-ordinated local activity and outreach services should be considered by all delivery partners.

Community Cohesion and Crime

- 8.34. The two wards are a priority for the Thanet Crime and Disorder Reduction Partnership, but there are concerns about community cohesion and newer migrant communities struggle to access local services. Perceived high levels of drug use, anti-social behaviour (particularly knife carrying and drinking in public) and low-level crime such as shop-lifting is a common complaint for local people and some frontline public officials, and can fuel tensions.
- 8.35. There is a concern that SSCF funding is being phased out at a time of increased inter-agency attention on the social problems in the two wards. It is recommended that a mechanism be found to continue these projects into the medium term, particularly those initiatives that have been strongly welcomed by local people such as the community wardens and environmental improvements.
- 8.36. The clean sweep approach of co-ordinated agency action on a target area was seen to be successful, and helped to build trust in local services. It should be repeated, but engaging other services to maximise the advice and support provided to individuals contacted through the sweeps.

Developing a holistic renewal plan

- 8.37. These conclusions were considered at a series of stakeholder workshops. The workshops were designed to bring together the agencies engaged in delivering the services under three broad headings of:
- The economy and worklessness;
 - Housing market and migration;
 - Personalisation and localisation of service delivery.
- 8.38. These workshops identified a broad consensus in relation to the problems in the wards and the

7 POINT PLAN FOR MARGATE

1. Regenerate the centre of Margate and improve the public realm
2. Diversify the local economy and create jobs
3. Rebalance the housing market and improve housing management and condition
4. Develop an integrated approach to worklessness and skills, and provide additional support for vulnerable groups
5. Reduce the flow of vulnerable people moving or being placed into the wards and provide good support for arrivals
6. Provide co-ordinated and personalised support to residents
7. Engage local residents in the renewal programme and support community development

types of interventions required, and were used to develop a Seven-Point Plan for Margate Renewal. The objectives of the plan are listed below, and the plan itself, together with suggested targets and next steps, is set out in Appendix A. Workshop participants are listed in Appendix B.



9 NEXT STEPS AND IMPLICATIONS FOR GOVERNMENT

To facilitate the development and implementation of the plan, set out below are a number of suggested next steps for the partnership. There are also a number of questions for government departments in relation to policy towards coastal towns and mixed communities.

Next steps for the Margate Renewal Partnership

- 9.1. The partnership endorse the Seven-Point Plan for Margate Renewal;
- 9.2. The partnership asks the Chief Executives of Thanet and Kent to agree bilateral responsibility for putting in place arrangements for implementation of each of the seven action points;
- 9.3. Margate Renewal Partnership agree arrangements to secure the commitment of senior and mid-level staff in partner agencies to developing and implementing the plan, including further internal agency workshops (e.g. within Kent County Council and SEEDA);
- 9.4. Partners use this report as the business case for seeking and agreeing the necessary additional funding to deliver the plan;
- 9.5. Margate Renewal Partnership review its structure and functions in order to enable the delivery of the plan;
- 9.6. Margate Renewal Partnership agree a process for developing a series of neighbourhood-level LAA targets based on those in the action plan to identify with the East Kent LSP to mirror those targets in Kent Agreement 2;
- 9.7. Thanet District Council seeks the support of local Councillors and communities in the two wards for the seven-point plan, as the first stage of the proposed communication strategy;
- 9.8. The results of the Thanet Inquiry should be shared as a priority with Margate Renewal Partnership in order to inform the development of detailed activities to take forward the plan; and,
- 9.9. CLG is recommended to consider the implications for national policy arising from the discussions between partners and the formulation of the action plan. This should include the complex relationship between regeneration programmes and mainstream service delivery and organisation.

Policy Implications

- 9.10. This report will be considered by CLG and other government departments through the cross-departmental working group. A number of issues have been suggested below for government to consider. The responses to these questions might inform a response to the problems faced by coastal towns, and support for partners to deal with the specific issues facing Margate.
 - Does the response proposed to the imbalance in the housing market in the 7-point plan provide a useful model for other areas, and can it be taken forward through the Mixed Communities Initiative?
 - The plan proposes physical and economic regeneration with social interventions on a number of fronts simultaneously. How can government departments including DCFS, DoH and DWP, support this approach?
 - Tackling the issues in these two Margate wards would have a positive impact on the achievement of LAA targets for the county as a whole, but this is not recognised explicitly in the document or structural arrangements. How can LAA targets for small area renewal be reconciled with county-level targets?
 - With reference to the issues raised in Section 5:
 - What further interventions are required through DCFS as well as local and regional agencies, to ensure that the placement and referral of vulnerable children and adults does not lead to concentrations of need in areas like Margate?
 - Should the formulae for local authority grants be adjusted for areas facing significant population growth and high levels of transience as a result of the movement of individuals with high levels of support needs? And,
 - Is it possible to devise a mechanism for “surcharging” local authorities for the additional costs of providing support to vulnerable households placed by them in other locations?





APPENDICES

A. SEVEN-POINT PLAN FOR MARGATE RENEWAL.....	50
B: DELIVERY STRUCTURES	56
C: STAKEHOLDER CONSULTATIONS AND WORKSHOP PARTICIPANTS.....	58
D: BIBLIOGRAPHY□	62

APPENDIX A: SEVEN-POINT PLAN FOR MARGATE RENEWAL

1. Regenerate the centre of Margate and improve the public realm

Target: To achieve the vision for Margate to be a thriving and well-connected modern coastal town.

Action 1: Vigorously support the Margate Renewal Partnership in co-ordinating the regeneration of key sites in Margate town centre.

Time Frame	Estimated funding requirements and possible sources ⁵⁷	Lead	Next Steps
2006-2010	£36.6m (Funding has been identified by Margate Renewal Partnership partners, with core funding from SEEDA for 2008/9 only).	Margate Renewal Partnership plus SEEDA for core funding	Continue to support and help embed the Turner Contemporary and the creative quarter. Target the western edge development sites – Dreamland, Arlington and Marine Terrace. Implement the public realm programme. Develop and implement the traffic movement and access plan.

2. Diversify the economy and create jobs

Target: To strengthen and diversify the economy and increase local jobs in the visitor economy and creative industries.

Action 2: The Margate Renewal Partnership should be resourced to implement economic development programmes for the benefit of the town, and in particular the visitor economy framework and cultural industries programme.

Time Frame	Estimated funding requirements and possible sources	Lead	Next Steps
2008-2011	ACE priority places plan DCMS Sea Change Programme SEEDA	Margate Renewal Partnership and Tom Fleming Thanet District Council / Margate Renewal Partnership	Complete Culture visioning process and implement project plan Implement the visitor economy framework in Margate. Bid to the Sea Change programme for funding for a priority project.

Action 3: Thanet District Council and Margate Renewal Partnership to increase their capacity to access economic development and regeneration resources and programmes for the benefit of Margate.

Time Frame	Estimated funding requirements and possible sources	Lead	Next Steps
Summer 2008	(Capacity building and secondments)	Thanet District Council	Training programme to be developed and costed and a bid submitted to South East RIEP.
2008-2010	£275,000 from SSCF, KCC, Thanet District Council		CASE Kent to work with third sector organisations to build local capacity.

3. Rebalance the housing market and improve housing management and conditions

Target: To intervene in the housing market sufficiently to start to reverse the process of buy/convert and develop to let.

Action 4: Prepare a neighbourhood improvement plan for the wards, including identification of further key sites for redevelopment, areas for intensive housing renewal, and improvement of the public realm.

Time Frame	Estimated funding requirements and possible sources	Lead	Next Steps
Summer 2008	EP £50,000 plus PWC – 5 days through MCI	Thanet District Council / English Partnerships	English Partnerships to work with Thanet District Council to prepare a brief and commission work. All partners pool information on housing – ownership, condition and use, to inform the plan.

Action 5: Improve housing quality and management, and kick-start the development of private ownership by developing 200 homes through RSLs, and gradually introducing small levels of equity for tenants. Encourage responsible landlords and RSLs to acquire and let property.

Time Frame	Estimated funding requirements and possible sources	Lead	Next Steps
2008-2013	£15m initial estimate CLG (MCI), S106, RHB, HCA	Thanet District Council / new partnership	Develop a business plan with RSL partner(s) to include identification of potential properties for purchase, appropriate dwelling size mix, and level of equity for shared ownership schemes.

Action 6: Double the resources available for housing renewal and implement a more aggressive approach to improving management by landlords, licensing HMOs and taking enforcement action, and dealing with empty properties. Explore initiatives to increase control over management of properties e.g. through letting property via an agency.

Time Frame	Estimated funding requirements and possible sources	Lead	Next Steps
2008 - 2013	£200,000 pa Performance reward grant – Kent Agreement Capital funding for empty property work.	Thanet District Council / East Kent LSP	Identify funding – CLG(MCI), S106/THANET DISTRICT COUNCIL/GoSE/RHB Recruit 5 additional staff for housing renewal. Secure agreement from East Kent LSP for Kent Agreement 1 resources.

4. Develop an integrated approach to worklessness and skills, and provide additional support for vulnerable groups

Target: To bring the proportion of benefit claimants in the two wards to the Thanet level within 5 years.

Action 7: Partners should develop integrated skills and employment pathways as part of the approach to the Working Neighbourhoods Fund. This should incorporate a targeted approach to the particular needs of Margate's deprived residents.

Time Frame	Estimated funding requirements and possible sources	Lead	Next Steps
2008-2011	WNF - £4.06m Thanet-wide SEEDA/KCC JCP employer programme	JCP / Thanet District Council	Use the WNF partner meetings to plan more integrated provision, and identify resources for support in particular to IB claimants, lone parents and migrants (as well as JSA claimants), and link back to specific local ward targets for Cliftonville West and Margate Central. Engage Margate Renewal Partnership partners and other key public sector employers in local recruitment and training programmes under the new JCP employer programme.

Action 8: Local specialist client support agencies should be funded to include employment and skills related support and

Time Frame	Estimated funding requirements and possible sources	Lead	Next Steps
2008-2013	£140,000 pa	Kent County Council / SEEDA	To identify funding for 4 new workers, and consider locating them in local centres such as St Paul's Community centre and Salvation Army drop-in centre. Local agencies to be invited to apply to manage the staff.

income maximisation advice and assistance.

Action 9: ESOL and foundation level training should be increased and provided within the two wards or within easy reach of residents.

Time Frame	Estimated funding requirements and possible sources	Lead	Next Steps
2008-2013	TBC	College / LSC	Identify funding Run courses, with referrals and links from and into other local agencies.

5. Reduce the flow of vulnerable people moving or being placed into the wards and provide good support for arrivals

Target: To reduce the placement of homeless and vulnerable people within the wards to the Kent level, and improve health, education and employment outcomes for those who are placed in Margate.

Action 10: To identify those local authorities placing homeless families in the district and work with them to provide appropriate support services.

Time Frame	Estimated funding requirements and possible sources	Lead	Next Steps
April/May 2008	N/A	Thanet District Council	Write out to London authorities and other referral agencies requesting information about recent placements under Freedom of Information Act.
Summer 2008	N/A	GoSE	Work with CLG to examine mechanisms for charging local authorities for the cost of support services for people placed.

Action 11: To implement the recommendations of the Thanet Inquiry into the placement of vulnerable people and children into the district in relation to care plans and funding.

Time Frame	Estimated funding requirements and possible sources	Lead	Next Steps
2008-2009	TBC	Kent County Council / Kent and Medway Adult Protection Committee	Formal tracking of adults and children placed in the area, leading to more effective interventions to meet their needs.
2008-2009	N/A	Kent County Council	Establish arrangements for care placement plans to be produced with Kent County Council and local partners for vulnerable children and adults placed in the area.

6. Provide co-ordinated and personalised support to residents

Targets:

- To reduce the number of Kent's looked after children in Thanet to the average per '000 population for the county within 5 years; and,
- To reduce the numbers of people claiming IB in the two wards to the Thanet average within 5 years.

Action 12: Improve co-ordination of support for vulnerable families and individuals in the two wards.

Time Frame	Estimated funding requirements and possible sources	Lead	Next Steps
2008-2013	Targeted mainstream funding	Expanded Margate Renewal Partnership Group	Map service provision, share information and co-ordinate responses and allocate lead officer where appropriate.
2008-2013	Pensions Service	Expanded Margate Renewal Partnership Group	Identify a mechanism through local access points for referrals to the income maximisation support provided by the Pensions Service.

Action 13: Operate more intensive and assertive outreach to identify and support vulnerable families and individuals in the two wards.

Time Frame	Estimated funding requirements and possible sources	Lead	Next Steps
2008-2013	TBC	Expanded Margate Renewal Partnership Group	Expand outreach services, targeting IB claimants, families identified through Children's Centres and extended schools partnerships, and individuals identified through services provided in the Gateway.
2008-2013	N/A	Expanded Margate Renewal Partnership Group	Identify new local access points for services to vulnerable people, such as the St Paul's Community Centre, and GP surgeries, as well as the Gateway.

7. Engage local residents in the renewal programme and support community development

Action 14: Develop an engagement and communication strategy in relation to regeneration and renewal programmes, and ensure that key regeneration projects engage local people.

Time Frame	Estimated funding requirements and possible sources	Lead	Next Steps
Summer 2008	TBC	Margate Renewal Partnership	Margate Renewal Partnership to prepare, agree and implement a communications strategy in relation to key projects and the programme as a whole.

Action 15: Ensure that developers and end-users of key sites recruit and train local people both in the construction phase and following completion.

Time Frame	Estimated funding requirements and possible sources	Lead	Next Steps
2008-2013	SSCF Community Cohesion Fund S106 Working Neighbourhoods Fund	SSCF Board / GoSE	Identify mechanisms to continue key SSCF initiatives, and additional funding where they cannot be mainstreamed. Develop the programme for clean sweeps in the wards.

Action 16: Ensure continuity of neighbourhood initiatives such as clean sweep and SSCF programmes in the two wards until the key renewal phase is complete.

Time Frame	Estimated funding requirements and possible sources	Lead	Next Steps
2008-2010 (in line with development programme)	TBC	Margate Renewal Partnership/Thanet District Council	Margate Renewal Partnership to work with Thanet District Council to develop a policy for local employment as part of S106 strategy, including development of a programme, targets and delivery mechanisms.

⁵⁷ Throughout this table some potential suggested funding sources have been suggested where funding has not already been committed. However, no assumptions should be made that funding will be made available from these sources.

APPENDIX B: DELIVERY STRUCTURES

The current structure of Margate Renewal Partnership would not be appropriate for delivering this significantly expanded programme of activity. This section suggests ways to drive the implementation of the Seven-Point Plan for Margate Renewal, including significantly strengthening the capacity of Margate Renewal Partnership in order to:

- Drive a more extensive programme of housing renewal including clearance, more intensive licensing and enforcement of private landlords, public realm improvements and a significant programme of purchase through RSLs and the gradual promotion of home ownership;
- Extend the current focus of Margate Renewal Partnership from physical regeneration projects to a broader economic development role in order to be able to deliver the recommendations of the cultural strategy and Destination Strategy; and
- Strengthen the delivery and co-ordination of local personalised services which address the needs of the most disadvantaged households.

The relationships between Margate Renewal Partnership and its key partners will need to be negotiated and agreed. We envisage that Thanet District Council will remain the accountable body for Margate Renewal Partnership, but the full range of partners on the East Kent LSP will need to support its work.

Housing Renewal

Significantly more resources need to be identified for rebalancing the housing market in order to have an impact on the areas and reverse current trends. This should include: purchasing property for management through RSLs; adopting a more aggressive approach to improving management by landlords; licensing HMOs and taking enforcement action; and identifying clearance areas if and

where possible in order to remodel housing to make it appropriate for families.

An extended team could be located within Thanet District Council, expanding the existing housing renewal and strategy teams, but it is suggested it would be most effective for this team to report to the partnership directly. In governance terms, it may be necessary to establish a Housing Renewal Sub-Board to ensure the full engagement of RSLs and partner agencies.

Economic Development

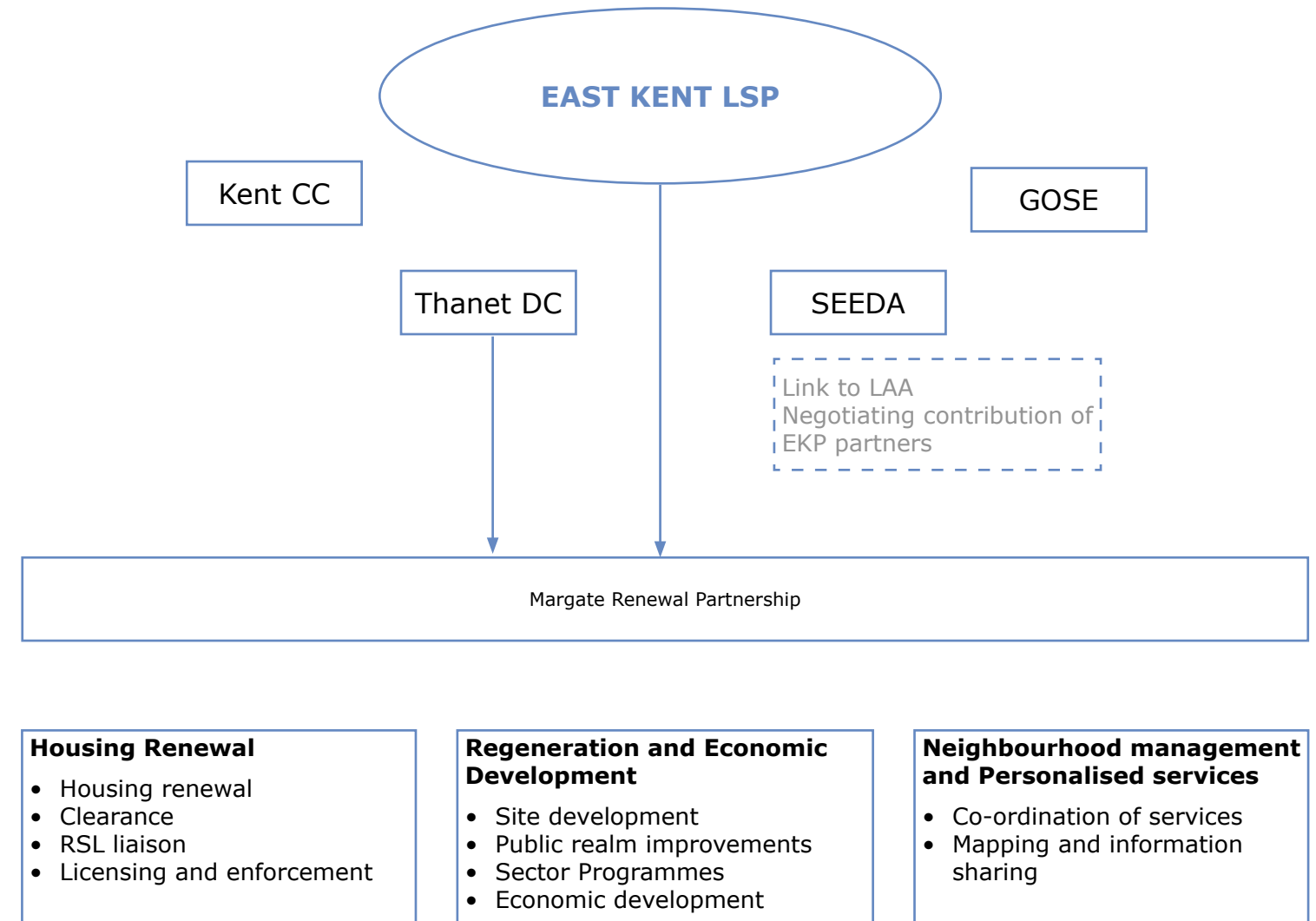
The two areas for action are boosting the capacity of Thanet District Council to bid for funding for a range of projects and programmes, and resourcing a broader programme of local economic development.

We recommend strengthening the Margate Renewal Partnership to extend its current focus from physical regeneration projects to economic development in order to be able to deliver the recommendations of the cultural strategy and Destination Strategy.

Co-ordination and delivery of local personalised services

There are a range of local partner agencies delivering services in relation to worklessness, health and the wide range of other personal and neighbourhood issues affecting residents of the two wards. There is a clear need for a support function/team with a remit to strengthen their delivery and co-ordination.

The diagram below sets out how these functions could be organised. We envisage this structure would require support from three senior staff taking responsibility for managing different sized teams and/or co-ordinating activity in the neighbourhood.



APPENDIX C: STAKEHOLDER CONSULTATIONS AND WORKSHOP PARTICIPANTS

Name	Position	Organisation
Councillor Clive Hart	Cliftonville West	Thanet District Council
Councillor Linda Aldred	Cliftonville West	Thanet District Council
Councillor Doug Clark	Cliftonville West	Thanet District Council
Councillor Iris Johnson	Margate Central	Thanet District Council
Councillor John Watkins	Margate Central	Thanet District Council
Billy Kayada	Coastal Towns	Communities and Local Government
Keith Thorpe	Coastal Towns	Communities and Local Government
Lesley Smith	Research officer	Communities and Local Government
Sally Thomas	Mixed Communities	Communities and Local Government
Sandro Limentani	Director Public Health	East Kent Coastal PCT
Anita Gardiner	Regeneration Manager	English Partnerships
Betty Ward	Chairperson	Gordon Road Area Street Scheme
Mary Marshall	Team Leader - Housing and Planning	Government Office for the South East
Mo Wallis	Chairperson	Grotto Hill Area Street Scheme
Heather Kemp	Head Teacher	Holy Trinity & St Johns Primary School
Janet		East Kent LSP
Penny Dadds	Manager	Job Centre Plus Margate & Ramsgate
Peter Gilroy	Chief Executive	Kent County Council
David Sutton	Children and Families	Kent County Council
Colin Maclean	Head of Partnerships	Kent County Council
Keith Mackenney	Regeneration & Projects Manager	Kent County Council
Richard Sporry	County Manager, Public Service Agreement	Kent County Council
Viv Foulds	Economic Development Manager	Learning and Skills Council
Pam Pople	Community Development Support Worker/ Coordinator	Cliftonville Partner Ship
Keith Chadband	Chairman	Cliftonville Residents Association
Keith Chadband	Chairperson	Cliftonville Residents Association
Margaret Main	Chairperson	Margate Civic Society
Derek Harding	Programme Director	Margate Renewal Partnership
Dave Kinnear	Coordinator	Margate Town Partnership
Julie Larner	Information Manager	Migrant Helpline
Anne Knight	Senior Area Manager	SEEDA
Geoff Seamark	Chairperson	St Johns Area Action Group
Adrian Whiting	Chairperson	St Johns Area Action Group
Vicky O'Rearden	Team Coordinator	Surestart Margate

Peter West	Chief Superintendent	Thanet and Canterbury Districts BCUs
Keith Morris	Chief Executive	Thanet Community Development Trust
Beth Denning	Neighbourhood Champion	Thanet CDT
Shaun Tillet	Neighbourhood Champion	Thanet CDT
Caroline Brook	Neighbourhood Champion	Thanet CDT
Richard Samuel	Chief Executive	Thanet District Council
John Bunnett	Corporate Director	Thanet District Council
Andrea Bennett	Projects Officer	Thanet District Council
Amber Christou	Strategic Housing Manager	Thanet District Council
Steve Oshea	Home Improvement Manager	Thanet District Council
Kevin Rowe	Housing Improvement Officer	Thanet District Council
Dave Farmer	Renewal Officer	Thanet District Council
Tanya Wenham	Senior Environmental Health Officer	Thanet District Council
David Myers	Community Warden Officer	Thanet District Council
Anthony Sowden	Environmental Health Enforcement Officer	Thanet District Council
Louise Bibby	Economic Development Officer	Thanet District Council
Sam Thomas	Regeneration Manager	Thanet District Council
Jo Wadey	Principal Planner/Planning Applications Manager	Thanet District Council
Carla Wenham-Jones	Renewal Manager / SSCF Manager	Thanet District Council

WORKSHOP ONE - ECONOMY AND WORKLESSNESS

Sue Buss	Principal	Thanet College
Alan Kirkham	Development Co-ordinator	Thanet College
Louise Bibby	Economic Development Officer	Thanet District Council
Jacqui Ward	Working on WNF	KCC
Mark Styles	Economic Development Manager	LSC
Derek Harding	Programme Director	Margate Renewal Partnership
Carla Wenham-Jones	Renewal Manager	Thanet District Council
Penny Dadds	Manager, JCP Margate & Ramsgate	Jobcentre Plus - Employers Account
Paul Kirk	Head of Worklessness and Economic Policy	CLG Cross Government Delivery Unit
Andrew Maginn	Head of Enterprise for Neighbourhoods	CLG Cross Government Delivery Unit
Naeem Chaudhry	Head of Mixed Communities Team	CLG

WORKSHOP TWO - REBALANCING THE HOUSING MARKET, MIGRATION AND PLACEMENTS

John Bunnett	Corporate Director	Thanet District Council
Brendan Ryan	Head of Community Services	Thanet District Council
Brian White	Head of Development Services	Thanet District Council
Carla Wenham-Jones	Housing Renewal Manager	Thanet District Council
Tim Warren	New Business Manager	Town and Country Housing Group
Amber Christou	Strategic Housing Manager	Thanet District Council
Mary Marshall	Housing Team	GOSE
Karen Graham	Head of Children's Services for EK	KCC
Derek Hall	Adult Services Directorate	KCC
Mike Dorman	Head of the Business Performance and Management Unit	KCC Social Services
John Barnes	Partnership Manager	Adult Social Services East Kent
Nedine Watson Cutts	Local Area Officer (Cluster 1)	Kent County Council
Derek Harding	Programme Director	Margate Renewal Partnership
Sally Thomas	Mixed Communities	CLG

WORKSHOP THREE - CO-ORDINATION AND PERSONALISATION OF SERVICES

Caroline Davis	Head of Strategic Partnership	Eastern & Coastal Kent PCT
Linda Aldred	Specialist Practitioner - Community Development, Health Promotion Service	East Kent PCT
Judith Cooper	Regeneration & Inclusion Senior Officer, Community Empowerment Team	Government Office South East
John Molloy	Chief Superintendent	Kent Police
Nedine Watson Cutts	Local Area Officer (Cluster 1)	Kent County Council
Greta Gregory	Adult Social Services	Kent County Council
Mike Power	Adult Social Services	Kent County Council
John Barnes	Partnership Manager, Adult Social Services	Kent County Council
Claire Sexton	Children Centre Manager - Cliftonville	Kent County Council
Richard Spoerry	County Manager, Public Service Agreement	Kent County Council
Carla Wenham-Jones	Housing Renewal Manager	Thanet District Council
Andy Hedley-Smith	Chief Inspector	Kent Police
Anna Nerva	District Manager, Children's Services	Kent County Council

APPENDIX D: BIBLIOGRAPHY

Annual Business Inquiry 1998-2006.

Annual Employment Survey 1995-1997.

Audit Commission Quality of Life Indicators.

Business Strategies' Local Markets Database, 2006.

Business Support and Enterprise Intervention in Thanet, May 2007, prepared by SEEDA for Thanet District Council.

Census of Population 2001.

Child and Public Protection Issues, June 2005, Kent Child Protection Committee.

Coastal Towns: The Government's Second Response, November 2007, Housing of Commons Communities and Local Government Committee.

Draft Private Sector Housing Strategy 2007-2011, Thanet District Council.

Dreamland Planning Brief, December 2007, Cabinet Draft.

Dreamland Planning Brief: Cabinet Draft, December 2007, Thanet District Council.

DWP Benefits Data.

The Dynamics of Migrant Labour in South Lincolnshire, Zaronaita and Tirzite, South Holland District Council, 2006

East Kent Learning and Skills Plan: Consultation Draft, November 2007, by Step Ahead Research Ltd on behalf of East Kent LSP and Kent and Medway Learning Network.

East Kent Private Sector Housing Partnership RHB Bid 2008-11, Thanet District Council (Lead Authority).

England's Coastal Towns: A short review of the issues, evidence base and research needs, Professor Steve Fothergill, Sheffield Hallam University.

'From Eyesores to Assets': Thanet District Council Empty Property and Derelict Land Strategy, July 2003, Thanet District Council.

Government Response to the Communities and Local Government Committee Report on Coastal Towns, May 2007.

Halifax House Price Index.

2002 Housing Needs and Private Sector Stock Condition Survey Cross Analysis, August 2003, Thanet District Council.

Housing Renewal Delivery Plan 2005-2015, Thanet District Council.

Index of Multiple Deprivation, 2007.

International Passenger Survey (IPS), Office of National Statistics.

Kent County Council Town centre audit.

Kent Health Affordable Warmth Strategy: A Plan of Action 2005-2008, Kent Health & Affordable Warmth Partnership.

Kent Police Business Information Unit.

Kent Prospects 2007 to 2012: An economic development and regeneration framework for Kent, June 2007, Kent Partnership.

Learning and Labour Market Area Profile Supplementary Local Data Report: Kent and Medway, June 2007, Learning and Skills Council.

Leitch Review of Skills: Prosperity for all in the global economy - world class skills: Final Report, December 2006, HM Treasury.

Margate Destination Strategy, May 2006, Locum Consulting.

Margate Neighbourhood Renewal Programme: Approach to using the SSCF allocations notified by GOSE on 21 July 2005, 2006, Thanet District Council.

Margate NRA Report, July 2004, prepared by Professional Partnership Services for Thanet District Council.

Margate Renewal Framework and Implementation Plan: 2007/08 Final Draft, Margate Renewal Partnership.

National Insurance Number Allocations to Overseas Nationals (NINO), DWP.

Non-LSC Personal and Community Development Learning in Kent and Medway, September 2007, Kinghurst Consulting Group.

ONS and Teenage Pregnancy Unit.

ONS Sub-national Population Projections, 2004.

Placements into Thanet: Regaining the Balance, October 2006, Thanet District Council.

Private Sector Housing Enforcement Policy, Thanet District Council.

2002 Private Sector Stock Condition Survey, August 2003, Thanet District Council.

A Summary of Industrial Sectors in Kent and Medway, April 2007, Learning and Skills Council.

Report to the Government Office for the South East: Effective use of allocated funding 2006/07, Thanet District Council.

Safer Stronger Communities Fund: Mapping of Service Provision & Community Engagement in Cliftonville West & Margate Central Wards, March 2007, Sustainability Actions.

Safer, Stronger Communities Fund Residents Survey, February 2007, Prepared by BMG Research for SSCF, Thanet District Council.

Sea Changes Report, 2002, English Tourism Council.

South East Strategic Analysis Report 2007, Learning and Skills Council.

Supporting Independence Programme, Kent County Council

Thanet Crime and Disorder Audit Strategy: 2005 to 2008, Thanet Community Safety Partnership.

Thanet District Council Corporate Plan 2007-2011, Thanet District Council.

Thanet District Council Empty Property Derelict Land Strategy, July 2003, Thanet District Council.

Thanet District Council Housing Strategy 2006-2010, Thanet District Council.

Thanet Inquiry: Report of the Kent Child Protection Committee Inquiry into the general concerns expressed by officers and politicians in the Thanet Area regarding

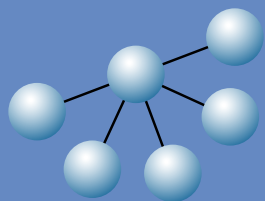
Thanet SIP Area Profile, Kent County Council Supporting Independence Programme, 2005

The Regional Economic Strategy 2006-2016 A Framework for Sustainable Prosperity, South East Economic Development Agency.

The South East England Health Strategy: A strategy for improving public health and well-being in the South East region, Draft for discussion, June 2007.

The State of the District: An economic, social and environmental audit of Thanet, April 2004, prepared by the Local Futures Group.

Train to Gain: A Plan for Growth, November 2007- July 2011, Learning and Skills Council



SHARED INTELLIGENCE

1 Fitzroy Square, London W1T 5HE
Tower House, Fishergate, York YO10 4UA

www.sharedintelligence.net
solutions@sharedintelligence.net