



## **Coastal Communities 2150** Shaping our future by the coast

# *Community Vision and Action Plan for Margate and Cliftonville*



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Photo: Explore Kent

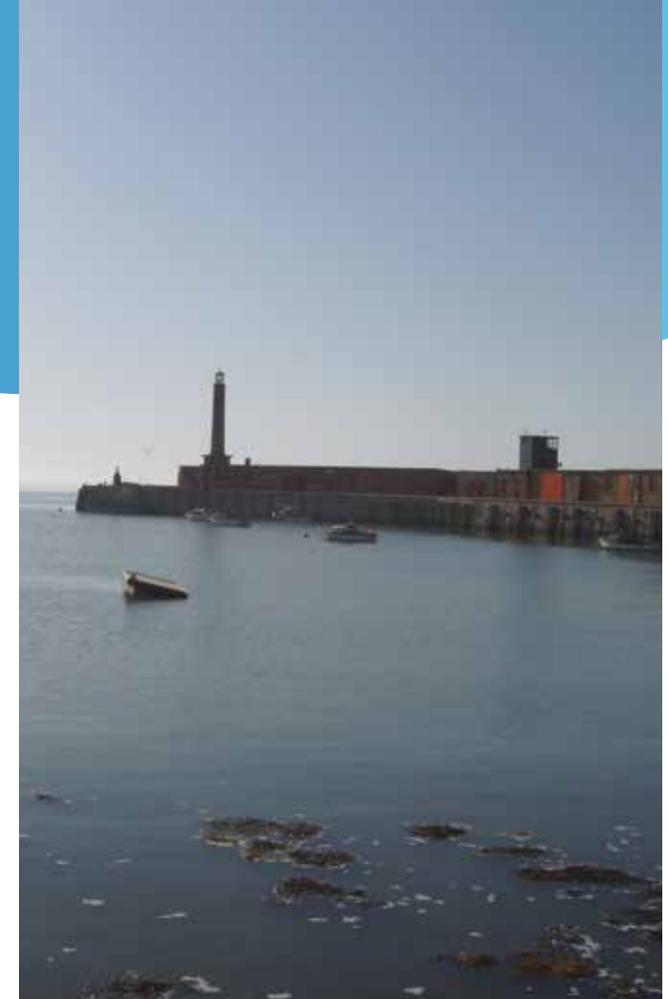
# Introduction to CC2150

Coastal Communities 2150 (CC2150) is a project part-funded by ERDF through the INTERREG IVA 2 Seas Programme. It has been developed to address environmental change, through engaging communities or sectors at long-term risk and supporting locally developed responses. CC2150 unites people and organisations across the UK, Belgium and the Netherlands, with the aim of helping communities develop local visions and action plans to decrease their vulnerability and increase resilience to future climate and coastal change.

Why 2150? Although 2150 is a long way away from now, the impacts of the decisions we make today will be felt far into the future. Consider our railways and sewage systems; decisions and actions that were taken more than a century ago are still influencing our lives today. 2150 was chosen to inspire long-term thinking and planning to influence our actions today. Regardless of the long term impacts, some effects of climate and

coastal change are already being felt by residents around our coastlines. We also know that the social, economic and environmental costs of acting now to address change are far less than if we take a purely reactive position.

Coastal communities in Kent face the prospect of new risks and opportunities as a result of a changing environment. Effects that might be experienced include more frequent extreme weather, rising sea levels, higher storm surges, increased rates of coastal erosion, hotter and drier summers, warmer and wetter winters and higher annual ocean temperatures. The CC150 project in Kent is supporting the communities of the Isle of Sheppey, Margate and Cliftonville and Romney Marsh to broadly evaluate the positive and negative implications of these changes, and develop relevant resilience measures to maximise the opportunities and minimise any risks in preparation for short- and long-term change.



# Developing the visions and action plans for Margate and Cliftonville

**Why Margate and Cliftonville?** Margate and Cliftonville have witnessed change long since the Isle of Thanet was linked with the mainland centuries ago and the environment will continue to change, bringing new challenges and prospects. With more frequent extreme weather, hotter drier summers, warmer wetter winters, and sea-level rise comes risks and opportunities for residents, wildlife and businesses unique to the area.

*"Change has always happened."*

Community feedback

*"Our beaches are some of the best in the country."*

Cliftonville resident

*"There are great possibilities and opportunities for Margate and Cliftonville."*

Margate resident

*"We can come together to prepare for the future."*

Community feedback

For more information on CC2150 and project work in Margate and Cliftonville including maps, assets, risks and opportunities visit [www.kentCC2150.org.uk](http://www.kentCC2150.org.uk)

These visions and the supporting action plan are the culmination of extensive engagement across the area. The CC2150 team has distributed project material to around 800 people, 500 of whom gave direct feedback resulting in approximately 1000 comments. In addition, there have been over 3000 hits on the Kent CC2150 online hub with more than 800 of these on the Margate and Cliftonville pages.

Using the information gathered throughout the engagement activities, the CC2150 team hosted two half-day workshops in Margate. The first supported the visioning element of the project while the second helped sketch out a draft action plan related to the visions. These workshops integrated all the feedback and data collected by the CC2150 project team over the last 2.5 years. These visions and supporting action plan are the final project products developed by local community members for Margate and Cliftonville.

*The priority themes that the Margate and Cliftonville community members chose to focus on were:*

- Resilient Planning, Infrastructure and Regeneration
- Health and Wellbeing
- Natural Environment, Heritage and Coast

*In addition, three cross cutting themes have been identified to take forward the actions:*

- Local Governance and Representation
- Communications and Awareness Raising
- Future Funding

# The CC2150 Project Process

The project activity began under the principle of *Better Knowledge for All* by building a solid project foundation, primarily through desk-top research of risks, opportunities, and local demographics. Once the priority areas were identified, the project focused on *Planning Engagement and Developing Tools*. Local Engagement Groups, consisting of local stakeholders, were established to direct local project actions and provide vital experience and expertise on how best to deliver project outputs locally. Finally, once the tools were designed and the engagement programme developed, the project entered its *Engaging with Communities* phase of activity. The CC2150 project work culminated in these visions and action plan.



## Identifying Communities

- Conduct risk assessment of the Kent coast using: UK Climate Projections 2009 / Demographics / Landscape Quality / Shoreline Management Plans / Socio-economics / Biodiversity and Heritage
- Stakeholder analysis

## Develop Engagement Strategy

- Develop Local Engagement Groups (LEGs) to drive and steer the project in the area
- Work with consultants to develop locally relevant engagement tools
- Identify barriers to engagement and methods to overcome them

## Engage Widely

- Deliver events and visit organisations across the project area
- Distribute leaflets and information to local businesses
- Collate and analyse feedback

## Develop Visions and Action Plans

- Hold workshop to identify priorities and develop visions based on community feedback
- Hold second workshop to establish action plan to deliver visions
- Review visions and plans with community members and the LEGs

## Launch Visions and Plans

- Launch action plans with communities
- Establish and work with key partners for delivery
- Launch Community Grant Scheme to support delivery of actions

# Key Messages and Engagement Themes

These key messages from the overarching and local CC2150 project were established early in the project through community workshops and were further developed through project engagement activities.

*CC2150 is a groundbreaking project, helping vulnerable communities get better prepared for the future effects of coastal climate change.*

*We will work together to develop new tools and techniques for engaging local vulnerable communities in adapting to coastal climate change.*

*Local people are developing their own vision for adapting to future climate change.*

*The social, economic and environmental costs of acting now to address change are far less than if there is purely reactive position.*

*Coastal communities across Europe face the prospect of rising sea levels, higher storm surges and increased erosion, flooding, salinisation, temperatures, precipitation, and severe weather.*

*By looking at changes over a long-term timeframe, communities will be able to see a broad view of climate changes, both positive and negative.*



## Engagement Tools and Methods

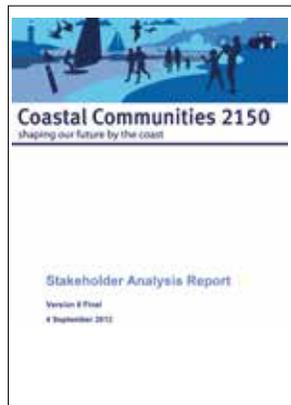
After the public launch of the project in June 2013, the CC2150 project team gathered community feedback at events including: Thanet Coastal Warden meetings, the Westgate Gardening Society meeting, Beach Blast Fun Day, Southeast Air Show, Morrison's drop-in, Margate's Changing Coast and the Droit House Drop-in. At these events, display boards and satellite images were used to gather feedback as well as through forms and postcards directing to the website. In addition to the events, static displays were set up in the Thanet Gateway and the Quarterdeck Youth Centre and postcards were handed out and left with organisations across the area. Finally, school packs were distributed to all the local primary schools and piloted with Garlinge Primary School.

*Throughout the engagement activities our goals were:*

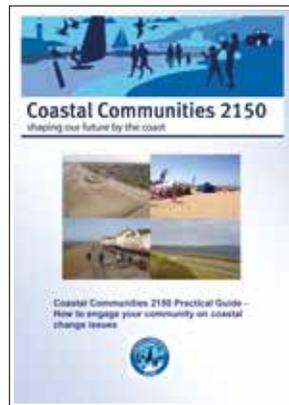
- To support coastal communities in developing their own responses to environmental change.
- To increase awareness, understanding and support planning for the long term effects of climate change.
- To widen partnership and stakeholder working both locally, regionally, and internationally in the area of climate change adaptation.

# Project Resources and Outputs

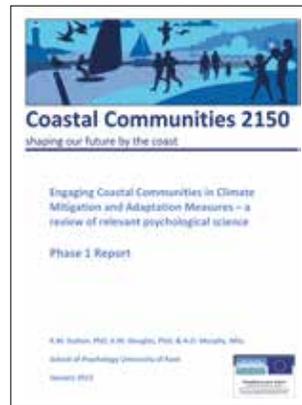
Through the project a range of documents, tools and guidance have been produced, which are available for the community and interested stakeholders to use in their future work and engagement. These have been used to identify priority communities and gather community feedback from around 500 residents to feed in to the development of these visions and action plan.



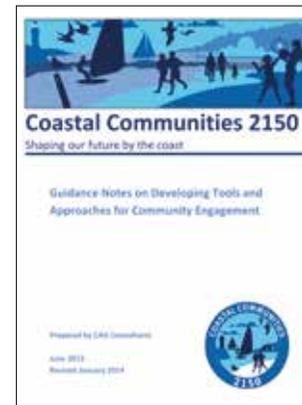
*Risk Assessment, Profiling and Stakeholder Analysis Reports*



*A practical guide to establishing engagement activities*



*Two reports from the University of Kent, School of Psychology on methods to identify and overcome barriers to engagement*



*Guidance Notes on how to develop and use engagement tools and techniques*

**What could climate change mean for Margate and Cliftonville?**

Climate change is likely to bring opportunities as well as challenges for Margate and Cliftonville. So far, the project has identified three key themes.

**More tourist and regeneration opportunities**  
Warmer, drier summers are likely to be good for tourism, bringing a longer summer season and more reliable summer weather. We want to think about how more local tourism can be encouraged, while protecting the environment and keeping carbon emissions down.

**Increased water stress**  
Water stress is likely to be an increasing issue for residents and businesses, particularly with new developments and increased visitors. This will have implications for biodiversity, gardens and green spaces, as well as water consumption.

**Changing shape of the coast**  
The new sea defences will protect the town from coastal flooding for many years and is adapted for future sea level rise. But other features of the coast may change, as coastal erosion, increased sea levels and storms become more frequent in the future.

**Have your say...**  
If you want to give your views or get involved in developing a vision and action plan for your area about future change, please visit [kentcc2150.org.uk](http://kentcc2150.org.uk) Or leave us a message at 0300 333 6120

Coastal Communities 2150 project



**Wish you were here?**

**Can you imagine Margate and Cliftonville in 2150?**

What might the area look & feel like as the climate changes?

What should you and your community do now to prepare?

**Come and have your say:**

The Coastal Communities 2150 project is helping the community in Margate and Cliftonville to develop a long term vision and actions to plan for local environmental change.

For more information please visit our website [kentcc2150.org.uk](http://kentcc2150.org.uk) Or leave us a message at 0300 333 6120



*Example engagement tools for Margate and Cliftonville*

Resources and outputs are available for future engagement and events from [cc2150@kent.gov.uk](mailto:cc2150@kent.gov.uk) or by visiting [www.cc2150.org.uk](http://www.cc2150.org.uk).

## What next for the Visions and Action Plans?

On 5th March 2014, the community visions and action plans for Romney Marsh, Isle of Sheppey and Margate and Cliftonville were launched at an event at Pines Calyx, St Margaret's Bay. The event highlighted and showcased activities and learning through the extensive engagement during the CC2150 project activity, while also giving community members across the three areas the opportunity to share experiences. In addition, following the launch there are four main areas of work to build and develop the local legacy of the CC2150 project...

### The CC2150 Kent Community Grant Scheme

Kent County Council has sponsored a grant scheme to take forward actions developed through the project and engagement work. £4,500 was available to each project community, and local organisations and community groups were invited to apply. The successful bids were announced at the CC2150 Kent Community Launch event and will deliver activity throughout 2014.

### Developing funding bids – A training scheme

Many of the actions identified will require additional funding to deliver. To support their development a workshop will be held in each of the communities to provide training and support in the development of funding applications. The workshop will review what funding is available, how it could link to progressing identified actions and how to develop successful bids.

### Continuing the learning

A range of communication and engagement resources have been developed throughout the CC2150 project and these are now widely available to all three project communities to continue activities in their areas. All the tools and techniques have been developed with community input to ensure local relevance. In addition, over 3,000 comments across the three areas have been received through the project about how community members see the future of their area. This significant and valuable resource will be shared widely with project partners and organisations to inform and support community input into future planning.



### Leading and delivering the visions and action plans – Developing conversations

Over the course of the CC2150 engagement process stakeholders have identified and spoken with partners and organisations who need to be involved in or lead actions. During 2014 further discussions will be held with all action partners to identify key leads and next steps and ensure that the plan is incorporated into wider strategies and does not stand alone at risk of being lost.

Through these four activity streams and the action plan, there are opportunities for developing the skills, networks and resources to deliver the visions developed by each community involved in Coastal Communities 2150.

The following pages contain the visions and planned actions developed by community members from Margate and Cliftonville. Visions have been developed for each priority theme. In addition, a number of cross-cutting activities have been identified to take the plan forward.

## Cross-cutting Actions

Proposed Actions	Proposed Sub-actions	Suggested Partners	Time scale	Resource
<b>Local Governance and Representation</b>				
Plan Delivery of Adaptation Action Plan	Liaise with stakeholders and partners to plan delivery and monitoring of this plan	KCC, TDC, CT, EA, TCN, MTT, VG, LO, Comm Mems	Short	££
Improve Public Representation and Participation in Environmental Planning across Margate and Cliftonville	Widely publicise coastal regeneration activities and advertise opportunities for local residents to support efforts, such as the Beach Management & Development Group working on the Thanet Destination Management Plan	TDC, KCC, TCP, LO, VG, TCN, Comm Mems, MTT	Short	££
<b>Communications and Awareness Raising</b>				
Increase Profile of Margate and Cliftonville and its Natural and Coastal Assets	Promote Margate and Cliftonville as a destination with beautiful beaches and raise awareness in the community of natural environment and coastal assets while supporting the Beach Management & Development Group working on the Thanet Destination Management Plan	Visit Thanet, KCC, TCP, TDC, CT, VG, Comm Mems, TCN, Beach Working Group	On-going to Short	££
	Develop network of all community groups and organisations to share learning and best practice and roll-out learning to other areas in Thanet	KCC, TCP, TDC, TCN, Other groups and organisations around Thanet	On-going	££

Proposed Actions	Proposed Sub-actions	Suggested Partners	Time scale	Resource
<b>Increase Awareness and Engagement on Climate Change and Environmental Issues</b>	Produce publicity material (leaflet/handbook) to raise awareness of the local impacts of climate change, environmental change and water use based on CC2150 tools and resources	TCP, KCC, TDC, Schools, EA, Southern Water	Short	£
	Develop a school programme to integrate local climate change issues into curriculum based on CC2150 tools and resources (including open air workshops or 'beach school', working with parents, local partners and cross-sector experts on topics such as erosion, wildlife, shoreline management, etc.)	Schools, TDC, Youth Groups, Beach Working Group, EA, TCP, KCC, VG, LO, TCN	Short to Medium	£££
	Host awareness raising family events including beach walks and sea safaris	TCP, TCN, VG	On-going to Short	£
	Provide information on climate and coastal change and public engagement training to voluntary networks such as the Thanet Coastal Wardens network to publicise and monitor the effects of climate and coastal change	KCC, TDC, VG, TCN, TCP	Short	££
<b>Future Funding</b>				
<b>Identification of Projects and Funding Mechanisms for Community Environmental Initiatives</b>	Host funding training courses to up-skill community in preparation of funding bids to take forward actions identified in this plan	KCC, TDC, TCN, Comm Mems, Businesses, VG, LO	Short	££
	Develop project plans and funding bids to encourage adaptation in Margate and Cliftonville	Schools, TDC, Youth Groups, Beach Working Group, EA, TCP, KCC, VG, LO, TCN, Comm Mems	On-going to Medium	££

# Resilient Planning, Infrastructure and Regeneration

## OUR VISION

In 2150, Margate and Cliftonville will be a place where people's hopes and fears are engaged so that we can understand the risks and be proactive in developing sustainable solutions.

## OUR ACTIONS

Proposed Actions	Proposed Sub-actions	Suggested Partners	Time scale	Resource
<b>Severe Weather and Emergency Planning</b>				
Develop Emergency Plans	Review existing emergency plans and use them in the development of community emergency plans	KCC, TDC, Emergency Services, CT, NPF	Short	££
	Share and raise awareness of tools and resources available to support community resilience planning with residents (e.g. community resilience plan templates)	KCC, TDC, EA, Emergency Services, NPF, Comm Mems	On-going to Short	££
Develop Local Emergency Alert System	Investigate new ways of issuing localised emergency communication in remote areas	TDC, EA, KCC, Emergency Services	Short	££
Develop a Community Monitoring Scheme of the Impacts of Severe Weather	Investigate the potential for a community reporting and monitoring scheme for the impacts of severe weather	KCC, TDC, EA, CT	Short to Medium	££
<b>Water Management</b>				
Manage Development to Address Water Stress in Margate and Cliftonville	Identify potential for integration of water stress issues into neighbourhood plans	TDC, CT, NPF, Southern Water	Short	£
	Use learning from CC2150 and URS study (See <a href="http://www.kent.gov.uk/climatechange">www.kent.gov.uk/climatechange</a> ) into water stress to identify key issues for Margate and Cliftonville and develop appropriate actions to prepare for population and tourism changes	KCC, TDC, Southern Water	On-going to Medium	££
Review and Support Sewage Infrastructure Improvements	Investigate measures to improve water infrastructure (including sewage provisions) and local actions that can support this	TDC, KCC, EA, Southern Water	On-going to Medium	£££
Support the Improvement of Surface Water Management	Encourage arrangements for the adoption of Sustainable Drainage Systems (SuDs) in neighbourhood plans	KCC, TDC, CT, NPF	On-going to Short	£

Proposed Actions	Proposed Sub-actions	Suggested Partners	Time scale	Resource
<b>Local Planning and Economy</b>				
<b>Influence Future Shoreline Management Plans for Margate and Cliftonville</b>	Investigate provision for sea defences from Cliftonville in the next SMP	CT, Beach Working Group, TDC, KCC, EA	Long	££
<b>Integrate Resilience into Local Planning</b>	Review the status of the neighbourhood plan across Margate and Cliftonville and integrate environmental issues and climate change into developing plans as appropriate	NPF, TDC	On-going to Short	£
	Encourage local council representation at planning meetings and on strategic groups	TDC, CT, NPF, KCC, Comm Mem	On-going to Short	££
<b>Support and Increase Tourism Opportunities</b>	Work closely with tourism boards and Visit Kent to broaden and showcase tourism offer, building on learning and activities across this plan.	Visit Kent, Visit Thanet, TDC, CT, Businesses, LO, VG	On-going to Short	££
<b>Encourage Development of the Low Carbon Sector in Margate and Cliftonville</b>	Investigate opportunities for community energy schemes in Margate and Cliftonville (e.g. solar power, marine technologies)	KCC, TDC, CT, Businesses, Land Owners	On-going to Medium	££
	Identify key skills gaps or low carbon sector opportunities to inform development of apprenticeships	KCC, TDC, CT, Businesses, Schools, Job Centres	Short to Medium	££
	Encourage renewable energy/energy efficient options in new developments and retrofitting through neighbourhood plans as appropriate	NPF, Comm Mem, Businesses, TDC	On-going to Short	££
	Work with residents to reduce energy use in their homes and businesses	KCC, TDC, CT, Businesses, Schools, LO, VG	On-going to Medium	£££

# Health and Wellbeing

## OUR VISION

In 2150, Margate and Cliftonville will be a place where people will have access to high quality environment and resources enabling them to lead long, happy and healthy lives.

## OUR ACTIONS

Proposed Actions	Proposed Sub-actions	Suggested Partners	Time scale	Resource
<b>Air Quality</b>				
<b>Support Air Quality Monitoring and Develop Local Responses</b>	Review air quality monitoring data from <a href="http://www.kentair.org">www.kentair.org</a> and identify local initiatives to improve air quality (e.g. sustainable transport)	TDC, Comm Mems, Parish Councils, Schools, KCC	On-going to Medium	££
<b>Local Food and Community Schemes</b>				
<b>Increase Self-sufficiency in Food Production in Margate and Cliftonville</b>	Identify local producers and opportunities to link local buyers with local suppliers	KCC, TDC, CT, Businesses, Comm Mems, Produced in Kent	Short	££
	Encourage Urban Community Growing Schemes such as the allotment programmes or window boxes through sharing learning	TCN, Comm Mems	Short to Medium	££
<b>Improving and increasing use of outdoor environment</b>				
<b>Encourage Visitors and Residents to Utilise Outdoor Assets across Margate and Cliftonville</b>	Support the development of a cross-area cycleway	KCC, TDC, NE, CT, Businesses, VG, Sustrans, Land Owners	On-going to Medium	£££
	Identify areas to create a coastal environment park or trail and determine local support	TDC, TCP, Beach Working Group	Medium	£££
	Link art and natural environment communities to promote Margate and Cliftonville	Visit Thanet, Turner Contemporary, MTT	Short	£
	Develop coastal amenities to improve access to beaches	Visit Thanet, TDC, EA	Medium to Long	££££

# Natural Environment, Heritage and Coast

## OUR VISION

In 2150, Margate and Cliftonville will be a place where its beaches and coastline are clean, healthy, safe, accessible open spaces for both people and wildlife to co-exist in harmony.

## OUR ACTIONS

Proposed Actions	Proposed Sub-actions	Suggested Partners	Time scale	Resource
<b>Natural Environment</b>				
<b>Promote and Protect Natural Environment Assets</b>	Work with natural environment organisations in Margate and Cliftonville to promote and protect the natural environment	KCC, EA, NE, KWT, TCP, TDC, Visit Thanet, Businesses, Beach Working Group	Short to Medium	££
	Support the management of the NE Kent Marine Protected Area	TDC, Comm Mems, TCP, TCN	On-going to Short	£££
	Improve provision for monitoring beaches and open spaces (including water quality, species, litter, seaweed and other changes)	TDC, TCP, VG	On-going to Short	££
	Investigate the maintenance and expansion of Pegwell Bay and Monkton Reserves	TDC, NE	Medium	£££
<b>Develop Margate Heritage Vision to 2150</b>	Set up and develop priorities for working group to develop vision (CC2150 practical guide available on how to start community groups at <a href="http://www.cc2150.eu">www.cc2150.eu</a> )	Comm Mems, CT, TCP, NE, MTT, EA, KCC, LNP	Short	££
<b>Establish a 'Future Beach' Focus Group to Encourage Beach Use and Protection</b>	Set up group and develop priorities (CC2150 practical guide available on how to start community groups)	TDC, KCC, TCN, LO, VG, TCP	Short	££
<b>Provide information and widely communicate water quality and weather issues</b>	Develop smartphone app to provide live/up-to-date water quality/ bathing conditions information	Beach Working Group, KCC, TDC, EA, Southern Water	Short	££
	Raise awareness and improve reporting of beach pollution incidents and water quality data	Beach Working Group, TDC, EA, KCC, Southern Water	Short	£
	Investigate the installation of electronic signs on beachfront to give information on current water quality/ weather conditions	TDC, EA	Short	££
	Develop and widely publicise a website to inform tourists/ residents of current/expected weather conditions	Beach Working Group, Visit Thanet, TDC, MTT, TCN, Southeastern Train Compant	Short	££



Suggested Partners Key:	Timeline Key:	Resources Key:
<p>KCC: Kent County Council TDC: Thanet District Council EA: Environment Agency NE: Natural England TCP: Thanet Coast Project LNP: Local Natural Partnership LO: Local Organisations (TBC) VG: Voluntary Groups (TBC) CT: Charter Trustees Comm Mems: Community Members MTT: Margate Town Team TCN: Thanet Community Network</p>	<p>On-going: Activities currently taking place Short: 0-2 years Medium: 2-10 years Long: 10+ years</p>	<p>£: Low cost and resources ££: Medium cost and resource intensive £££: Significant investment needed ££££: Major long term investment needed</p> <p>Resources includes time</p>



**This document was produced by:**  
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