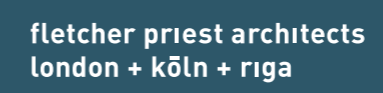


# PLACE PLAN

HELP SHAPE THE FUTURE OF  
FOLKESTONE TOWN CENTRE

XXXXXXXXXXXXXXXXXXXX  
WE MADE THAT  
XXXXXXXXXXXXXXXXXXXX



# Agenda

**1.0 Welcome & introductions**

**2.0 Programme overview & our work so far**

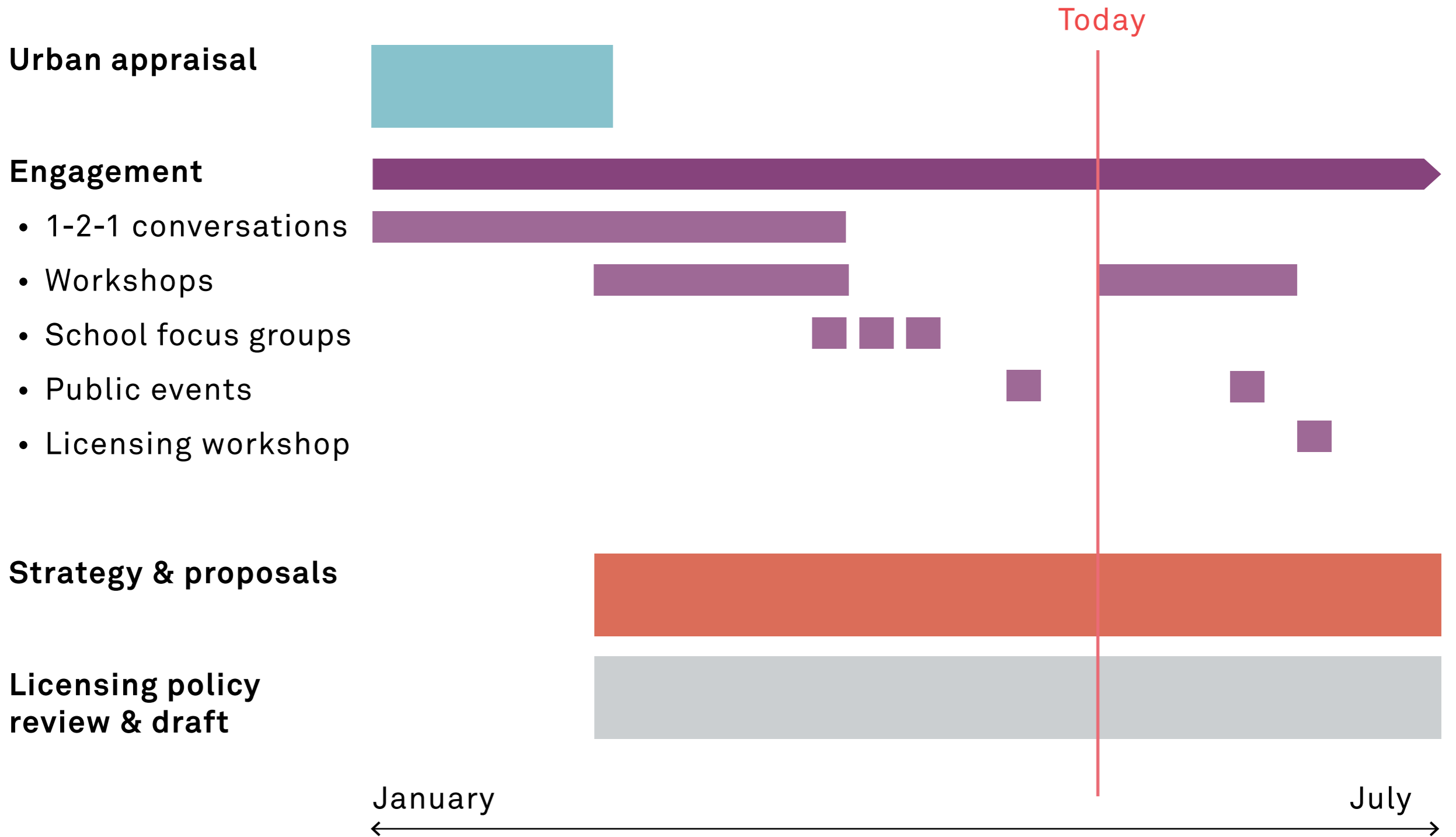
**3.0 Place Plan & Missions**

**4.0 Presentation of Action Areas**

**5.0 Public engagement**

**6.0 Next steps & questions (15 min)**

# Programme overview



# Community engagement process

## Involvement so far

**38** one-to-one conversations with key stakeholders

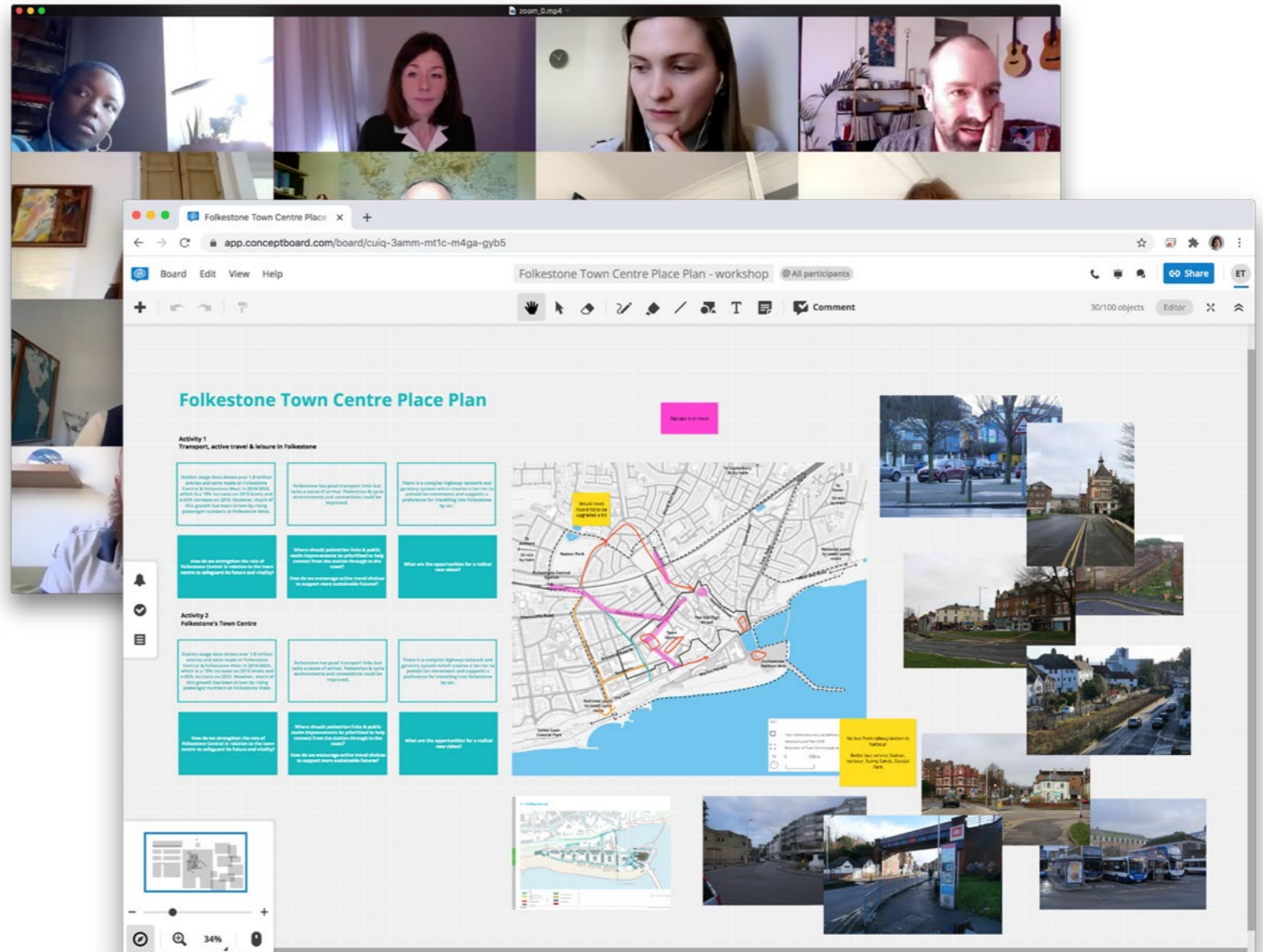
**4** virtual workshops held to discuss priorities & ambitions

**46** workshop attendees - local organisations, community groups and stakeholders

**4** workshops planned with Working Group, Officers Working Group, Leadership team & all Members

**188** attendees with **243** questions asked at public event

Public event 02 and further workshops TBC



# PLACE PLAN & MISSIONS



# Project overview

## Study area

The Place Plan is focused on a core of the Town Centre, with a wider area of context under consideration. We welcome feedback on the extent of this area of context.



KEY

□ Town Centre boundary as defined in the Adopted Local Plan 2020

▤ Extension of Town Centre study area

N 0 200m



# Our approach to the Place Plan

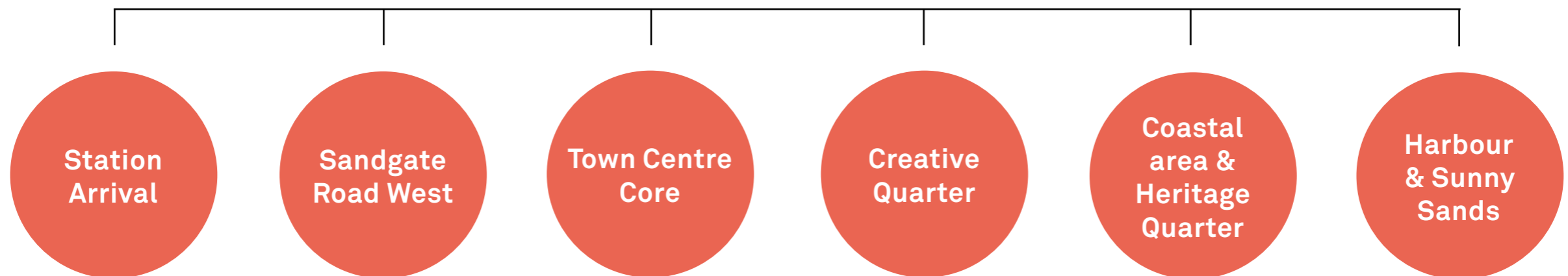
## The Grand Challenge

To overcome decline and challenge in Folkestone's Town Centre by embracing opportunity, celebrating what's great and bringing the town's communities together.



## Actions to deliver the Missions

### Action Areas



# Our approach to the Place Plan

## Missions

### The Grand Challenge

To overcome decline and challenge in Folkestone's Town Centre by embracing opportunity, celebrating what's great and bringing the town's communities together.



Mission 1  
**Celebrate what's great**



Mission 2  
**Town Centre for the future**



Mission 3  
**A place for all voices**



Mission 4  
**Moving sustainably**



Mission 5  
**Access to opportunity**



Mission 6  
**Deliver quality**



# ACTIONS AGAINST MISSIONS

# Action areas

## Overall location





# Action areas

## Station arrival

### Mission 1: Celebrate what's great

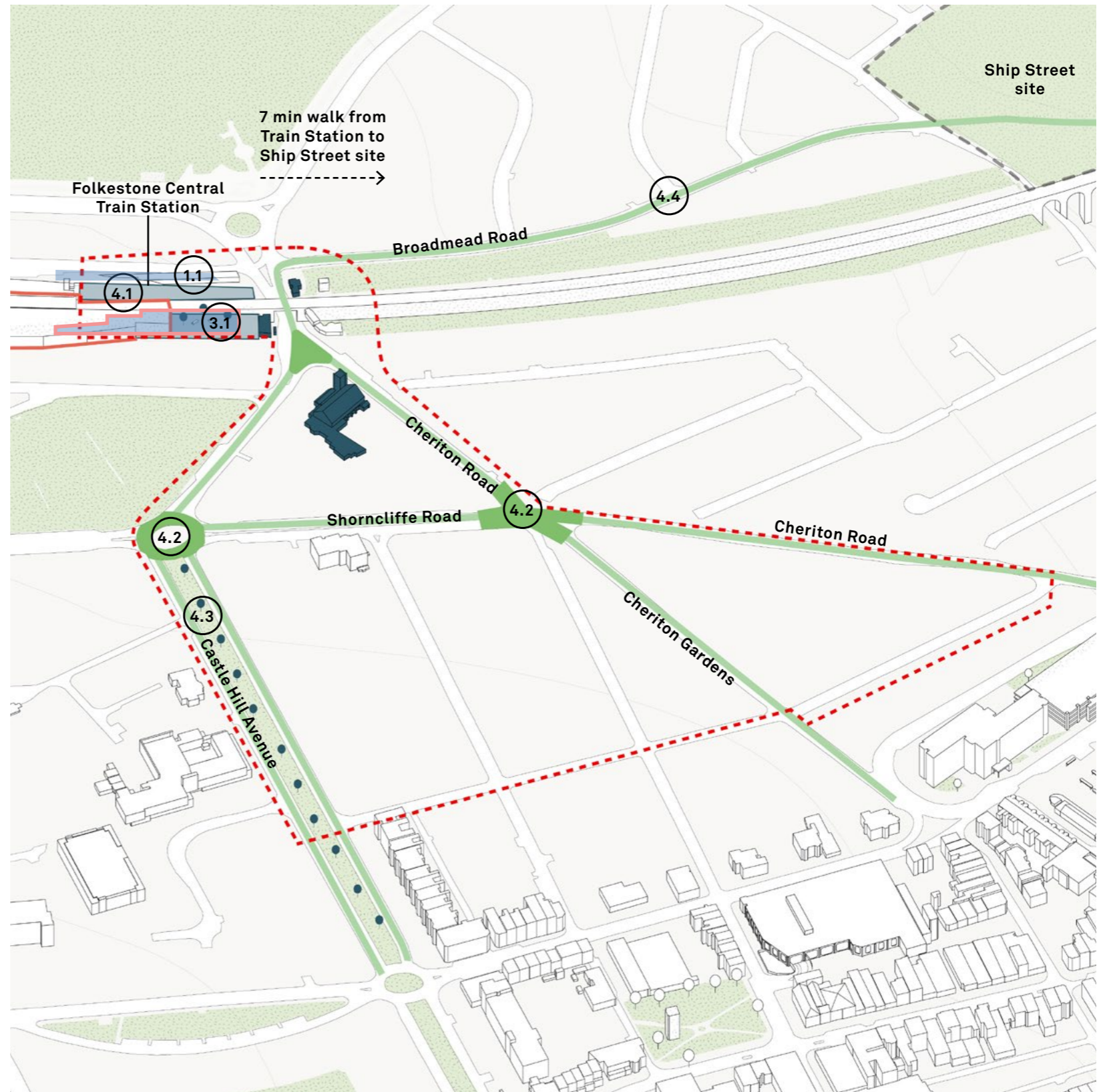
- 1.1 Public realm upgrades and new public spaces: around train station with a potential for a small public square.

### Mission 3: A place for all voices

- 3.1 Explore potential for community uses within and alongside the train station, such as a community garden

### Mission 4: Moving sustainably

- 4.1 Mobility hub alongside train station: bike hire and other supporting uses
- 4.2 Overhaul of the legacy highway system: Cheriton Grdns and Cheriton Road, redesign of junction to enable all directions of travel from this point.
- 4.3 Wayfinding and enhancing the cycling and walking experience: Cheriton Road, Cheriton Gardens and Castle Hill Avenue
- 4.4 New and improved routes: Broadmead Rd and through Ship Steet site (this could include provision for skateboarding)
- 4.5 Work with other organisations, such as Cycling UK, to support and encourage sustainable and active travel.





# Action areas

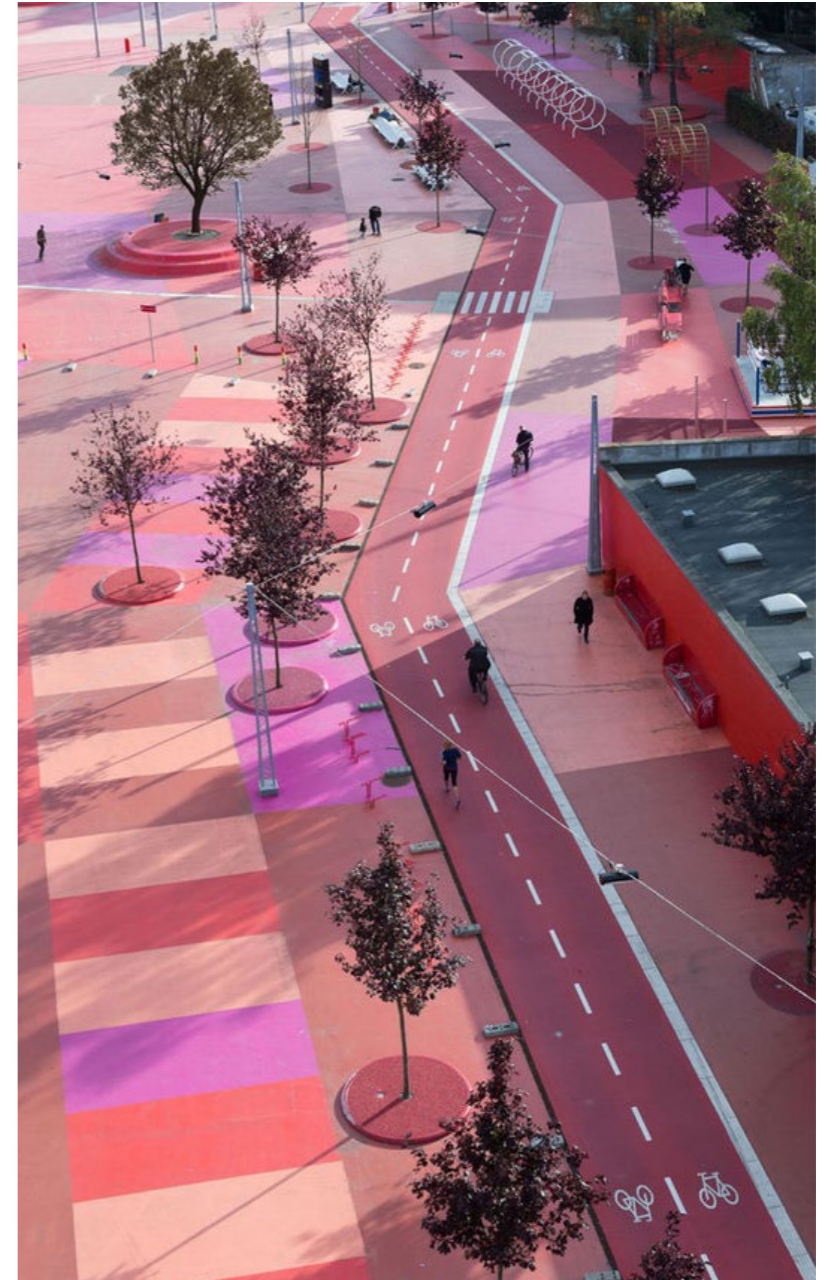
## Precedents



↑ Bike path and public realm improvements  
Gautier + Conquer Architects, Lyon



↑ Seville, Spain: Seville has prioritised sustainable transport, shared spaces and tree planting in a historic setting.



↑ Bike path and public realm improvements  
Superkilen, Copenhagen



↑ Bike path and public realm improvements  
Sopron Castle District Revitalisation, Hetedik Múterem, Hungary



↑ Wayfinding & signage  
Ascot



# Action areas

## Station arrival

### Mission 1: Celebrate what's great

1.1 Public realm upgrades and new public spaces: around train station with a potential for a small public square.

### Mission 3: A place for all voices

3.1 Explore potential for community uses within and alongside the train station, such as a community garden

### Mission 4: Moving sustainably

4.1 Mobility hub alongside train station: bike hire and other supporting uses

4.3 Wayfinding and enhancing the cycling and walking experience: Cheriton Road, Cheriton Gardens and Castle Hill Avenue

4.4 New and improved routes: Broadmead Rd and through Ship Steet site (this could include provision for skateboarding)

4.5 Work with other organisations, such as Cycling UK, to support and encourage sustainable and active travel.





# Action areas

## Sandgate Road West

### Mission 1: Celebrate what's great

- 1.2 Public realm upgrades and new public spaces: Public realm improvements along Sandgate Rd West

### Mission 2: Town Centre for the Future

- 2.1 Testing new uses within units along Sandgate Rd West
- 2.2 Other development opportunities bringing new uses and housing

### Mission 3: A place for all voices

- 3.2 Community involvement in choosing/testing uses
- 3.3 Populate vacant retail units

### Mission 4: Moving sustainably

- 4.6 Seamless connection through from the station to the coast: around Leas Cliff Hall
- 4.7 A better public transport route around the Town Centre
- 4.8 Improved cycle parking provision

### Mission 5: Access to opportunity

- 5.1 Encourage local businesses to set up training programmes to develop business sectors, such as The Chambers
- 5.2 Enterprise facilitation and participation programmes with deprived communities





# Action areas

## Precedents



↑ Van Gogh Walk, London.  
Image credit: People for Public Spaces website



↑ Street furniture & public realm improvements  
Hassell, Nicholson Street Mall, Melbourne



↑ SHARE Frome; Library of Things was set up as a partnership between Frome Town/Parish Council, CICs and social enterprises



↑ Community Plus Kirklees: a programme run by the council supporting individuals and community groups. It provides tailored one to one, short term support to people that would like to have a more connected, happy, independent and healthier life.



↑ Wayfinding & signage  
We Made That, Black Horse Lane, London



↑ Housing development  
Sandberg Architects, Copenhagen



# Action areas

## Town Centre Core

### Mission 1: Celebrate what's great

- 1.3 Public realm improvements along Shellons Street
- 1.4 Upgrades to Guildhall Street, supporting the food market
- 1.5 Public realm upgrades to Sandgate Road
- 1.6 Reinstating Bouverie Square
- 1.7 'Guildhall Square' as a new civic square
- 1.8 New Silver Screen signage
- 1.9 External promotion of Folkestone as a place to work and do business

### Mission 2: Town Centre for the Future

- 2.3 Folkestone Town Centre as a 'lab' to test new uses, experiment and try new ideas.
- 2.4 ReBorn Furniture Project building\* used for workspace for start-ups and scale-ups
- 2.5 Relocate FHDC offices into the TC
- 2.6 Create/combine/scale a single business network
- 2.7 Folca building\* used for medical provision/residential/leisure/commercial

### Mission 4: Moving sustainably

- 4.9 Improved gateway to the Town Centre: Guildhall/Shellons St junction and Middelburg Square, including a new bus station layout.
- 4.10 Parking review
- 4.11 'Mobility Hub' with cycle hire & storage (NCP carpark\*)
- 4.12 Explore options to integrate cycling and skateboarding in the Town Centre (specially sanctioned skate areas)

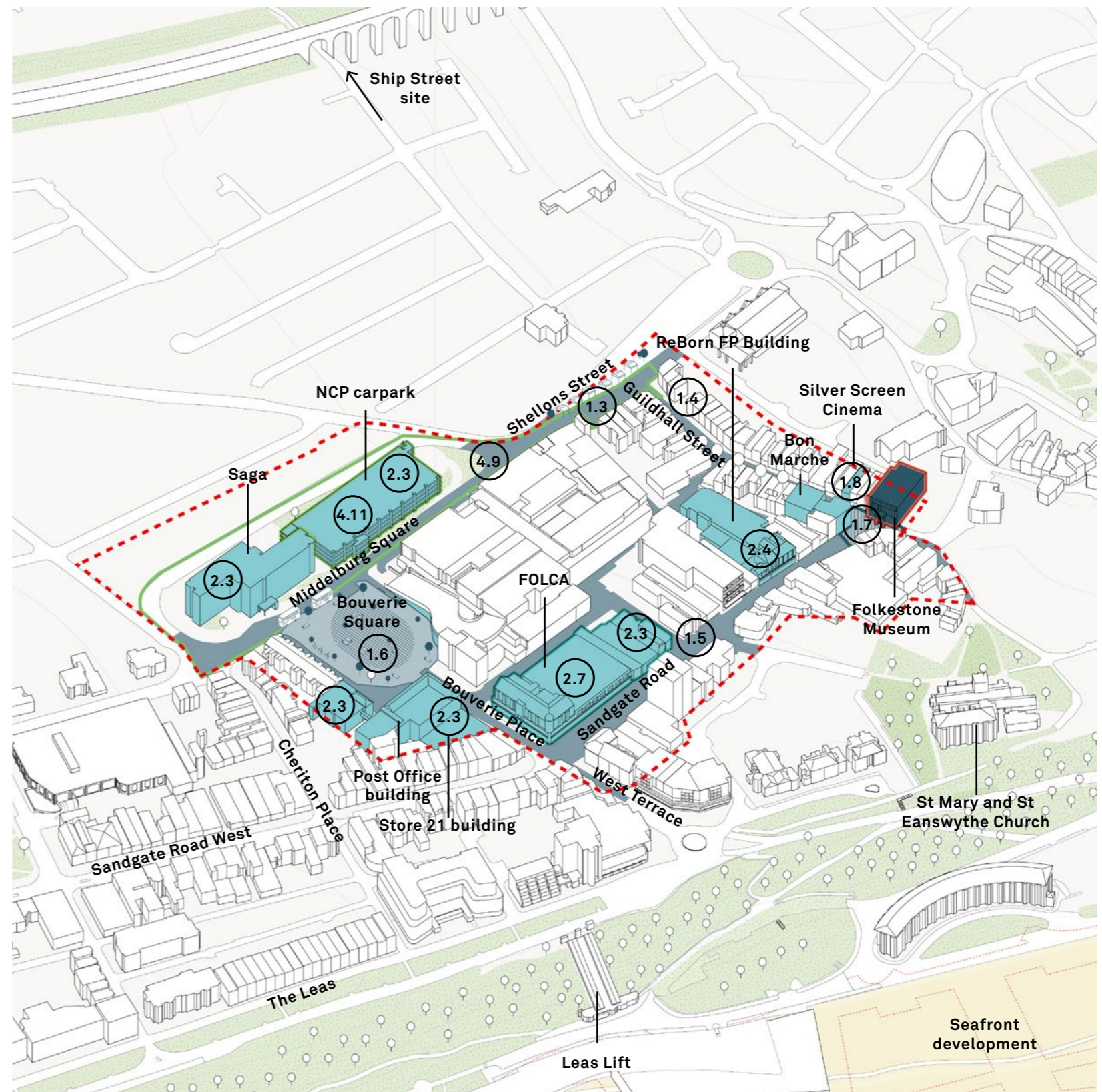
### Mission 5: Access to opportunity

- 5.3 Skills hub: work with educational institutions & businesses
- 5.4 Create a town centre business launchpad programme
- 5.5 Explore opportunities for more diverse community ownership of assets

### Mission 6: Deliver quality

- 6.1 Reviews of town centre housing policy and licensing to address poor quality housing
- 6.2 Market improvement programme
- 6.3 Place Plan developed to become adopted planning policy
- 6.4 Town Centre design review panel, including community representatives

\* Development sites proposed for future studies





# Action areas

## Precedents



↑ Town Centre Gateway: signage  
We Made That, Enfield, London



↑ Creative repurposing of Bikini, Berlin  
A repurposed shopping centre providing space for local creative business and retail incubation. It is a small shopping centre offering a unique combination of shopping, work, cinema, as well as a hotel.



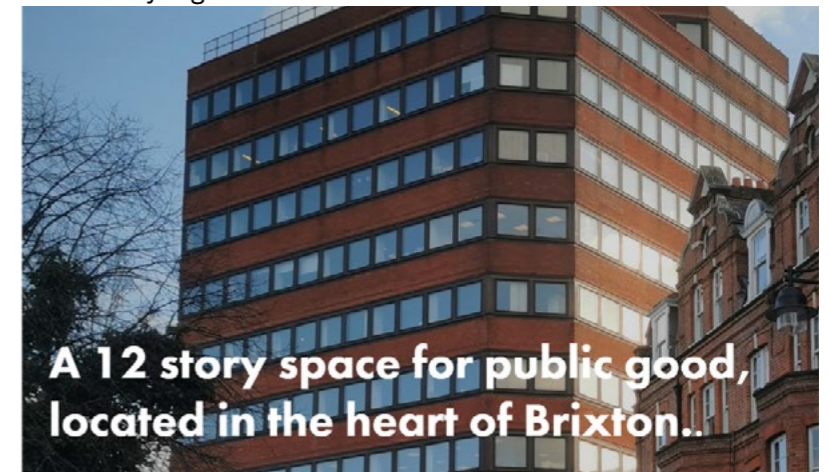
↑ Everyone Everyday, Barking: long-term (5-10 year) approach to community participation and capacity building based around local projects, the team support local people to start and scale community projects which focus on sharing skills, bringing the community together.



↑ Blaenau Gwent Effect – Community Focused Enterprise  
Set up by the local borough council to offer free and confidential business support and practical advice to local people, start-up ventures, existing businesses and social enterprises.



↑ Dudley CoLab: Social Lab based on the highstreet running social experiments encouraging activism and community participation with a focus on understanding the importance of social infrastructure on the high street.



↑ International House Brixton: Meanwhile use of an empty council-owned building for office space in Brixton operating under the BUY GIVE WORK model: for every space rented by a business, space is given for free to a local non-profit or youth start-up



# Action areas

## Creative Quarter area

### Mission 1: Celebrate what's great

- 1.10 Public realm upgrades: The Cube, F51, and Payers' Park
- 1.11 Build on and expand social initiatives
- 1.12 Public art programmes in the Creative Quarter

### Mission 2: Town Centre for the Future

- 2.8 Explore potential for comprehensive development: Lidl site\*
- 2.9 Licensing policy review along with a set of principles for the evening economy to direct what it looks like and what it needs to achieve: Programme of evening events to test new uses & operating hours
- 2.10 Hub of potential uses around Payer's Park

### Mission 3: A place for all voices

- 3.4 Support Shepway Youth Hub with larger spaces

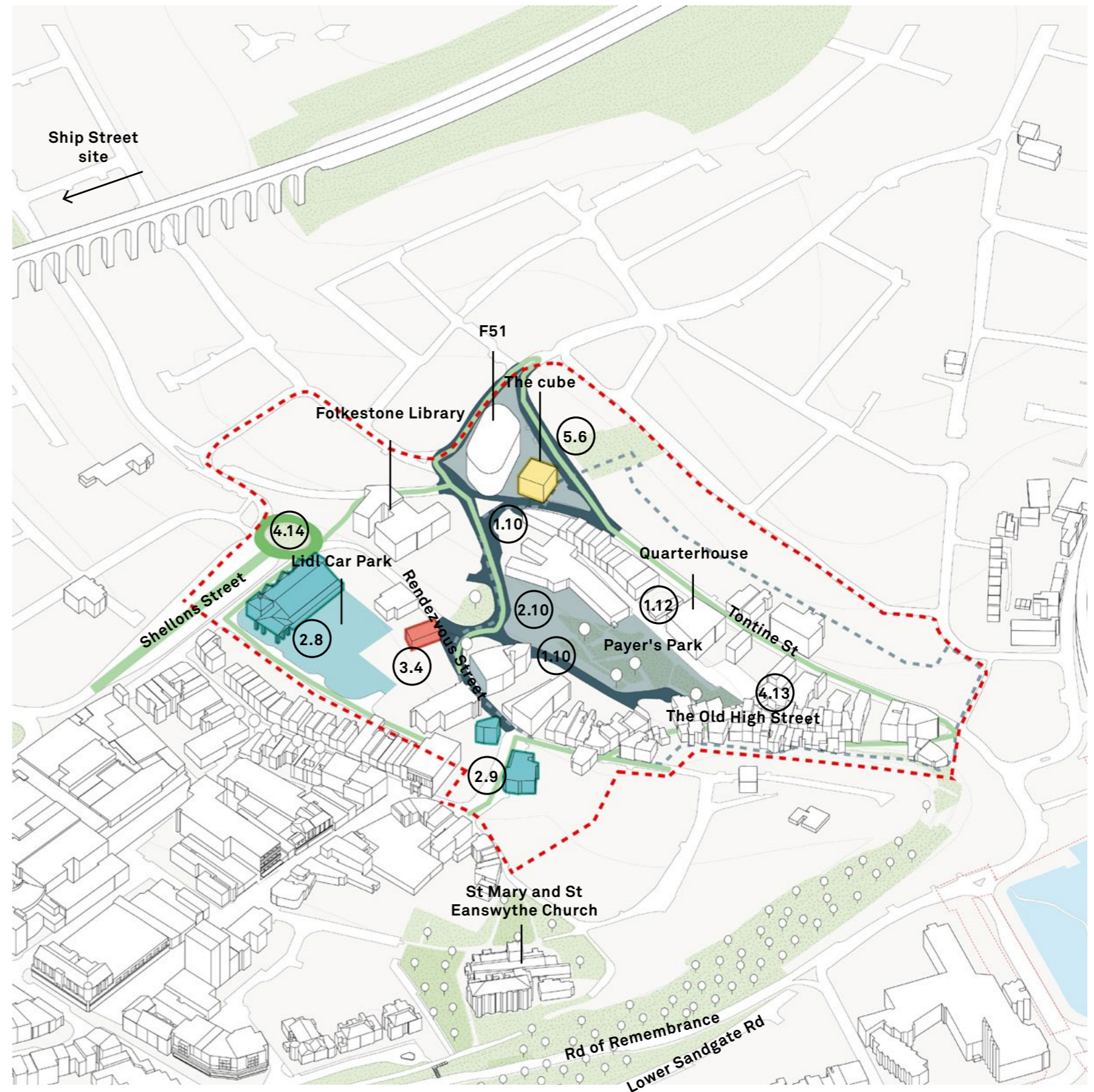
### Mission 4: Moving sustainably

- 4.13 Localised improvement of lanes and paths in historic core
- 4.14 Redesign of junction to enable all directions of travel from this point
- 4.15 Embracing of future transport technologies: 'on demand' public transport for off-peak times to support evening and night time uses.
- 4.16 Promote 'leisure loop' and other active routes as circuits around wider area.

### Mission 5: Access to opportunity

- 5.6 Expand on the offer of The Cube adult education centre
- 5.7 Continuation of the Folkestone Community Works programme

\* Development sites proposed for future studies





# Action areas

## Precedents



↑ Mixed-use development  
Neat Architect, Folkestone



↑ Impact hub Birmingham: provides space for entrepreneurs with social and sustainable missions.



↑ Skate Street  
Malmo, Sweden



↑ Renew Newcastle, Australia: Business launchpad programme connecting local people with vacant spaces to support local creative entrepreneurs.



↑ Meanwhile uses & activities: outdoor cinema  
Rundle Mall, Adelaide



↑ Plaza, public realm & street furniture  
Karavan landskapsarkitekter, Sweden



# Action areas

## Coastal area & Heritage Quarter

### Mission 1: Celebrate what's great

- 1.13 Public realm upgrades to Road of Remembrance
- 1.14 Improvements to area around Remembrance Statue
- 1.15 Improved connections and better visibility of St. Eanswythe Church

### Mission 2: Town Centre for the Future

- 2.11 Aspen House\* facade improvements
- 2.12 Iceland building & car park\*: explore development options.

### Mission 4: Moving sustainably

- 4.17 Seamless connection through from the station to the coast and between the coast and Heritage Quarter
- 4.18 Reinstate Leas Lift
- 4.19 Provide other vertical transport system alongside Leas Lift.





# Action areas

## Precedents



↑ Public realm & street furniture  
Living Innovation Zones, San Francisco



↑ Public space & street furniture  
Hull City Centre



↑ Facade Improvements, visual identity & signage  
One Hoe Street, Waltham Forest, London



↑ Good Hotel, Royal Docks London  
A hotel and social business who reinvest their profits in training and supporting local people. They run a bespoke hospitality training programme which includes teaching, paid work experience and the opportunity of a full-time job at the hotel.



↑ Green Rooms Arts Hotel, London:  
An Arts hotel and social enterprise that offers affordable accommodation and events spaces for hire. The café has space for rotating street food vendors who can use the space for free and get business training whilst in residence.



↑ Facade Improvements, visual identity & signage  
Wood Street, London



# Action areas

## Harbour & Sunny Sands

### Mission 1: Celebrate what's great

- 1.16 Public realm upgrades to Harbour Street and exploring options for Harbour Way car park to become a key public space
- 1.17 Heritage renewal and strategy: Sunny Sands Pavillion
- 1.18 Seek UNESCO heritage funding for Kent Downs/The Warren

### Mission 2: Town Centre for the Future

- 2.13 Connecting the station to the harbour area through the Town Centre

### Mission 3: A place for all voices

- 3.5 Expand public toilet & shower offer at Sunny Sands to ensure beach is accessible to all.

### Mission 4: Moving sustainably

- 4.19 Harbour Line/Tram Road improvements
- 4.20 Wellbeing and sports activities supported along the coast (Sunny Sands): water sports, kayaking etc.
- 4.21 Tidal pool

### Mission 5: Access to opportunity

- 5.8 Potential for 'summer jobs' for young people alongside recreational offer, as well as training opportunities





# Action areas

## Precedents



↑ Barking Bathhouse, Barking Town Centre



↑ Kayaking club, France



↑ Multi-functional public space for swimming & sunbathing  
Canal Swimmer's Club, Bruges



↑ The Floating Cinema, London



↑ Eleanor Boathouse at Park 571, Chicago



↑ Boat repair Facilities , Eel Pie Boatyard, London



# PUBLIC ENGAGEMENT

# Public engagement outcome

## Town Centre uses

### Key themes

- There is a desire to see uses in the Town Centre to diversify while reflecting the needs of the community
- There is a need for low cost spaces for charities in the Town Centre.
- The Town Centre should include more green spaces, including safe play areas for children

### Considerations for the Place Plan

- Testing a range of uses and integrating community spaces within the town centre
- Onwards engagement to identify possible new uses for the town centre area
- Provision of green spaces in the Town centre, enhancement of existing ones
- Reinstating Bouverie Square as a key public space with possible provision of play spaces

"It would be great if spaces on the high street that are multi functional, can be community spaces, pop-up shops and can change simply to what the needs are of the community."

"Many shops have, or will, close now due to the pandemic. How can the Council encourage new uses rather than more of the same? "

"Are you going to try to get more green areas in the Town centre ? I mean tree and plants as it is so much a concrete area and that is depressing"

"Will children be able to play in the Central area?"

# Public webinar outcome

## Heritage, culture & leisure

### Key themes

- There is a perceived discrepancy between offer and demand when it comes to evening and night time uses
- Due to lack of/ limited evening offer in the town centre, people are travelling to near-by towns with better offer such as Canterbury
- Desire to recognise St.Eanswhythe as on of Folkestone's key assets

### Considerations for the Place Plan

- Continuing to develop strategy to encourage evening uses and over-night stays
- Improving connections to and from St. Eanswhythe and the town centre
- Provision of spaces for young people in the town centre, including improved facilities for Shepway Youth

"There is an untapped market of people who want to go out in town at night but are forced to go to Canterbury for lack of facilities here."

"There has been recent (2020) international interest in St Eanswythe, but it is not clear that awareness of this unique aspect of Folkestone's heritage has really made it into the plan so far."

"Despite this agenda focussing on the Town Centre, we should also find a place for young peoples club / night-time entertainment outside the Town Centre, specifically on the massive empty spaces on The Park Farm Industrial Retail site."

"I think we should focus developments on supporting younger people - they have always been left behind. We need to ensure we offer opportunities, including places to meet"



# Public webinar outcome

## Business & skills

### Key themes

- Skills & training for young people as a way of addressing the economic disparities within the town
- The adult education offer is seen as insufficient
- Pioneering & testing alternative approaches
- Ongoing support for start-ups and availability of work spaces as a way of retaining the skilled workforce
- Reasonable rent levels and rent relief as to encourage businesses to take on and retain spaces in the Town Centre

### Considerations for the Place Plan

- Opportunities for youth enterprise
- Expanding the educational offer of "the Cube"
- Using Folca and vacant units as 'hubs' for testing new uses

"Folkestone has 2 of the poorest wards in the country. The community need to address the needs of the children from those wards and it would be good if the town centre space could be used to help upskill the young people there."

"Very limited adult education courses available in the evenings. Would really appreciate craft/hobby skills courses."

"Could we have a vision to be one of the leading towns of the future, pioneering and testing alternative approaches for the UK? We could attract and create jobs to improve environmental performance and reduce social inequality."

"Good ideas to help start up businesses, but once they have started what then? To keep and develop a skilled work force based in the town, work places need to be available, otherwise the town will just be a dormitory"

# Public engagement outcome

## Accessibility, safety and cleanliness

### Key themes

- The lack of certain facilities such as Changing Place toilets make the town centre inaccessible to certain groups
- Lack of adequate lighting makes certain areas feel unsafe
- Cleanliness of the town centre is a recurring theme adding to the perceived neglect and lack of safety

### Considerations for the Place Plan

- Provision of Changing Place Toilets, in the town centre and harbour area
- Public realm enhancements along with improvements to street lighting
- Continuing to work with Steer to improve safety for pedestrians
- Populating vacant units in the town centre to address the perceived sense of neglect

“Street lighting is poor from Central station to town centre after dark. If we want walkable streets we need to address safety and visible routes. Have you addressed this?”

“Can the development of the town centre include provision of Changing Place toilets for people who require hoist transfers and a changing bed, and are unable to use standard accessible toilets?”

"Some of Folkestone's problems are not helped by the general air of neglect, rubbish, etc. It is not very welcoming to walk around and see the obvious neglect, spanning over the years."

"Around the town centre the speed of the traffic is extremely dangerous for people on foot to cross them."



# Public webinar outcome

## Transport & connectivity

### Key themes

- Desire to see a strategy for transition to electric vehicles and low carbon transportation systems
- Concerns about further limiting the provision of parking spaces within the town centre
- Traffic is perceived as having a negative impact on pedestrian experience and access to the coast
- Parts of the town are pleasant to cycle through but there is a desire to see that extended to other areas

### Considerations for the Place Plan

- Proposals to ensure that the environment of those roads are more conducive to safe walking and safe cycling
- Park and ride scheme and a mobility hubs at the station and harbour area
- New vertical connection between the Old Town and the harbour

"Really love the idea of a low carbon transportation system throughout the town...where are we with the harbour line, park and ride and community transport?"

"Turning Tontine Street into a one way Road in the 1960 sealed its fate. Would two-way working in Tontine Street with direct access to the Harbour and the beach rekindle the need for visitor shopping and family dining."

"The experience of cycling along the coastline is lovely but this should be more consistent - from the moment you arrive in Folsktone and across the town centre."

"Has a Park and Ride scheme been considered? Would land at the old Folkestone East railway station be suitable?"

# Public webinar outcome

## Further work and ongoing engagement

### Key themes

- Desire to further develop sustainability strategy and Folkestone's Net Zero agenda
- Creating a young person Shadow Council
- Desire to see ongoing involvement from the council in some of the initiatives

### Considerations for the Place Plan

- Creating a long term strategy to ensure youth involvement in the Place Plan and in the development of the town going forward
- Re-evaluating Missions 2 & 4 with a bolder approach to sustainability
- Making recommendations for long term engagement strategies

"Could our ambition for town centre and Missions 2 and 4 be bolder when it comes to sustainability/ Net Zero?"

"A stronger Net Zero agenda for Folkestone could stimulate new green jobs? Help unlock new green public and private finance?"

" Could we create a young person shadow council or a board to insure that meets their needs?"

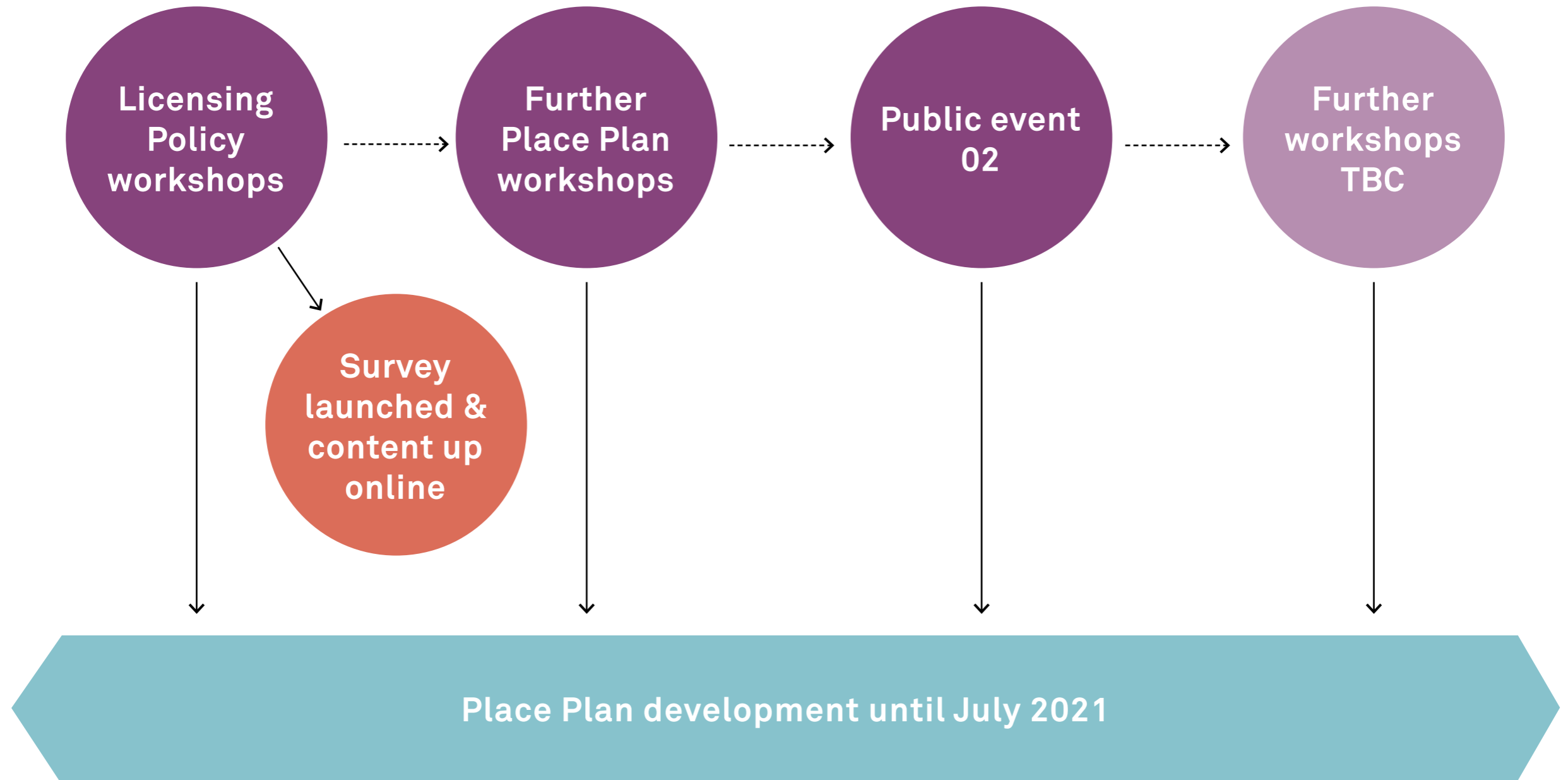
"Delivering quality should include residential liveability, health and noise as well as environmental sustainability."

"Are there plans to bridge the gap between implementing sustainably-minded solutions and engaging people in them / teaching people how to use them. I.e. cycle lanes - will the local authority then offer schools and community organisations funding for cycle lessons"



**DO YOU HAVE ANY QUESTIONS?**

## Next steps













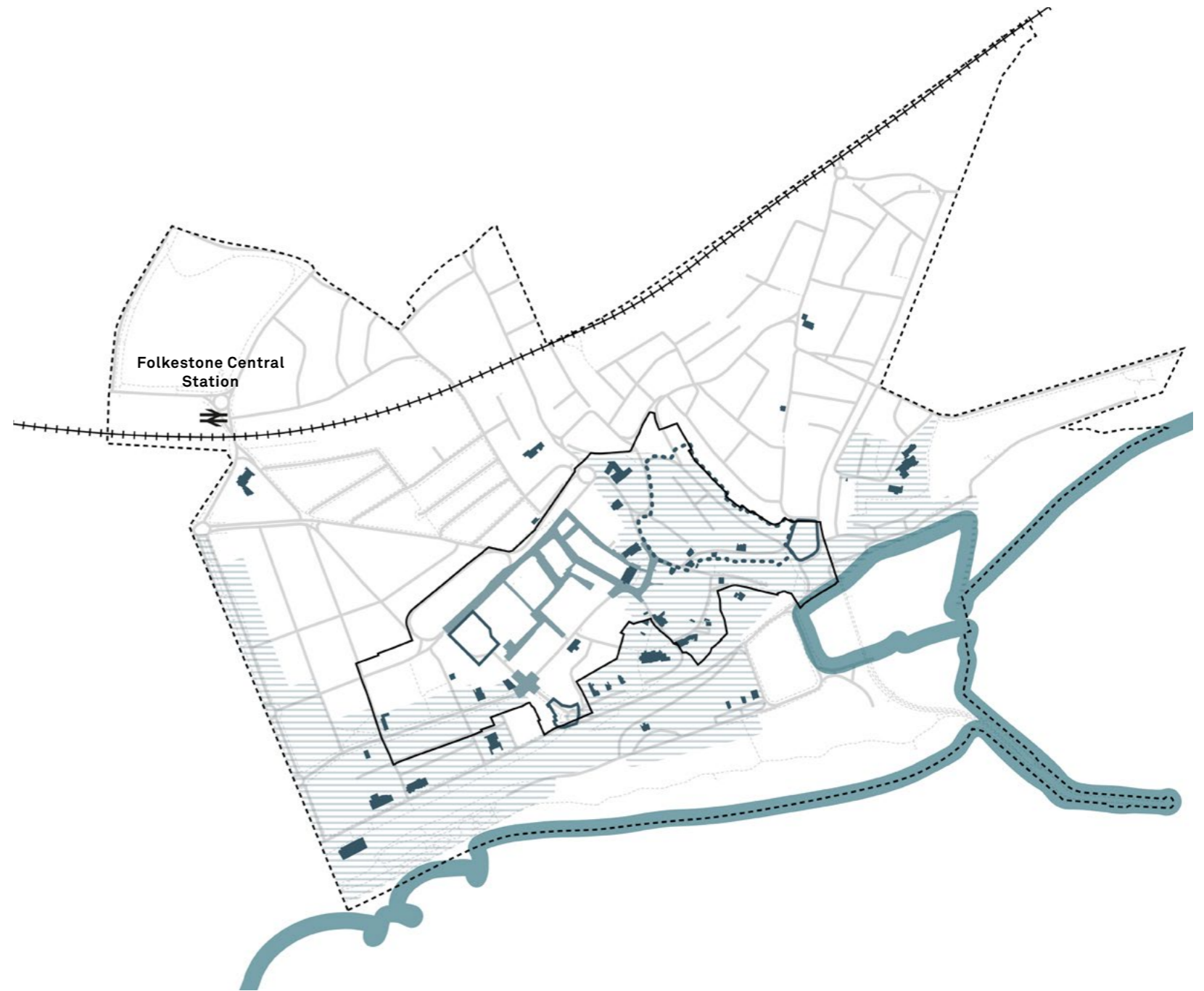
# Missions for the Folkestone Place Plan

## Mission 1 Celebrate what's great

Make the most of Folkestone's best assets - its coastline, its communities, its heritage and its creativity - to attract visitors and enhance the lives of residents.

### KEY

-  Conservation area
-  Listed Buildings
-  Key public spaces
-  Public realm improvements
-  Creative quarter
-  Coastline
-  Study area boundary
-  Town Centre boundary









# Missions for the Folkestone Place Plan

## Mission 2 Town centre for the future

Reinvigorate the Town Centre core by identifying opportunities for a new range of uses, community services and employment opportunities.



### KEY

-  Opportunity buildings
-  FOLCA (opportunity)
-  Vacant units
-  FHDC offices
-  Study area boundary
-  Town Centre boundary



# Missions for the Folkestone Place Plan

## Mission 3 A place for all voices

Work with the people of Folkestone to develop proposals that are meaningful to all, now and into the future.



### KEY

● Community infrastructure

Participation in actions captured in other Missions:

■ Key public spaces

↔ Key connections

— Ring road re-work

⋯ Study area boundary

□ Town Centre boundary

# Missions for the Folkestone Place Plan

## Mission 4 Moving sustainably

Create an environment that better connects the town centre and surroundings and supports active movement and enables healthy lifestyles and wellbeing.



### KEY

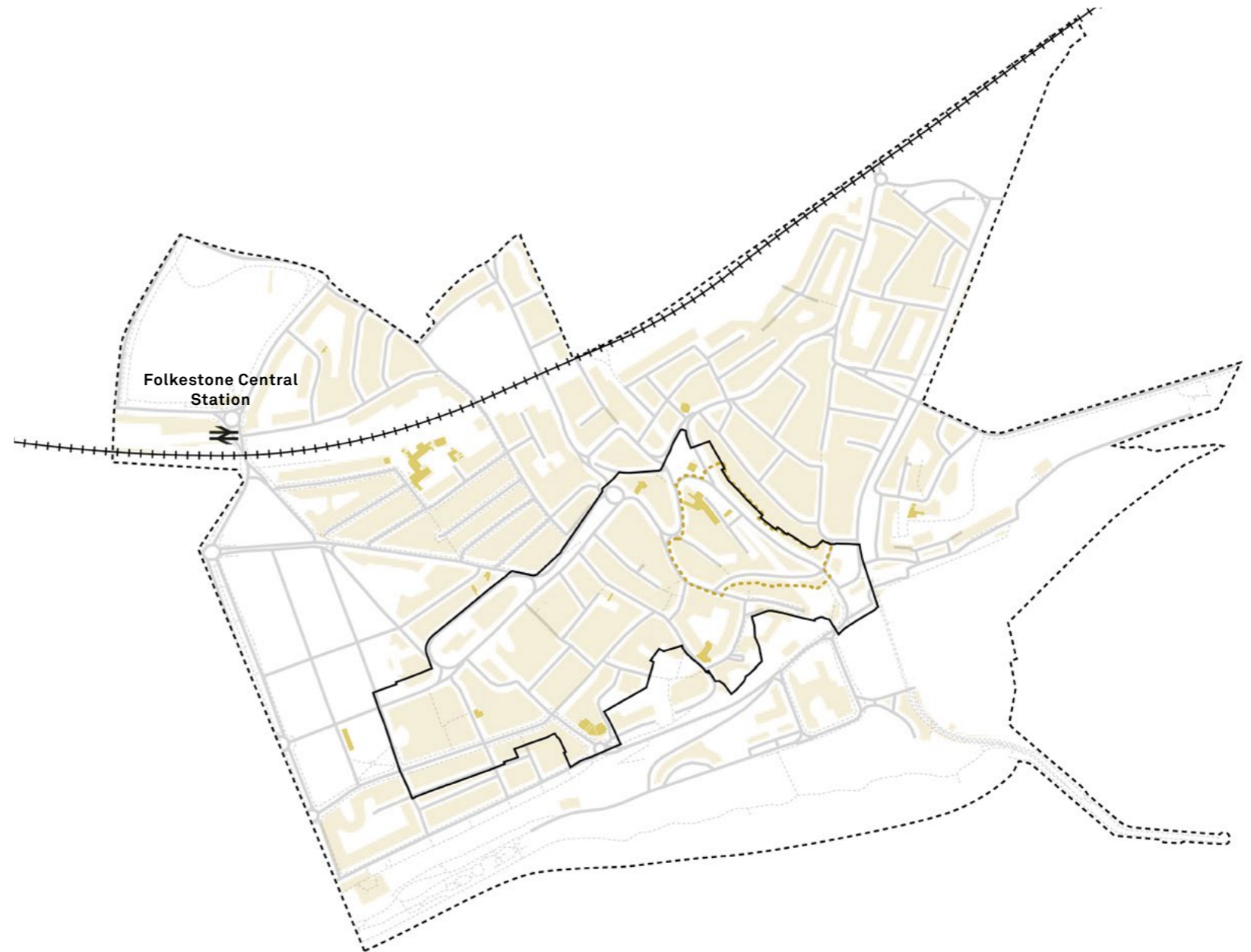
- Sports and leisure facilities
- ↔ Primary connections improvements
- Green grid: existing connections
- - Green grid: improved connections
- ↔ Connections to the coast
- National cycle route
- /// Car parks
- Study area boundary
- Town Centre boundary








# Missions for the Folkestone Place Plan

## Mission 5 Access to opportunity

Embed opportunities for support, skills and training to allow all residents of Folkestone to benefit from change.



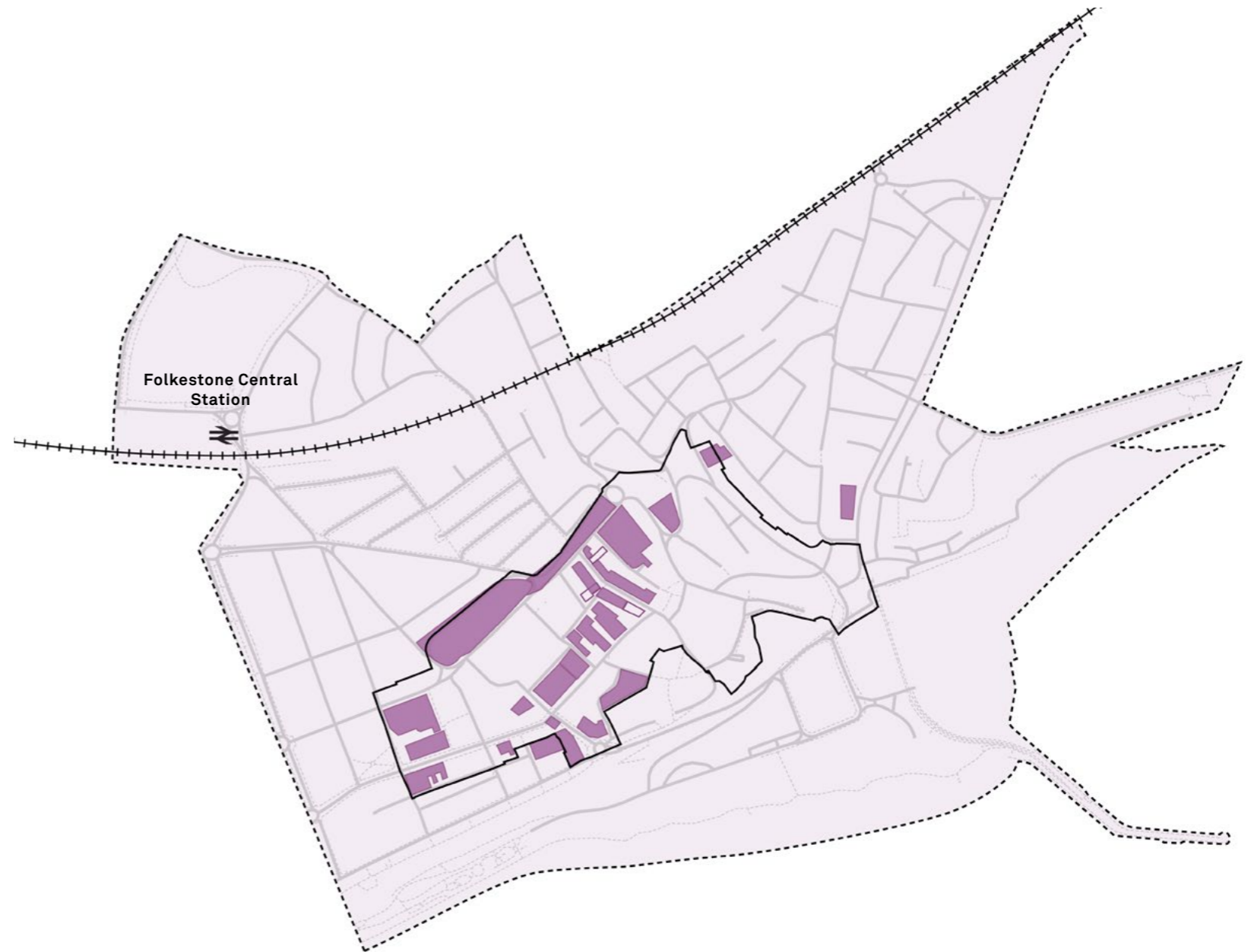
### KEY

-  Creative quarter
-  Schools and other education facilities
-  IMD: 10% most deprived in the country
-  Study area boundary
-  Town Centre boundary





# Missions for the Folkestone Place Plan

## Mission 6 Deliver quality

Ensure that quality of delivery meets Folkestone's full potential and secure the support of all partners who will be needed to deliver on the ambitions of the Place Plan.



### KEY

-  Opportunity sites
-  Vacant units
-  Study area boundary
-  Town Centre boundary