

Folkestone Town Centre Working Group

August 2020

Agenda



- Reopening High Streets Safely
- Place Plan
- Former Debenhams update
- F&H High Street Fund update
- Live & Work Promotion
- AOB

Re-opening High Streets Safely - interventions

- Delivered to date
 - Signage
 - Business toolkit updated to include
 - Market trading – additional signage and one way system
 - Pavement Licences on website
- Continuous monitoring
 - Due to ongoing change of guidance
 - Interventions identified as required
 - Discussions of any “hot spots” in town centre
- Future interventions
 - Ongoing communications via all media routes – specific focus to Eat Out to Help Out scheme
 - Interventions to extend the usual season (music town anniversary – busk stops)
 - Business leaflet developed
 - Ongoing business engagement providing support and guidance



Shops, restaurants and other businesses across the district have been steadily reopening following months of lockdown.

A huge collaborative effort by businesses, organisations and individuals is helping to welcome people back safely to our high streets.

Folkestone & Hythe District Council has put in place a series of measures in support of this. We recognise the situation is constantly subject to change and we are monitoring it closely - we'll adapt plans and interventions if needed.

DOWNLOAD OUR BUSINESS RECOVERY TOOLKIT
Our business recovery toolkit has information on how to reopen and operate safely, including links to the most up-to-date government advice.
Download it from www.folkestoneworks.com or email ecomm@folkestone.hythe.gov.uk for your copy.

DOWNLOAD OUR PRINTABLE POSTERS
Download posters to remind people of social distancing, face coverings and other guidance to print and display in your business from www.folkestoneandhythe.gov.uk/get-involved.

WELCOMING CUSTOMERS BACK
Helping customers feel welcome and safe will build their confidence about using your business. Signs and posters in your window should let shoppers know the safety measures to expect inside. More vulnerable customers may prefer information to be communicated verbally or need extra help in your shop.
Social media is a great way to announce you are open. Share opening times and photos or videos of what's going on in your business - it will all help raise awareness that you are open and COVID-secure.



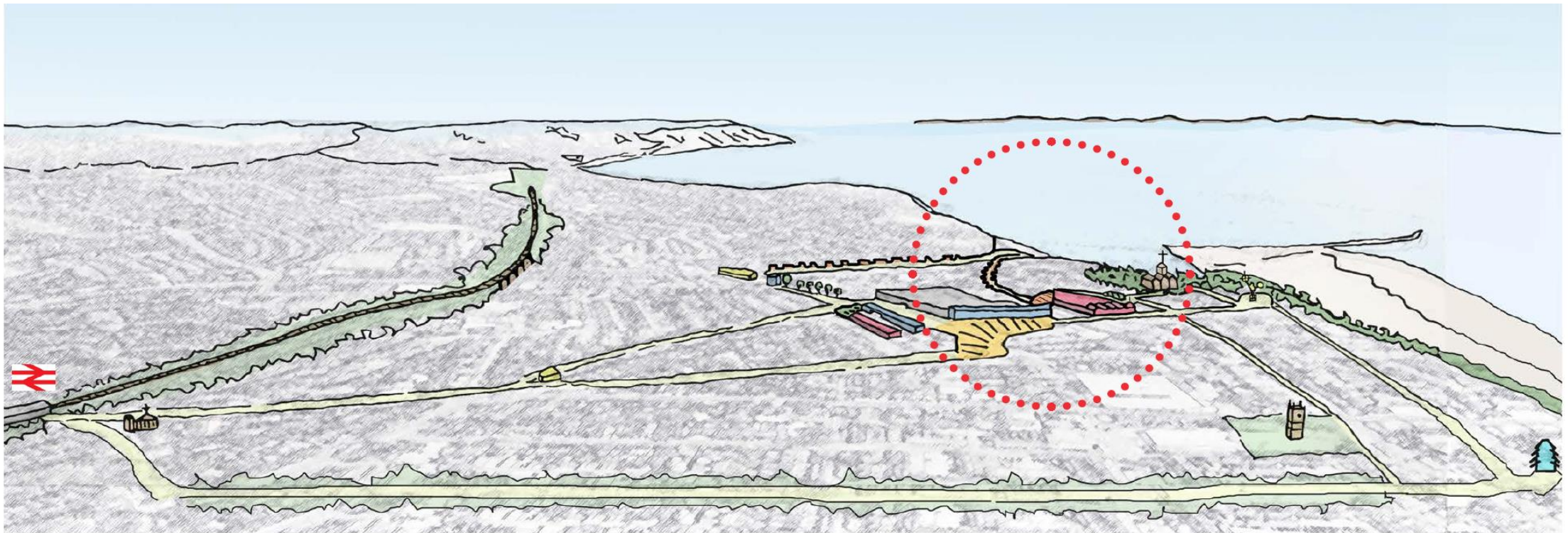
Place Plan: Objective



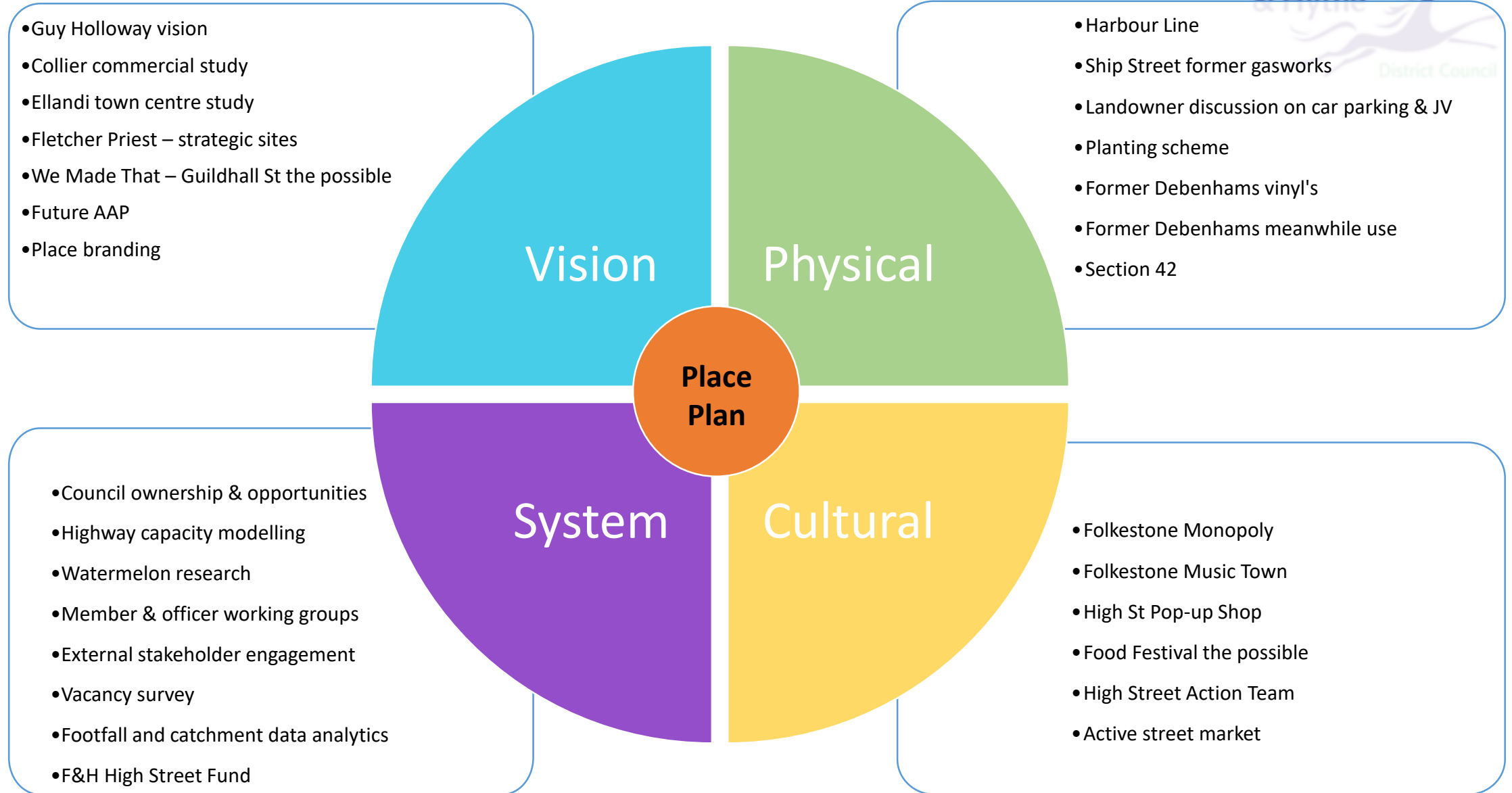
Setting an ambitious, overarching and medium to long-term direction of travel for Folkestone's Town Centre that brings together everyone's ambition – A SUCCESSFUL FOLKESTONE

The COVID 19 Pandemic has brought into sharper focus the need to have a plan which facilitates not only a economic recovery but also the strengthening of the social, environmental, creative and heritage assets which make Folkestone unique.

The proposed Place Plan will combine the collective roles of the Council, public/private stakeholders and local community to successfully deliver our joint ambition - a plan that we can all get behind.



Work initiated since early 2019



Place Plan



- A collective vision for the Council and wider stakeholders
- Building on the great work to date by the Council and other stakeholders
- Recognising the Towns inherent strengths and positioning Folkestone for the future
- Key themes to cover:
 - Key Investment/development opportunities – setting an ambition
 - Establishing a civic ‘heart’ & purpose – “One public estate”
 - Creating great animated public spaces for residents and visitors
 - Create a broader leisure offer ‘for all’
 - Encourage TC living as a vital component of a vibrant mixed use with a strong night time economy
 - Create an exemplar in sustainability and reap the benefits of compact growth
 - Foster a dynamic/flexible employment and residential environment transitioning away from a solely retail lead economy
 - Deliver a shift in transport movements & maximise accessibility
 - Future town centre animation, markets, management and maintenance
- Identify the challenges, issues and the potential solutions
- Setting out how the many different parts of the Council all play a role in the future of the town centre.
- Reviewing and testing existing plans to ensure that impacts of COVID 19 and market trends are recognised
- An Action Plan for Folkestone Town Centre
- Support the Place Campaign to promote Folkestone

Former Debenhams Development

Site purchased March '20

Main focus based on the following type of end scheme:

- Medical provision
- Pharmacy
- Residential
- Leisure use (cinema)
- Mixed use blended space

Ongoing discussions with CCG to deliver new medical facility

Potential for meanwhile use of existing art deco space as scheme development is developed and matured – (minimum 3 to 5 year timeframe)

Final scheme opportunities to be explored

Competition to re-name the building

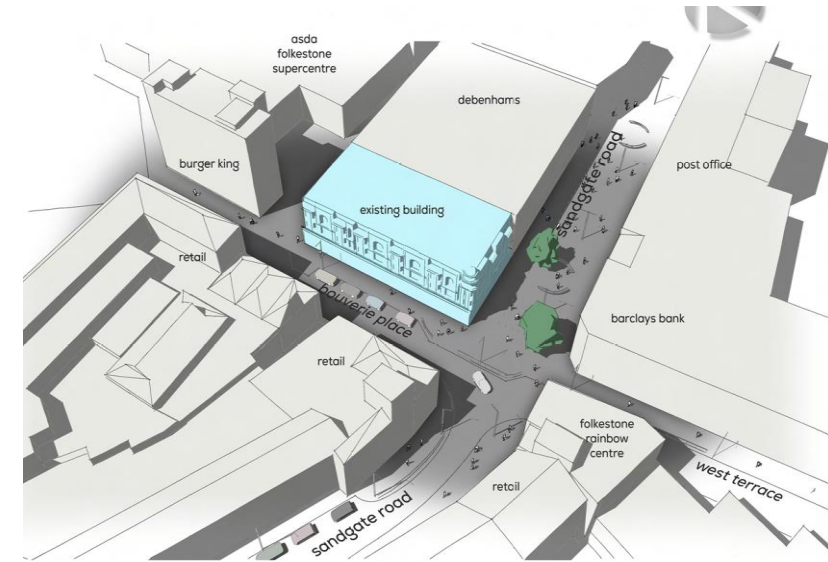
Medical Facility



Existing medical provision is a known challenge – scale, capacity and quality of facilities.

Positive partnership emerging with CCG and local GP practices in part of the former Debenhams building.

- Outline business case agreed by CCG - in principle agreement
- Next stages are detailed design, planning and final approvals from partners.
- Facility would plan to open mid 2023.



'Meanwhile Use' & Major Scheme

- An interim use for the non medical facility (larger building) whilst the major scheme is developed
- Positive use of the space ahead of major investment and redevelopment
- Could be 3-5 years....market interest will guide this
- Has to add value and quality to the town centre offer
- Has to be financially acceptable to FHDC
- Potential that the space isn't utilised
- In parallel the work to bring forward the major scheme will start....feasibility to establish options then market testing

FTC High Street Fund Applications

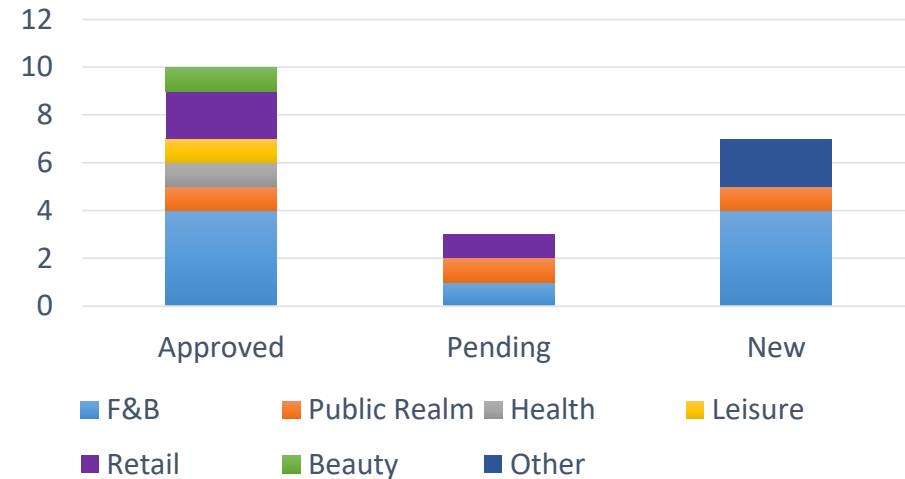


Application Summary

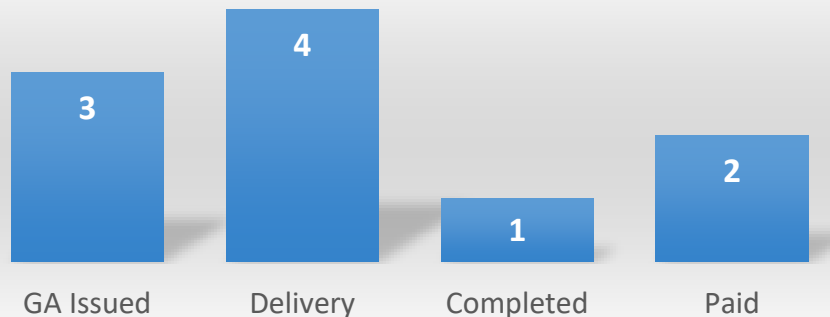
	Volume	£ Grant Sought	£ Grants Agreed
Approved	10	£246,035	£190,733
Pending*	3	£75,250	
New	7	£105,400	
Total	20	£426,685	
Withdrawn	1	£5,350	

*Applications reviewed at last decision panel but require additional information or suggested change

Sector Spread



Project delivery phase



Commentary

- 2 empty high street units now occupied
- Applicants engaged during lockdown to understand COVID-19 impact
- Next decision panel end September
- Volume of new enquiries post lockdown

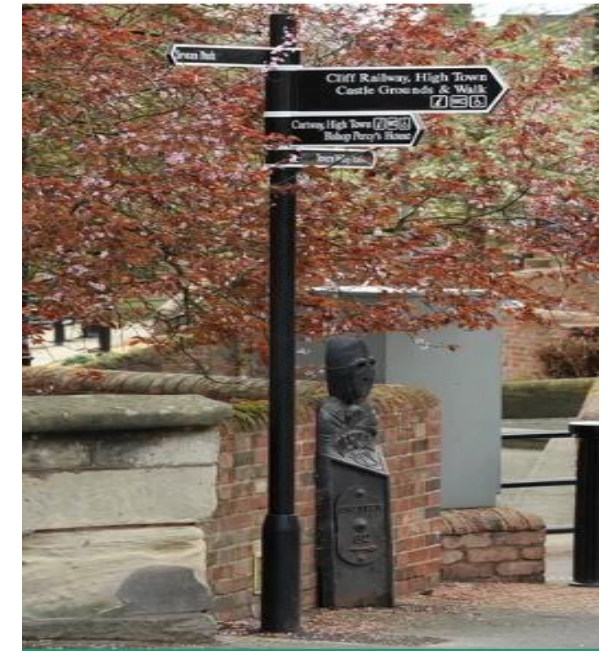
FTC High Street Fund- Council Delivery



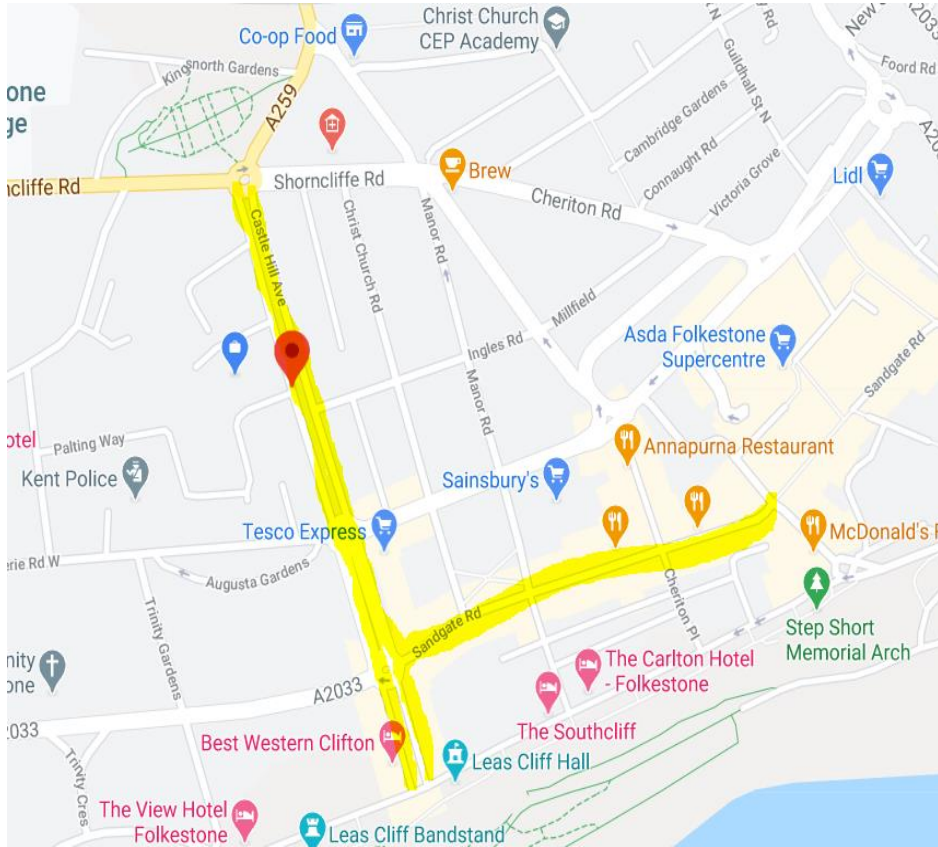
Interventions update

- Market Improvement Programme
- Sandgate Rd Planting
- Heritage Signage & Street Lighting (in conjunction with Folkestone Independent Retail Group)
- 48-66 Sandgate Road (former Debenhams site) vinyls (in conjunction with Folkestone Independent Retail Group)
- Replacement Litter Bins
- Enhanced Maintenance Programme
- We Made That – Guildhall St study

FTC High Street Fund- Heritage Signage Example



FTC High Street Fund- Heritage Lighting Example



Folkestone Live & Work Project



- Private sector partner engagement
- Study and baseline of
 - Available co-working facilities
 - Accommodation providers
 - East Kent coastal comparisons
- Communication campaign via place brand : <https://www.folkestoneandhythe.co.uk/>
 - Promoting Folkestone as a weekend destination
 - 48 hours in Folkestone



Adobe Acrobat
Document

AOB



- Further Updates
- Future Themes