



FOLKESTONE & HYTHE DISTRICT COUNCIL EAST CLIFF CONSULTATION REPORT

PREPARED BY LAKE MARKET RESEARCH



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BACKGROUND AND METHODOLOGY

Background

East Cliff is the responsibility of the Folkestone Parks and Pleasure Grounds Charity and members of the council's cabinet are the trustees. In 2017 Folkestone & Hythe District Council completed a review of all play areas in the district, and the East Cliff area was highlighted as needing considerable improvement. In 2020 the Play Area Strategy was created and East Cliff was set as a priority.

In 2021 ideas for East Cliff received considerable feedback which showed how much the area is loved. Before any further action is taken, Folkestone & Hythe District Council invited feedback from local residents and other interested stakeholders to understand better the feelings of all local communities about the future use of the space.

Consultation process

A consultation was launched by Folkestone & Hythe District Council on 5th July 2022 and ran until 31st August 2022. The survey was available in online or print format to complete and was open to all to take part. Volunteers from resident group distributed printed copies in the Folkestone Harbour ward and printed copies were available at the East Cliff Sports Kiosk for collection / return.

Points to note

- Consultees were given the choice of which questions they wanted to answer / provide comments. The number of consultees providing an answer is shown on each chart featured in this report.
- Participation in consultations is self-selecting and this needs to be considered when interpreting responses.
- Response to this consultation does not wholly represent the District's population and is reliant on awareness and propensity to take part based on the topic and interest.
- Folkestone & Hythe District Council was responsible for the design, promotion, and collection of the consultation responses. Lake Market Research was appointed to conduct an independent analysis of feedback.

Profile of consultees responding

The table below show the profile of consultees responding to the consultation questionnaire. The proportion who left these questions blank or indicated they did not want to disclose this information has been included as applicable.

AGE	
0-17	1%
18-44	36%
45-64	40%
65-80	19%
Over 80	1%
Prefer not to say / blank	3%

AVERAGE HOUSEHOLD INCOME	
Less than £20,000	21%
£20,000 - £39,999	27%
£40,000 - £79,999	26%
£80,000 and over	9%
Prefer not to say / blank	17%

CURRENT EMPLOYMENT STATUS	
Employed – full time	44%
Employed – part time	16%
Contract / temporary	3%
Unemployed	3%
Unable to work	4%
Retired	21%
Prefer not to say / blank	9%

NUMBER OF ADULTS IN HOUSEHOLD	
1	20%
2 & over	74%
Prefer not to say / blank	6%

NUMBER OF CHILDREN OR DEPENDENTS IN HOUSEHOLD	
0	46%
1	18%
2 & over	29%
Prefer not to say / blank	7%

DISABILITY	
Yes	23%
No	60%
Prefer not to say / blank	17%

EXECUTIVE SUMMARY

CONSULTATION PROFILE, AWARENESS AND PROXIMITY TO EAST CLIFF

The most common means of finding out about the consultation was via social media (50% of consultees answering) and a leaflet through their door (23% of consultees answering). A small proportion of consultees found out through a council website (5%), via a leaflet at East Cliff kiosk (5%), via newspapers (4%) or via a leaflet from school (3%).

Just over two thirds (67%) of those taking part in the consultation indicated they live within 1 mile of East Cliff; 47% within half a mile and 20% within 1 mile. 33% indicated they live more than 1 mile away from East Cliff (15% - within 2 miles, 13% - between 2 – 5 miles away and 6% at least 6 miles away).

USE AND PERCEPTION OF EAST CLIFF FACILITIES

The vast majority responding to the consultation indicated they currently visit East Cliff (94%) and use the open space there (94%). Around a third indicated they use the play area (36%) and golf/putting facilities (32%) and a quarter (25%) indicated they use tennis facilities. 11% indicated they use public bowls pitches.

Facilities considered important to consultee households largely correlates with facilities currently used. The vast majority of those answering indicated the open space is important (89%) and 53% indicated the public toilets are important. The play area, golf / putting facilities, tennis facilities and bowls facilities rank third (46%), fourth (37%), fifth (36%) and sixth (21%) respectively.

Some barriers to use of East Cliff were put forward by those answering. The most common are a perceived lack of play facilities (37%), parking (24%), the condition / location of public toilets (21%) and the poor condition / layout of the open space (20%). 11% referenced the conditions of the grounds and 10% referenced litter.

Consultees were asked to give a rating for the play areas in East Folkestone and East Cliff. It is important to note that the scales included in the online survey and print survey differed. As much, for the purpose of analysis, the scales have been matched accordingly to present overall ratings. Just over a quarter (28%) of those answering indicated they are satisfied with the play area in East Folkestone (11% very satisfied and 16% fairly satisfied). 23% indicated they are dissatisfied with the play area in East Folkestone (9% very dissatisfied and 14% fairly dissatisfied). A significant proportion (49%) indicated they are neither satisfied nor dissatisfied.

The proportion satisfied is broadly similar in the context of East Cliff with just under a quarter (23%) of those answering indicated they are satisfied with the play area (10% very satisfied and 13% fairly satisfied). 33% indicated they are dissatisfied (9% very dissatisfied and 14% fairly dissatisfied); higher than observed for East Folkestone. Again, a significant proportion (44%) indicated they are neither satisfied nor dissatisfied.

RESPONSE TO IDEAS PUT FORWARD IN CONSULTATION

When asked to select the most appropriate size for the East Cliff play area, views are split between the options proposed in the survey:

- A local play area – 2-3 pieces of small equipment targeted at the younger age group – 28%;
- Local equipped play area – 5 pieces of equipment, up to twice the size of the current play area with a cost to build approximately £75,000 – 27%;
- Destination Play area - 8 plus pieces of equipment, will contain some of the following: disability and sensory equipment, multi-use games area, sports activities, gym & fitness equipment. Cost to build approximately £250,000 plus cost of toilets/café etc. – 25%;
- Neighbourhood play area - 8 pieces of equipment covering a wider age group, plus opportunity for more expansive play, such as wheeled activities i.e. multi use games area, may provide some accessible play equipment. Cost to build approximately £150,000 – 21%.

Consultees were asked to select which facilities they would use in the context of the charity needing to be able to afford improvements and secure the future of existing facilities and raise income. Of the facilities put forward, consultees indicated they were most likely to use a small café (71% of those answering) and a seasonal ice cream van (66%). 42% of those answering indicated they would use a café and visitor centre with educational offering, 37% indicated they would use sports facilities and 22% indicated they would use hire facilities and/or pay and display parking.

Views on whether consultees would accept the total size of the sports area to be extended for sports/activity purposes are polarising with 47% indicating they would accept it and 53% indicating they would not accept it. Similarly, in the context of accepting the expansion of on-site car parking provision to prevent people from leaving their vehicles on local roads, 45% indicated they would accept it and 55% indicated they would not accept it.

Consultees were asked to rate the importance of improving future paths and walkways to Folkestone harbour, the town centre and the Warren. It is important to note that the scales included in the online survey and print survey differed. As much, for the purpose of analysis, the scales have been matched accordingly to present overall ratings. Just under two thirds of those answering (62%) indicated they consider it important to improve future paths and walkways to Folkestone harbour, the town centre and the Warren (42% rated it as very important). 11% indicated they do not consider it important. Just over a quarter (27%) indicated they consider it neither unimportant nor important.

Consultees were also asked to rate the importance of the heritage being acknowledged in future plans. It is important to note that the scales included in the online survey and print survey differed. As much, for the purpose of analysis, the scales have been matched accordingly to present overall ratings. Just over (54%) indicated they consider it important that the heritage is acknowledged in any future plans (38% rated it as very important). 21% indicated they do not consider it important. Just under a quarter (24%) indicated they consider it neither unimportant nor important.

The vast majority of those answering (95%) indicated they would accept a proportion of the open space being set aside to increase biodiversity and ecology on site through wildflower meadows and planting.

Finally, consultees were given the opportunity to provide suggestions for use of the Martello Tower in their own words. For the purpose of reporting, we have reviewed respondents' comments and have grouped common responses together into themes. A variety of suggestions were put forward but the most common are a café / restaurant / bar / coffee shop / offer of refreshments (36% of those answering), a museum / heritage centre / historical reference facilities (29%) and a visitor centre / tourist information centre (24%). 17% suggested a viewing point / platform / look out, 10% suggested an education centre / study and 9% suggested an art gallery / studio / exhibition centre.

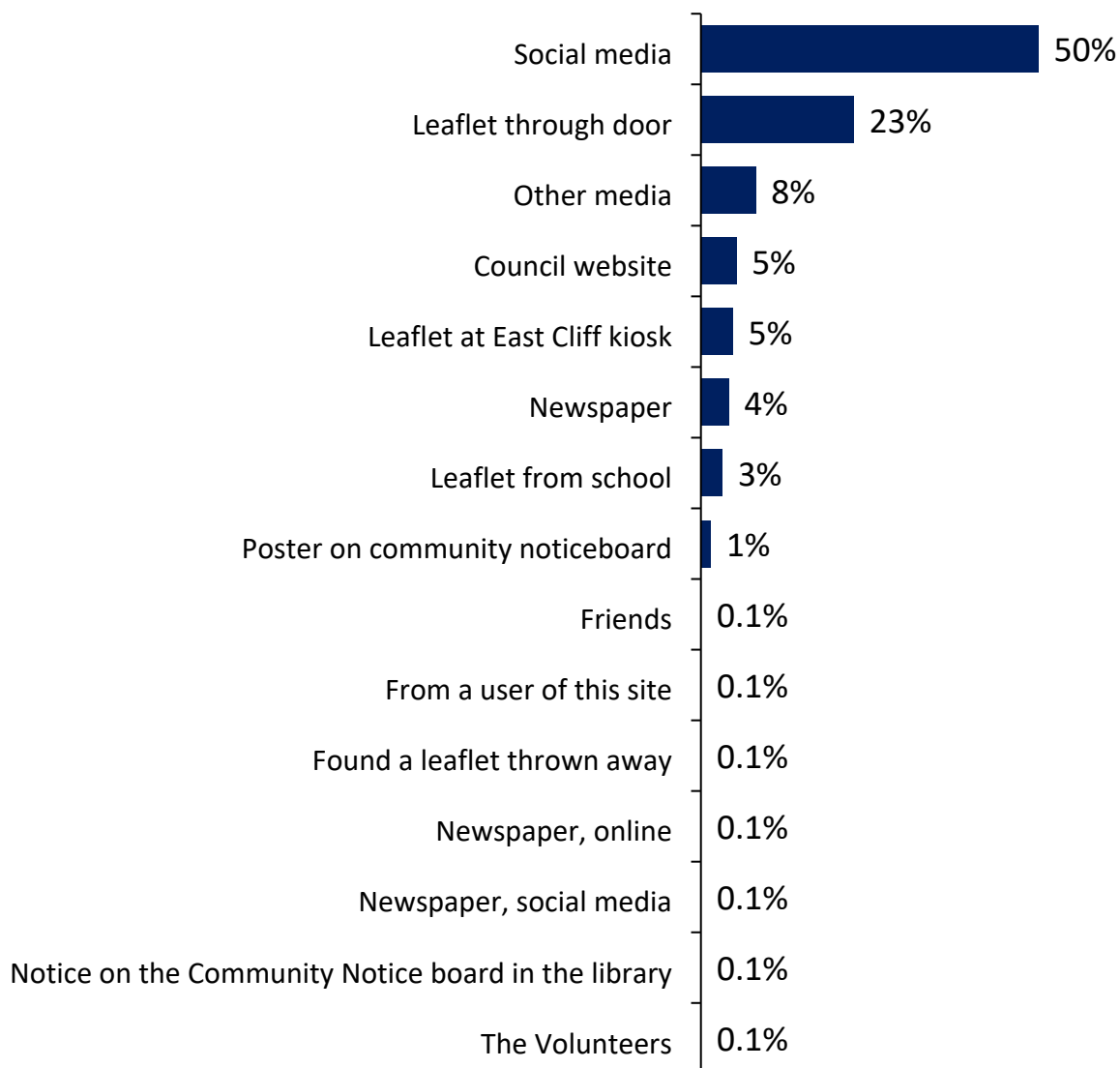
CONSULTATION AWARENESS AND PROXIMITY TO EAST CLIFF

CONSULTATION AWARENESS

- The most common means of finding out about the consultation was via social media (50% of consultees answering) and a leaflet through their door (23% of consultees answering).
- 5% found out through a council website and/or via a leaflet at East Cliff kiosk.
- 4% found out via newspapers and 3% found out via a leaflet from school.

How did you find out about this consultation?

Base: all answering (1,220), consultees had the option to select more than one response.

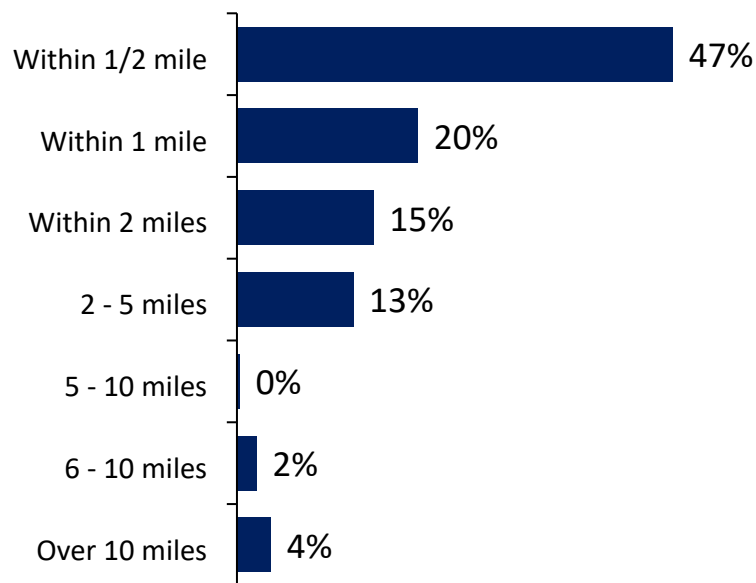


PROXIMITY TO EAST CLIFF

- Just over two thirds (67%) of those answering indicated they live within 1 mile of East Cliff; 47% within half a mile and 20% within 1 mile.
- 15% indicated they live within 2 miles and 13% indicated they live between 2 – 5 miles away.
- 6% indicated they live at least 6 miles away.

How close do you live to East Cliff?

Base: all answering (1,234)



There are significant differences in response by demographic group:

- A higher proportion of consultees aged 45 & over live within ½ mile of East Cliff (50%); 17% indicated they live within 1 mile.
- A comparably lower proportion of consultees aged 18-44 live within ½ mile of East Cliff (41%); 24% indicated they live within 1 mile and 17% indicated they live within 2 miles of East Cliff.

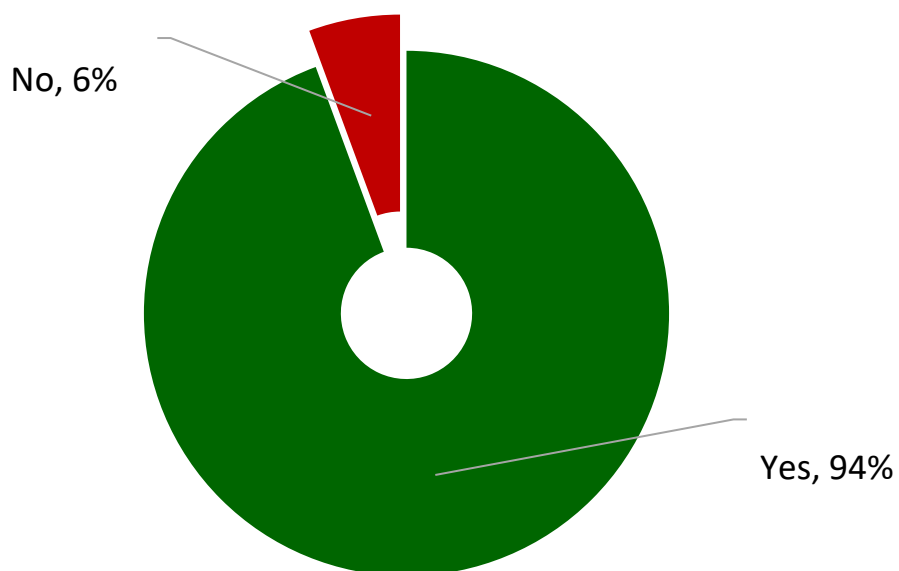
USE AND PERCEPTION OF EAST CLIFF FACILITIES

VISITING EAST CLIFF

- The vast majority responding to the consultation indicated they currently visit East Cliff (94%).
- 6% of those responding to the consultation indicated they do not currently visit East Cliff.

Do you currently visit East Cliff?

Base: all providing a response (1,246)

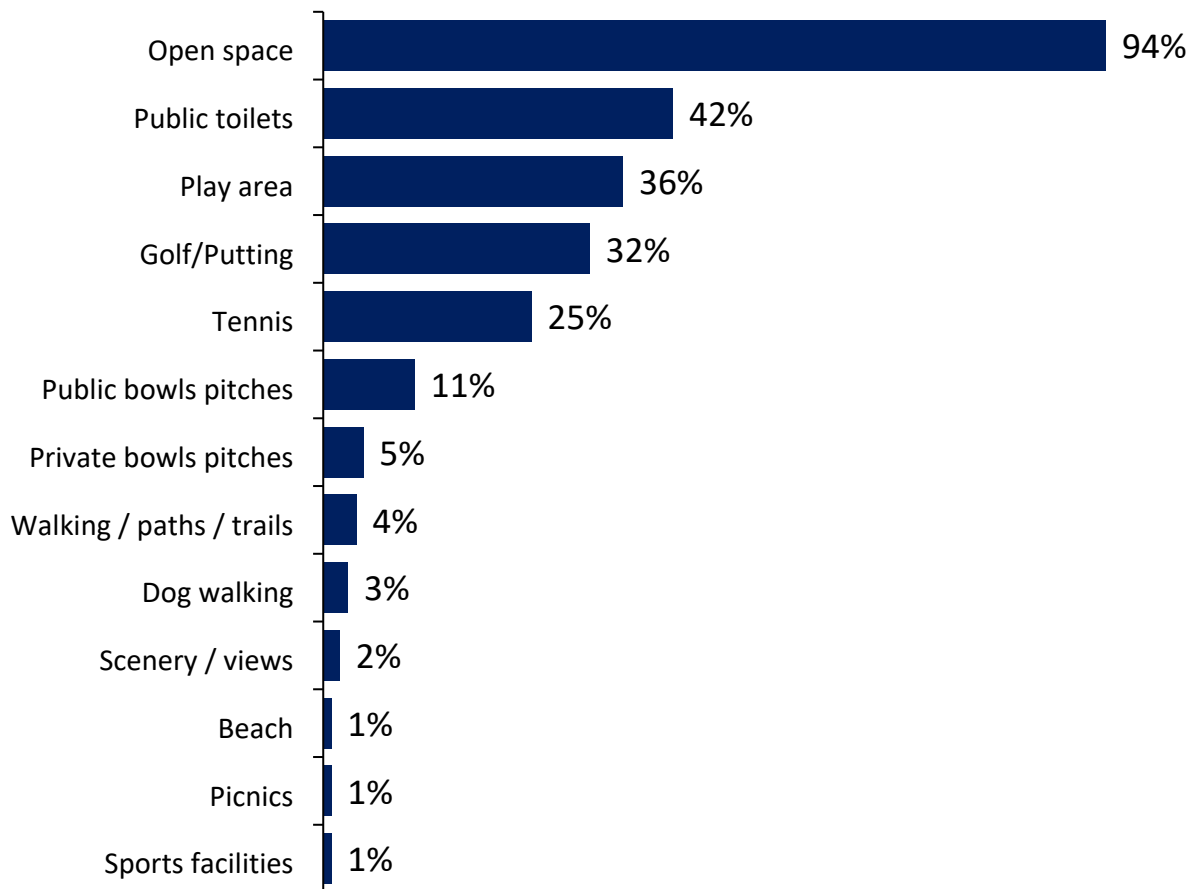


FACILITIES CURRENTLY USED

- The vast majority of those answering indicated they currently use the open space at East Cliff (94%). 42% indicated they use public toilets.
- Around a third indicated they use the play area (36%) and golf/putting facilities (32%).
- A quarter (25%) indicated they use tennis facilities and 11% indicated they use public bowls pitches.

What facilities do you currently use at East Cliff?

Base: all providing a response (1,233), all responses 1% or above reported



There are significant differences in response by demographic group:

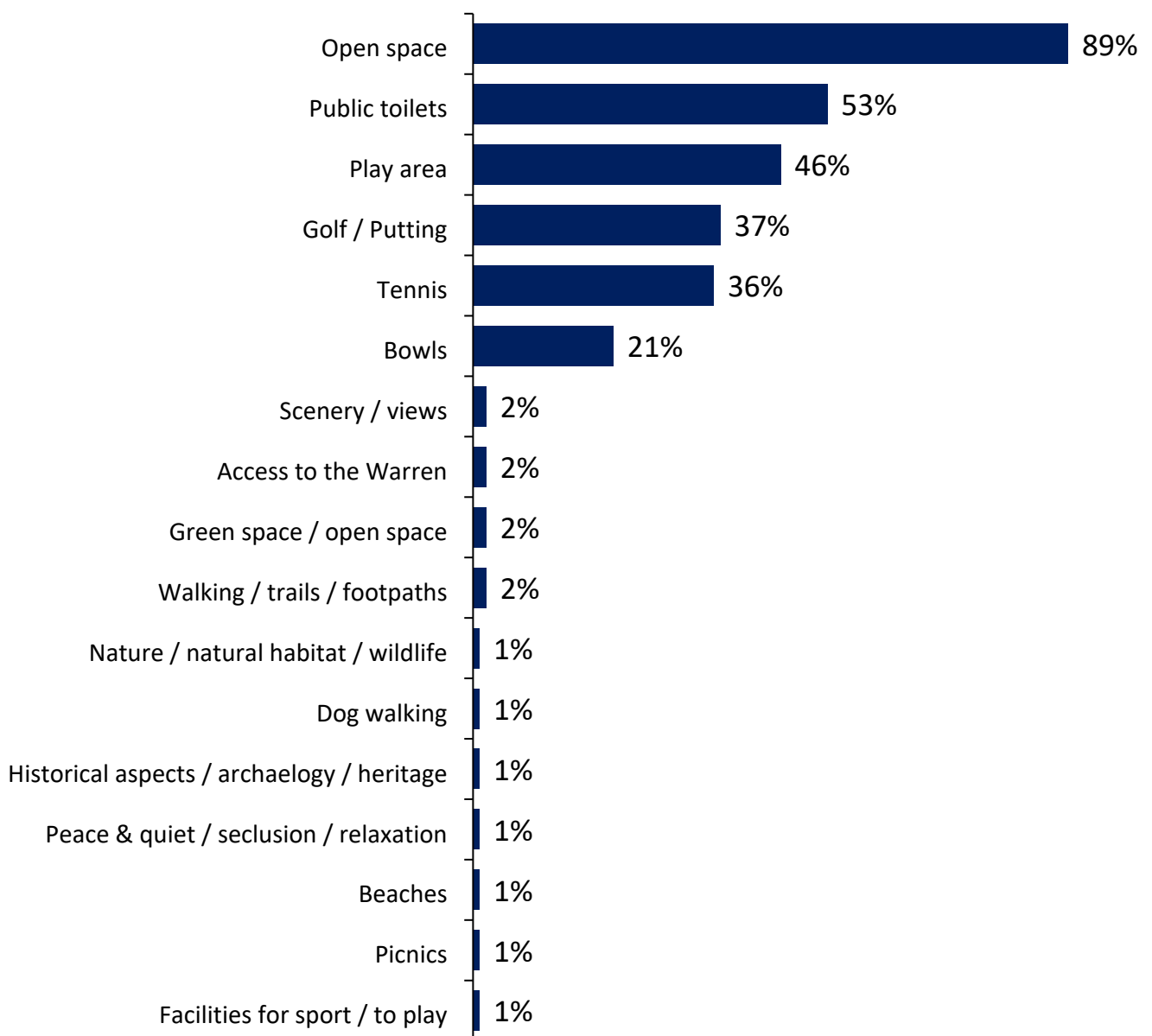
- Claimed use of the open space is highest amongst consultees aged 45-64 (96%), and a higher proportion of this age group indicated they use golf/putting facilities (37%) and tennis facilities (28%) compared to older age groups.
- Claimed use of the play area is highest amongst consultees aged 18-44 (54%) and consultees with children in the household (54%). Claimed use of the tennis facilities is also higher amongst consultees with children in the household (29%).
- Claimed use of the facilities, outside of open space, is comparably lower amongst consultees aged 65 & over but claimed use of the private bowls pitches is highest amongst this age group (11%).

EAST CLIFF FACILITIES IMPORTANT TO HOUSEHOLD

- Facilities considered important to the household of consultees answering largely correlate with facilities currently used. The vast majority of those answering indicated the open space is important (89%).53% indicated the public toilets are important.
- The play area, golf / putting facilities, tennis facilities and bowls facilities rank third (46%), fourth (37%), fifth (36%) and sixth (21%).

Please tick all the facilities currently at East Cliff that are important to you as a household?

Base: all providing a response (1,239)



There are significant differences in response by demographic group:

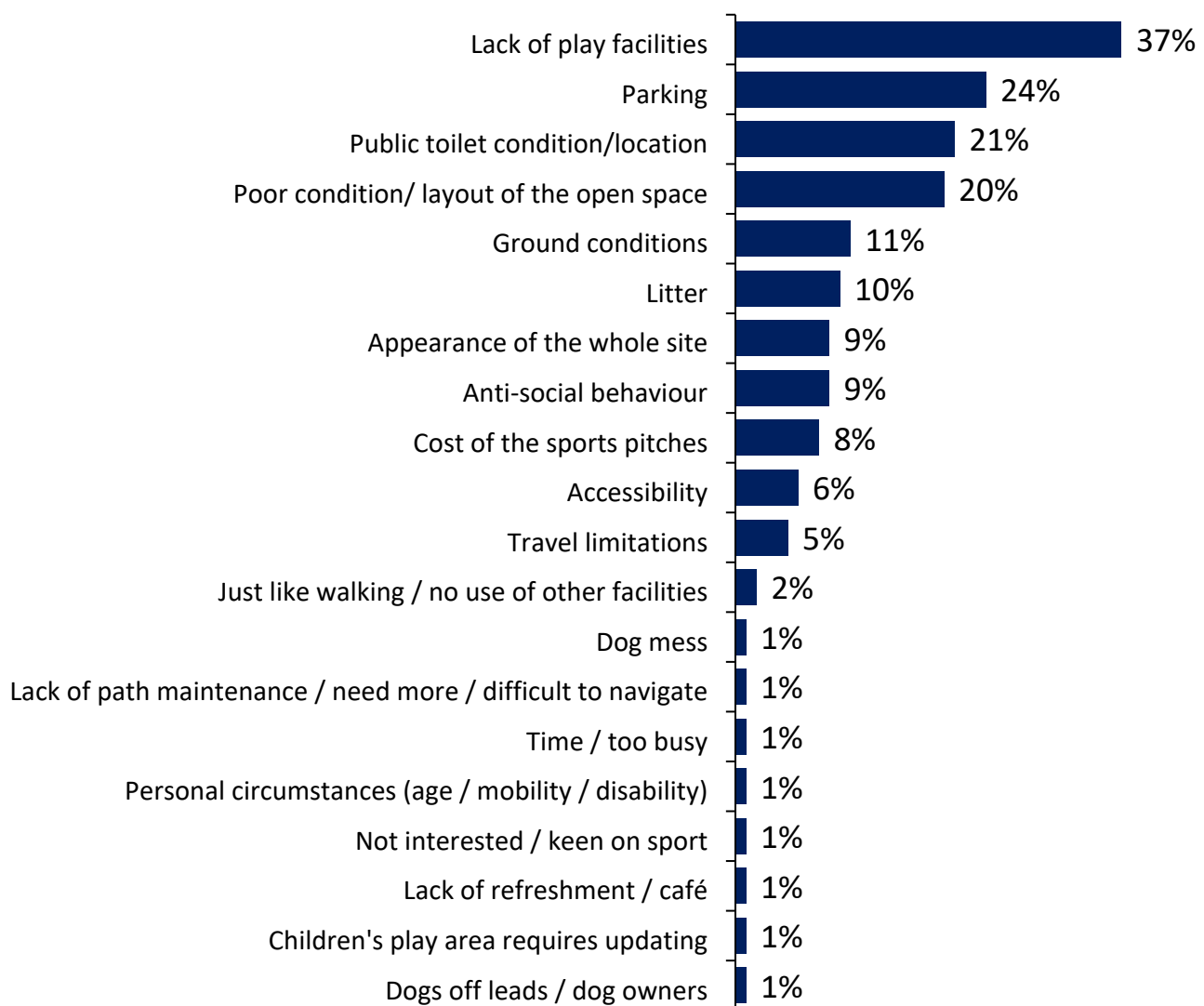
- Claimed importance of the open space is highest amongst consultees aged 45-64 (93%), and a higher proportion of this age group indicated golf/putting facilities (43%) and tennis facilities (40%) are important compared to older age groups.
- Claimed importance of the play area is highest amongst consultees aged 18-44 (63%) and consultees with children in the household (63%). Claimed use of the tennis facilities is also high amongst consultees with children in the household (38%).
- Claimed use of the facilities, outside of open space, is comparably lower amongst consultees aged 65 & over but claimed importance of the private bowls pitches is highest amongst this age group (27%).

FACTORS THAT PREVENT USE OF FACILITIES AT EAST CLIFF

- 68% of those taking part in the survey provided an answer to the question posed on barriers to using East Cliff facilities. Consultees were asked to choose whether any of a prompted list of factors stops them from using East Cliff facilities. Consultees were also given the option to describe any potential barriers in their own words.
- Amongst those answering, a number of areas were selected / put forward. The most common, however, are a perceived lack of play facilities (37%), parking (24%), the condition / location of public toilets (21%) and the poor condition / layout of the open space (20%).
- 11% referenced the conditions of the grounds and 10% referenced litter.

What stops you from using the facilities at East Cliff?

Base: all providing a response (847), all responses 1% or above reported



There are significant differences in response by demographic group:

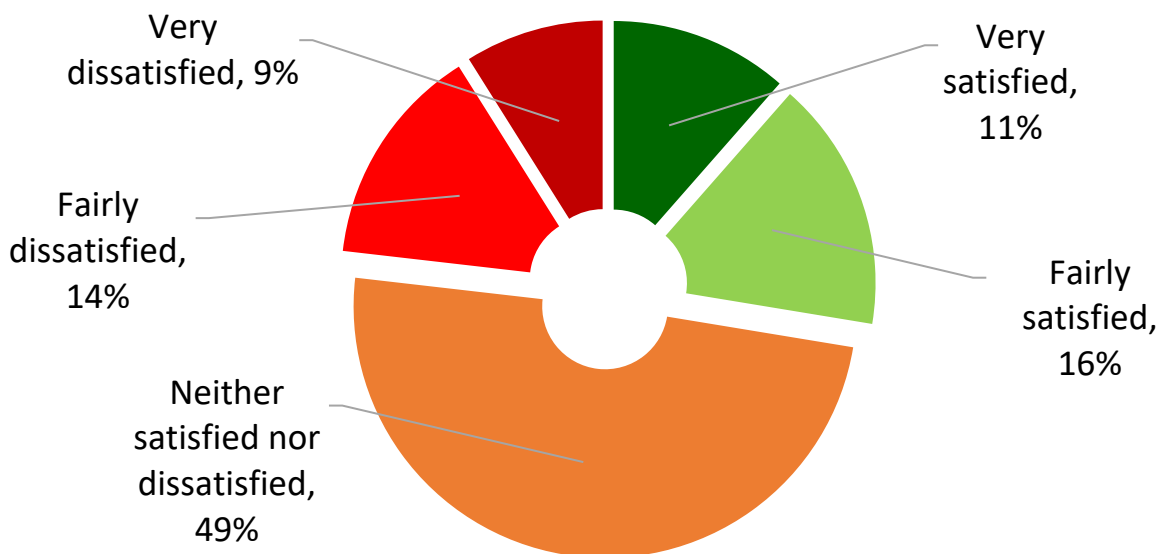
- A higher proportion of consultees aged 18-44 referenced a perceived lack of play facilities (54%) and the condition / location of public toilets (25%) and the poor condition / layout of the open space (27%) compared to older age groups.
- A consistent pattern is observed amongst consultees with children in the household - a higher proportion of consultees with children in the household referenced a perceived lack of play facilities (50%) and the condition / location of public toilets (24%) and the poor condition / layout of the open space (24%) compared to older age groups.
- A higher proportion of consultees aged 65 & over referenced litter (16%) compared to younger age groups.
- A higher proportion of consultees who live within 2 miles of East Cliff referenced parking (39%) compared to those who live closer.
- A higher proportion of consultees who live more than 2 miles from East Cliff referenced parking (44%), the condition / location of public toilets (27%), the poor condition / layout of the open space (26%), anti-social behaviour (14%) and travel limitations (13%).

PERCEPTION OF EAST FOLKESTONE PLAY AREA

- Consultees were asked to give a rating for the play area in East Folkestone. The online survey and print survey used for this consultation contained differing response codes for this question. The online survey contained a semantic scale of very satisfied, fairly satisfied, neither satisfied or dissatisfied, fairly dissatisfied and very dissatisfied. The print survey contained a 0-5 scale with 0 marked as very dissatisfied and 5 marked as very satisfied. For the purpose of analysis, the scales have been matched accordingly and a 3 or 4 rating out of 6 on the online survey has been interpreting as a 'neither satisfied nor dissatisfied' rating.
- Just over a quarter (28%) of those answering indicated they are satisfied with the play area in East Folkestone (11% very satisfied and 16% fairly satisfied).
- 23% indicated they are dissatisfied with the play area in East Folkestone (9% very dissatisfied and 14% fairly dissatisfied). 49% indicated they are neither satisfied nor dissatisfied.

How would you rate the play area at East Folkestone?

Base: all providing a response (1,221)



There are significant differences in response by demographic group:

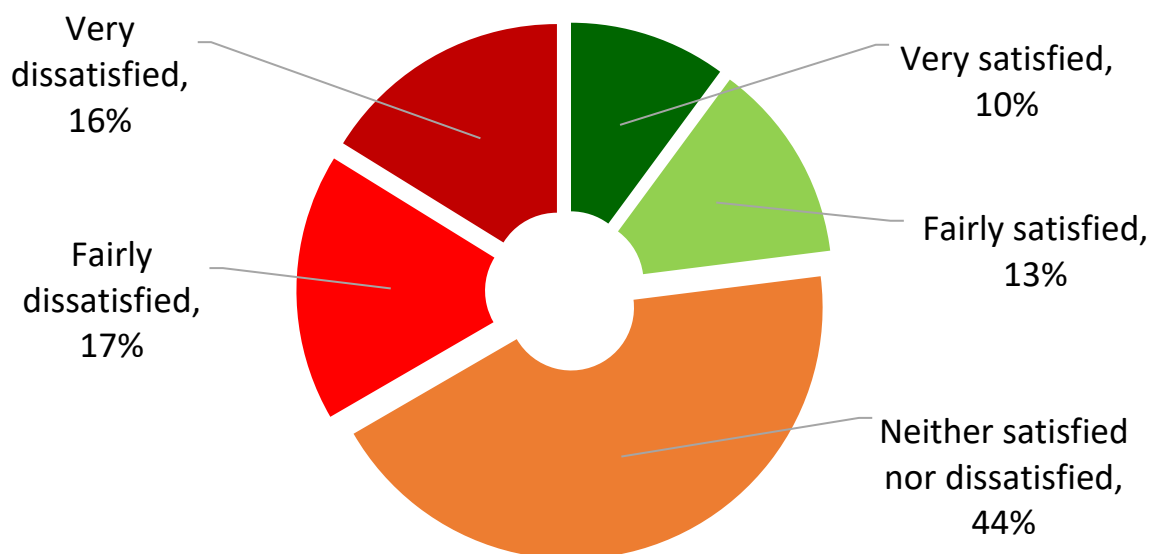
- Satisfaction with the East Folkestone play area is lower amongst consultees aged 18-44 (20%) compared to older age groups. 33% of this age group indicated they are dissatisfied with the East Folkestone play area; 47% indicated they are neither satisfied nor dissatisfied.
- Satisfaction with the East Folkestone play area is lower amongst consultees with children in the household (22%) compared to older age groups. 30% of consultees with children in the household indicated they are dissatisfied with the East Folkestone play area; 48% indicated they are neither satisfied nor dissatisfied.

PERCEPTION OF EAST CLIFF PLAY AREA

- Consultees were asked to give a rating for the play area in East Cliff. The online survey and print survey used for this consultation contained differing response codes for this question. The online survey contained a semantic scale of very satisfied, fairly satisfied, neither satisfied or dissatisfied, fairly dissatisfied and very dissatisfied. The print survey contained a 0-5 scale with 0 marked as very dissatisfied and 5 marked as very satisfied. For the purpose of analysis, the scales have been matched accordingly and a 3 or 4 rating out of 6 on the online survey has been interpreting as a 'neither satisfied nor dissatisfied' rating.
- Just under a quarter (23%) of those answering indicated they are satisfied with the play area in East Cliff (10% very satisfied and 13% fairly satisfied).
- 33% indicated they are dissatisfied with the play area in East Cliff (9% very dissatisfied and 14% fairly dissatisfied); higher than observed for East Folkestone. 44% indicated they are neither satisfied nor dissatisfied.

How would you rate the play area at East Cliff?

Base: all providing a response (1,217)



There are significant differences in response by demographic group:

- Satisfaction with the East Cliff play area is lower amongst consultees aged 18-44 (15%) compared to older age groups. 47% of this age group indicated they are dissatisfied with the East Cliff play area; 38% indicated they are neither satisfied nor dissatisfied.
- Satisfaction with the East Cliff play area is lower amongst consultees with children in the household (17%) compared to older age groups. 44% of consultees with children in the household indicated they are dissatisfied with the East Folkestone play area; 39% indicated they are neither satisfied nor dissatisfied.

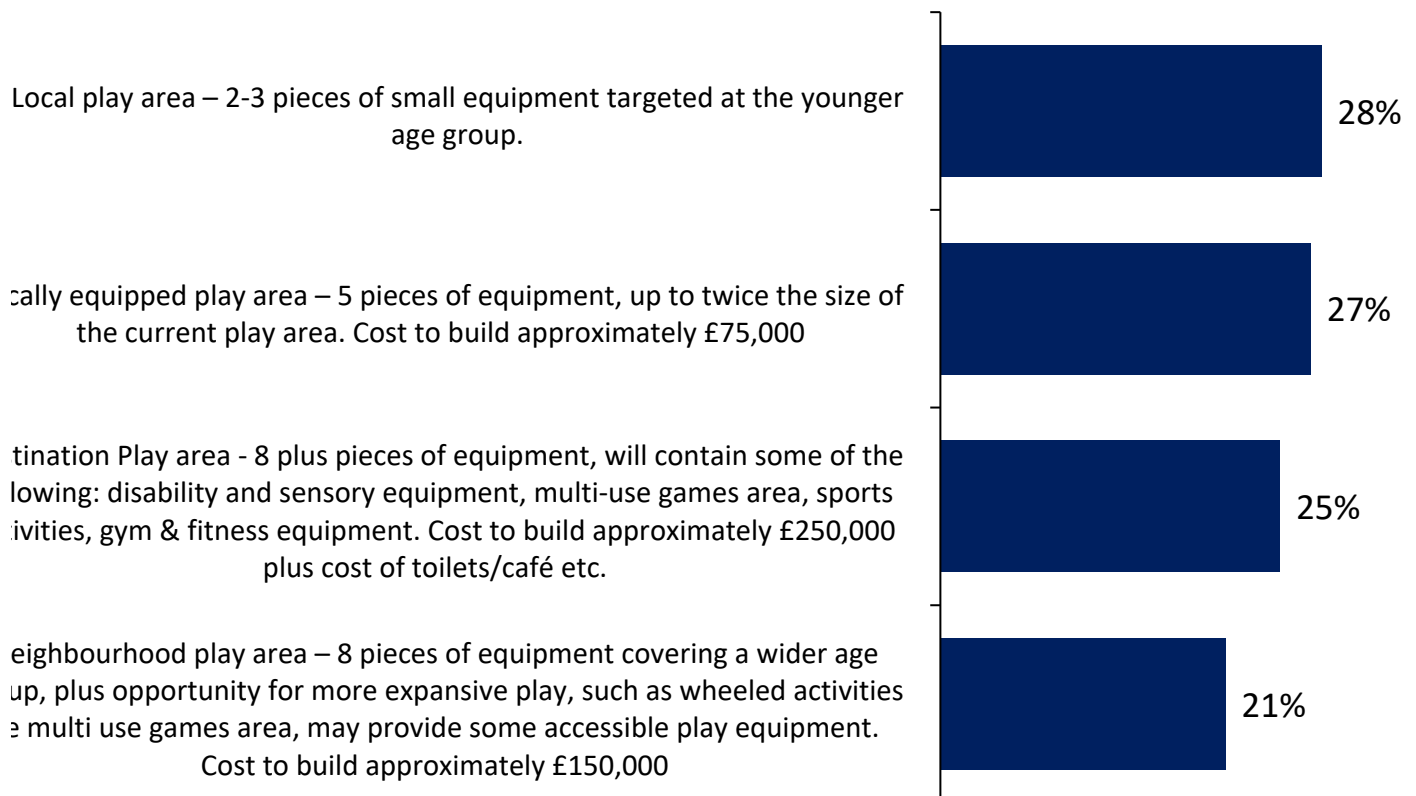
RESPONSE TO IDEAS PUT FORWARD IN CONSULTATION

APPROPRIATE SIZE PLAY AREA AT EAST CLIFF

- Views are split between the options proposed to them in the survey:
 - A local play area – 2-3 pieces of small equipment targeted at the younger age group – 28% of those answering;
 - Local equipped play area – 5 pieces of equipment, up to twice the size of the current play area with a cost to build approximately £75,000 – 27% of those answering;
 - Destination Play area - 8 plus pieces of equipment, will contain some of the following: disability and sensory equipment, multi-use games area, sports activities, gym & fitness equipment. Cost to build approximately £250,000 plus cost of toilets/café etc. – 25% of those answering;
 - Neighbourhood play area - 8 pieces of equipment covering a wider age group, plus opportunity for more expansive play, such as wheeled activities i.e. multi use games area, may provide some accessible play equipment. Cost to build approximately £150,000 – 21% of those answering.

For your household, what would be an appropriate size play area at East Cliff?

Base: all providing a response (1,163)



Whilst views vary within each demographic group, without a dominant preference, there are significant differences in response by demographic group:

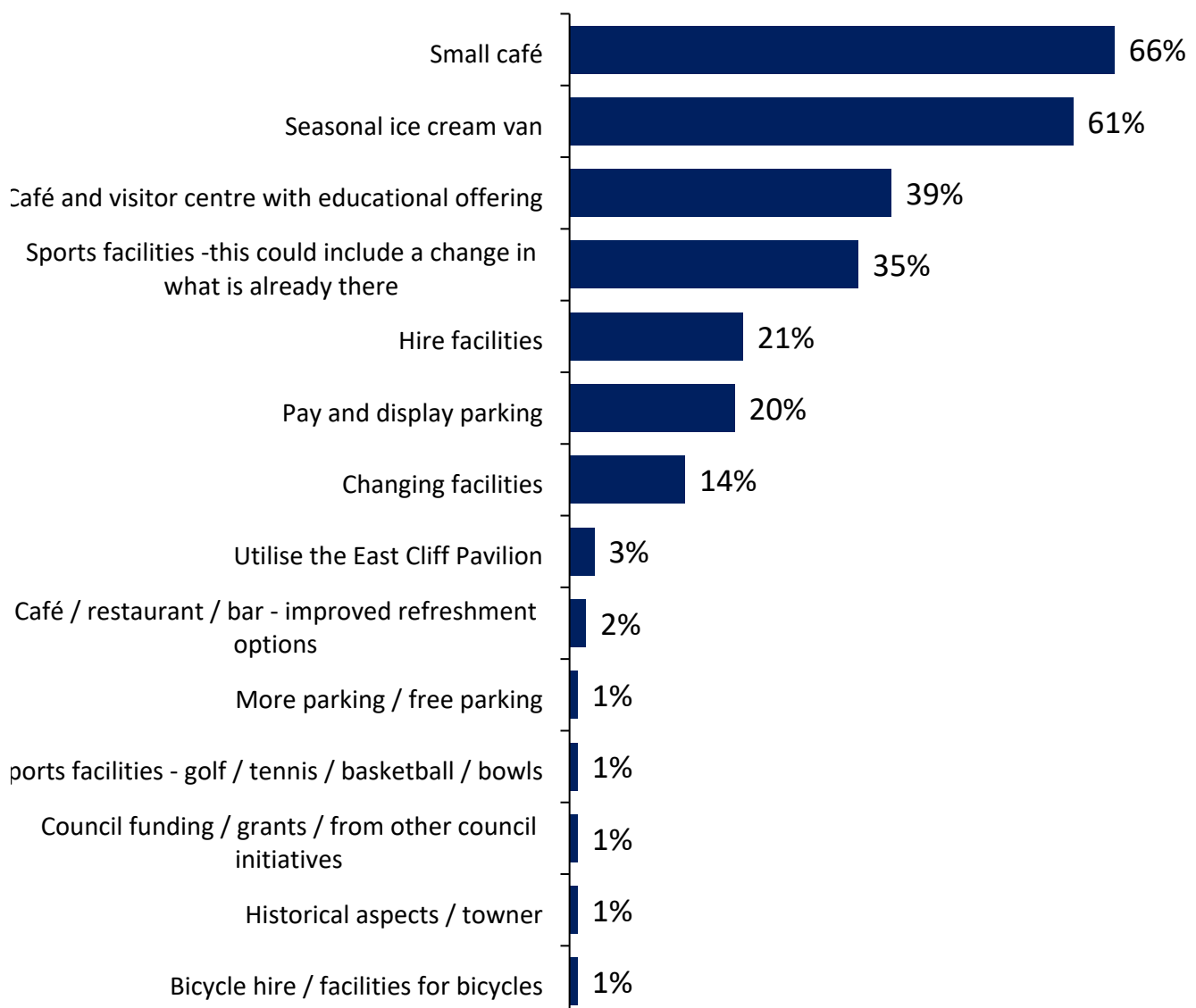
- A higher proportion of consultees aged 18-44 indicated they thought a destination play area (33%) or neighbourhood play area (26%) would be appropriate; reflecting their usage patterns.
- A consistent pattern is observed amongst consultees with children in the household – a higher proportion of consultees with children in the household indicated they thought a destination play area (30%) or neighbourhood play area (26%) would be appropriate.
- A higher proportion of consultees aged 45-54 indicated they thought a local play area with 2-3 pieces of equipment would be appropriate (34%).
- A higher proportion of consultees aged 65 & over indicated they thought a locally equipped play area with 5 pieces of equipment would be appropriate (35%).

LIKELY USE OF POTENTIAL FUTURE FACILITIES

- Consultees were asked to select which facilities they would use in the context of the charity needing to be able to afford improvements and secure the future of existing facilities and raise income. Of the facilities put forward in the questionnaire, consultees indicated they were most likely to use a small café (71% of those answering) and a seasonal ice cream van (66%).
- 42% of those answering indicated they would use a café and visitor centre with educational offering and 37% indicated they would use sports facilities.
- 22% of those answering indicated they would use hire facilities and/or pay and display parking. 15% of those answering indicated they would use changing facilities.

In order for the charity to be able to afford improvements and to secure the future of existing facilities the charity needs to have an income. Please tick those which you would use?

Base: all providing a response (1,163)



There are significant differences in response by demographic group:

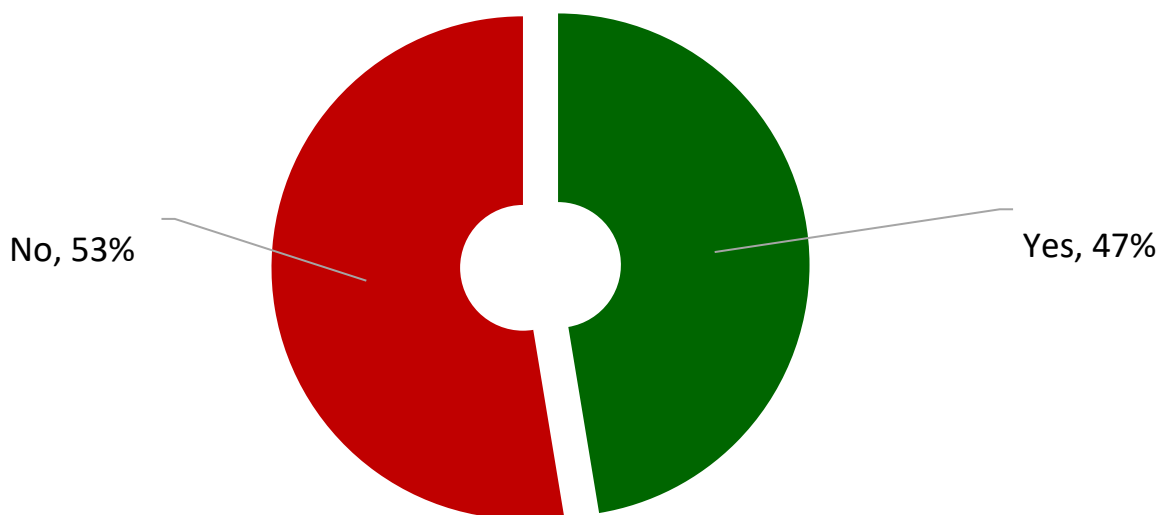
- A higher proportion of consultees aged 18-44 indicated they would use a small café (73%), a seasonal ice cream van (67%), a café and visitor centre with educational offering (43%), sports facilities (44%), hire facilities (27%), pay and display parking (23%) and changing facilities (20%).
- A higher proportion of consultees with children in the household indicated they would use a small café (70%), a seasonal ice cream van (66%), a café and visitor centre with educational offering (43%), sports facilities (42%), hire facilities (25%), pay and display parking (24%) and changing facilities (18%).
- A higher proportion of consultees who live more than 2 miles away from East Cliff indicated they would use a small café (72%).

ACCEPTANCE OF TOTAL SIZE OF SPORTS AREA EXTENDED FOR SPORTS / ACTIVITY PURPOSES

- Views are polarising with 47% of those answering indicating they would accept the total size of the sports area to be extended for sports/activity purposes.
- 53% of those answering indicated they would not accept it.

Would you accept the total size of the sports area to be extended for sports/activity purposes?

Base: all providing a response (1,245)



There are significant differences in response by demographic group:

- A higher proportion of consultees aged 18-44 indicated they would accept the total size of the sports area to be extended for sports / activity purposes (62%) compared to older age groups.

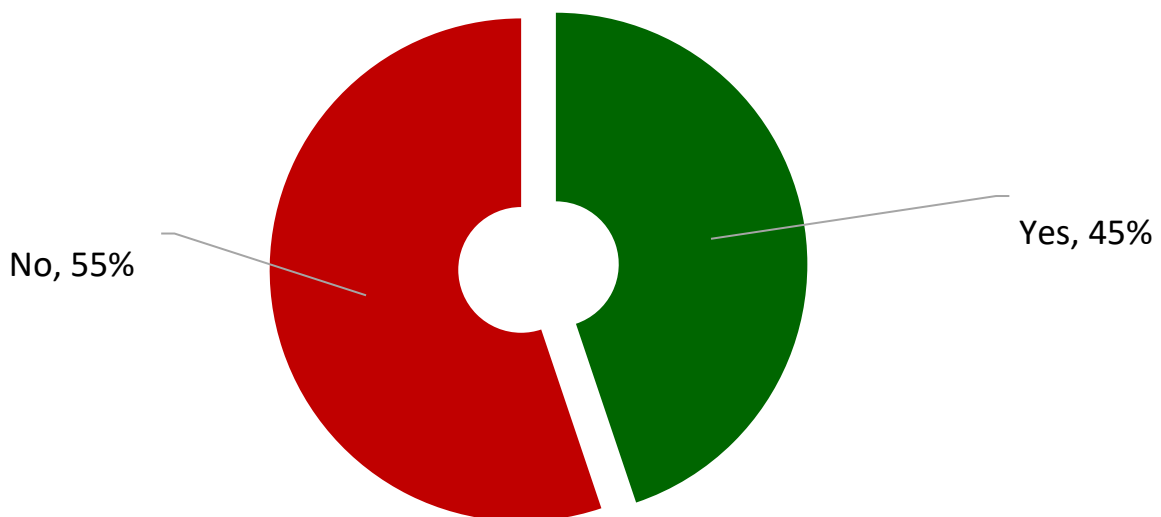
- A higher proportion of consultees with children in the household indicated they would accept the total size of the sports area to be extended for sports / activity purposes (58%).

ACCEPTANCE OF EXPANSION OF ON-SITE CAR PARKING PROVISION TO PREVENT PEOPLE LEAVING VEHICLES ON LOCAL ROADS

- Views are polarising with 45% of those answering indicating they would accept the expansion of on-site car parking provision to prevent people from leaving their vehicles on local roads.
- 55% of those answering indicated they would not accept it.

Would you accept the expansion of on-site car parking provision to prevent people from leaving their vehicles on local roads?

Base: all providing a response (1,238)



There are significant differences in response by demographic group:

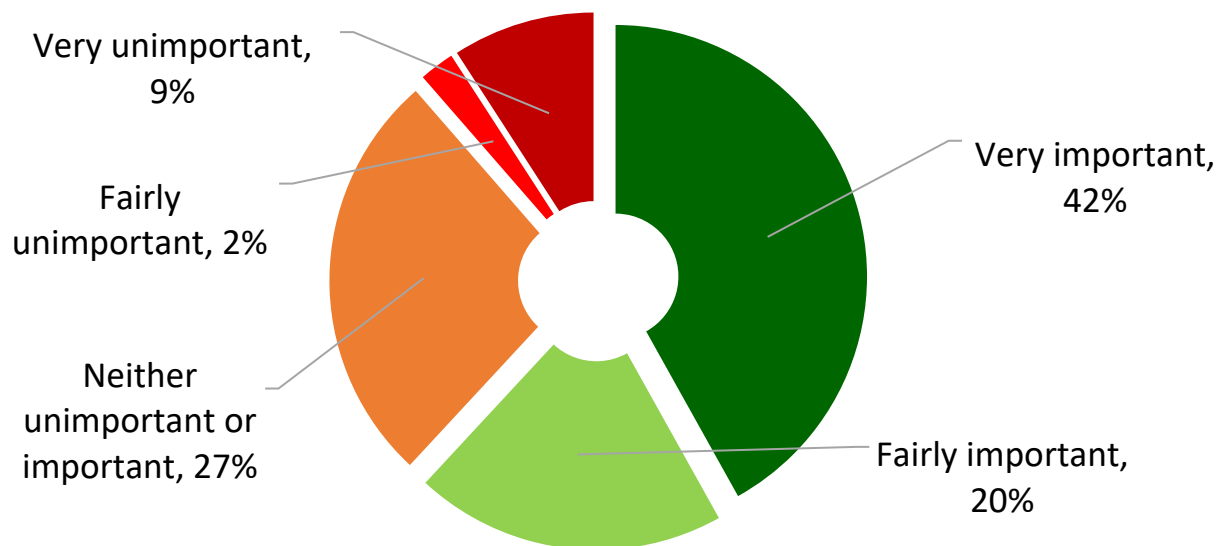
- A higher proportion of consultees aged 18-44 indicated they would accept the expansion of on-site car parking provision to prevent people from leaving their vehicles on local roads (54%) compared to older age groups.
- A higher proportion of consultees with children in the household indicated they would accept the expansion of on-site car parking provision to prevent people from leaving their vehicles on local roads (50%).

IMPORTANCE OF IMPROVEMENTS TO PATHS AND WALKWAYS TO FOLKESTONE HARBOUR, THE TOWN CENTRE AND THE WARREN

- Consultees were asked to rate the importance of improving paths and walkways to the areas of Folkestone harbour, the town centre and the Warren. The online survey and print survey used for this consultation contained differing response codes for this question. The online survey contained a semantic scale of very important, fairly important, neither important nor unimportant, fairly unimportant and very unimportant. The print survey contained a 0-5 scale with 0 marked as very unimportant and 5 marked as very important. For the purpose of analysis, the scales have been matched accordingly and a 3 or 4 rating out of 6 on the online survey has been interpreting as a 'neither important nor unimportant' rating.
- Just under two thirds of those answering (62%) indicated they consider it important to improve future paths and walkways to Folkestone harbour, the town centre and the Warren. 42% indicated they consider it very important.
- 11% of those answering indicated they do not consider it important; 2% consider it very unimportant. 27% indicated they consider it neither unimportant nor important.

Considering East Cliff's position close to Folkestone harbour, the town centre and the Warren, how important is it to you to improve paths and walkways to these areas?

Base: all providing a response (1,105)

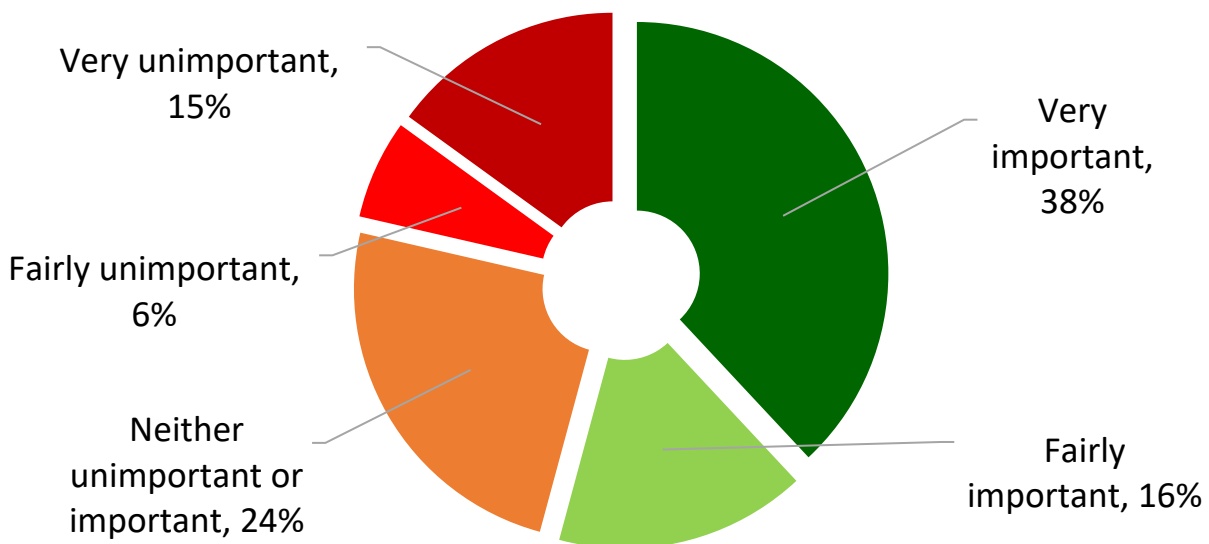


IMPORTANCE OF HERITAGE SITES BEING ACKNOWLEDGED IN FUTURE PLANS

- Consultees were asked to rate the importance of the heritage being acknowledged in future plans. The online survey and print survey used for this consultation contained differing response codes for this question. The online survey contained a semantic scale of very important, fairly important, neither important nor unimportant, fairly unimportant and very unimportant. The print survey contained a 0-5 scale with 0 marked as very unimportant and 5 marked as very important. For the purpose of analysis, the scales have been matched accordingly and a 3 or 4 rating out of 6 on the online survey has been interpreting as a 'neither important nor unimportant' rating.
- Just over half of those answering (54%) indicated they consider it important that the heritage is acknowledged in any future plans. 38% indicated they consider it very important.
- 21% of those answering indicated they do not consider it important; 15% consider it very unimportant. 24% indicated they consider it neither unimportant nor important.

The site has a rich heritage including the Roman remains, how important is it to you that the heritage is acknowledged in any future plans (i.e. theme of play area etc)? (note: no works on site will put the Roman remains at risk).

Base: all providing a response (1,238)



There are significant differences in response by demographic group:

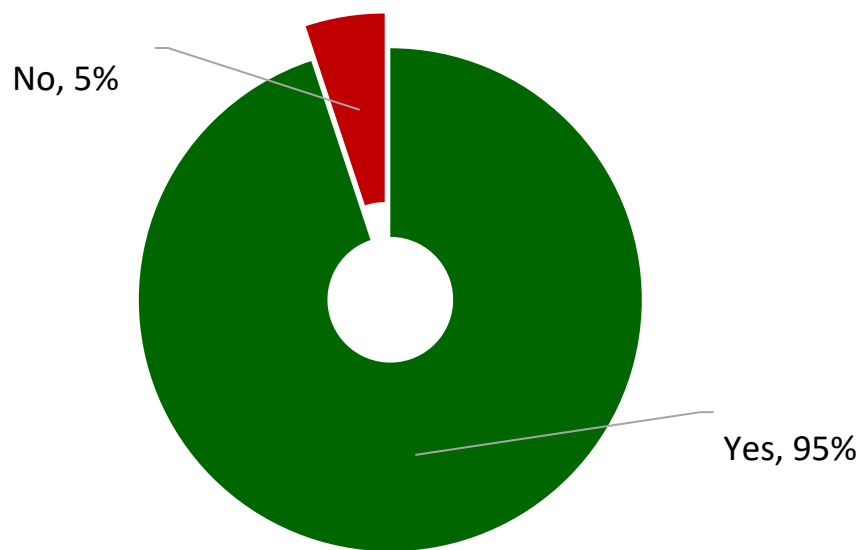
- A higher proportion of consultees aged 65 & over indicated they felt it was important that the heritage is acknowledged in any future plans.

ACCEPTANCE OF PORTION OF OPEN SPACE BEING SET ASIDE TO INCREASE BIODIVERSITY AND ECOLOGY ON SITE THROUGH WILDFLOWER MEADOWS AND PLANTING

- The majority of those answering (95%) indicated they would accept a proportion of the open space being set aside to increase biodiversity and ecology on site through wildflower meadows and planting.
- 5% of those answering indicated they would not accept it.

Would you accept a portion of the open space being set aside to increase biodiversity and ecology on site through wildflower meadows and planting?

Base: all providing a response (1,100)



IDEAS FOR USE OF THE MARTELLO TOWER

- Consultees were given the opportunity to provide suggestions for use of the Martello Tower in their own words. For the purpose of reporting, we have reviewed respondents' comments and have grouped common responses together into themes. These are reported in the table below. 79% of consultees provided a comment at this question.
- A variety of suggestions were put forward but the most common are a café / restaurant / bar / coffee shop / offer of refreshments (36% of those answering), a museum / heritage centre / historical reference facilities (29%) and a visitor centre / tourist information centre (24%).
- 17% suggested a viewing point / platform / look out, 10% suggested an education centre / study and 9% suggested an art gallery / studio / exhibition centre.

The Martello Tower needs considerable money spending on it to secure its future, and the charity is working on securing this. However, use of the Martello Tower is limited because of its design. Do you have any ideas for the use of the tower? Base: all answering (981)

	%
Café / restaurant / bar / coffee shop / refreshments	36%
Museum / heritage centre / historical reference	29%
Visitor centre / tourist information / information centre / open for visitors	24%
Viewing point / platform / look out / observatory	17%
Education centre / study	10%
Art gallery / arts / art studio / exhibition centre	9%
Event space / hire out space / community space	4%
Activity centre - zip lines / organised activities / climbing walls / sports	3%
Just needs some maintenance, nothing more / no development	3%
Holiday let / residence	3%
Focus on wildlife / biodiversity / geology	3%
Tower in need of maintenance with some possible development / usage	2%
Gift shop / souvenirs / small shop	1%
Toilets	1%
Play area for children	1%
Equipment hire / storage	1%
Leave it as it is	3%
Don't know / no ideas	4%

Some example comments from the key suggestions put forward can be found below:

“If possible, take advantage of the views, I'm unsure if it's safe inside but perhaps a coffee/food kiosk in or around the outside with minimal seating to enjoy the view and help fund the Martello's maintenance cost.”

“A small cafe. A community art space for local performers to rehearse in and stage small scale productions.”

“Museum depicting ongoing work in The Warren and information about the Roman Villa and the immense Iron Age settlement pre-history that exists underneath it and the surrounding area.”

“Turn it in to visitor centre telling the history of what it used for and the history around it.”

“A bar, like the champagne bar down the harbour arm. A small coffee house, bakery, ice cream shop, a viewing platform or an information centre, a place to hire equipment, bike hire, deck chair hire, or an art shop.”

“Turn the Martello tower into a cafe, a history experience, public toilets and a shopping experience for tourists. Viewing platform at the top with wine served.”

“Back in the 1980s, the tower was open to visitors. I used to take my daughter there regularly. She and I always enjoyed it. I would like to see the tower used as a visitor centre again. I have visited a Martello Tower in Jaywick, Essex where their Martello Tower is open to the public and offers tourist information on the ground floor and a beautiful art gallery. I appreciate that is an entirely different location , but these towers are iconic and should be used if possible.”

“Being the highest spot on East Cliff, looking into creating an observation platform within the tower - potentially with a nature/educational theme could be a popular attraction. Attractions that actually attract repeat visitors are severely lacking along the whole of the Folkestone seafront.”

“Modern day information centres lots of things to look at or a themed cafe or a teen hang out adventure place.”

ANY OTHER COMMENTS ABOUT EAST CLIFF

- Consultees were given the opportunity to provide any other comments about East Cliff in their own words. For the purpose of reporting, we have reviewed respondents' comments and have grouped common responses together into themes. These are reported in the table below. 60% of consultees provided a comment at this question.
- A variety of comments were made but the most common are references to leave the area as it is / no development / keep area preserved (37%), keep / enjoy the green / open spaces (30%) and it is a beautiful / scenic area (25%).
- 15% commented that they felt limited improvements to the children's play area is needed (15%) and 12% commented that they felt no more car parking was needed. 11% commented that they would predominantly leave facilities as they are but with some minor development / improvement.
- 14% commented that the area is used frequently / important to the locals / community.

If you want to tell us more about East Cliff then please write your comment. Base: all answering (742)

	%
Leave as is / no development / area preserved	37%
Keep / enjoy green / open spaces	30%
Beautiful / scenic area / Warren / beach	25%
Limited improvements to children's play area needed	15%
Use frequently / important for locals / community	14%
No more car parking needed	12%
Predominantly leave as is but with some minor development / improvement acceptable	11%
Well used for walking / running / dog walking	11%
More amenities - café / toilets / benches/seating areas	11%
Brings people together / families / communities	10%
Fresh air / peace & quiet / tranquillity / boost for mental health	9%
Appreciate the flora / fauna / development affects flora & fauna / ecology / biodiversity	7%
Area needs more maintenance / better upkeep	7%
Improved footpaths / trails / better access to beach / cycle paths needed	6%
Do not encourage more visitors / usage / more cars	6%
Appreciate the historical significance	6%

	%
Do not reduce current facilities i.e., bowls, tennis courts	6%
More facilities for dogs / freedom for dogs is important / dog friendly	6%
More development could be unsafe / erosion	5%
Utilise East Cliff pavilion	5%
Should not be a money-making exercise	4%
Improved sporting facilities needed	4%
More parking provision	4%
Improved access from towns / those without public transport	3%
People abuse the area / stricter rules / enforcement	3%
More advertising of facilities / area underused	3%
Do something Martello Tower	3%
Visitor/educational/historical centre could be beneficial	3%

Some example comments from the key comments put forward can be found below:

“Having lived in this area all my life, I am seeing the rest of the coastline of Folkestone to Hythe being built on, please leave this beautiful part of the coastline free of structures so we can appreciate the beauty that is being lost elsewhere. The East Cliff does not need a destination park (there is already the coastal park for my children) and they benefit so much more by going down to the Warren and enjoying the rocks and beach. The beauty of the Warren is how unspoilt it is for locals and it is quiet in contrast to sunny sands and the Harbour areas. Please leave it be.”

“When I was a child we use to park on Jock’s pitch and have picnics, play ball games etc as a whole family. My family still meet there and have family days playing rounders, cricket football. We have picnics as well as lots of other families. Not everyone can afford to pay out all the time. We need to keep some of our open spaces for families to do their traditions. It’s not all about profit. I walk my dog around and over the golf course, up Jocks Pitch and back every day along with many others I see there. The area is already multifunctional it doesn’t need more tarmac to improve it. We LOVE it as it is. Multifunctional without turning another part of our heritage into an eyesore. Folkestone has been ruined enough PLEASE let us have some of our town as it has always been.”

“Wilderness and untouched natural beauty is East Cliff's USP (unique selling proposition) which sets it apart from other seaside destinations and attracts those who truly value and cherish it, both locals and visitors alike. It's unique as there is no other such place along the coast hence why it is important to preserve it as it is with its unspoiled open green space and avoid over-development which will endanger it.”

“Whilst the play area needs updating, the rest of the area should be left alone. Not every part of Folkestone needs to be commercialised. Also at some stage the Pavilion will hopefully be open. East Cliff should certainly not be used as an overflow car park.”

“The open space at East Cliff is one of our most precious community resources. It is a free space which allows multigenerational interaction. Like many, it benefits my physical and mental health. It would be a catastrophic mistake if the council lose this unique space. We do not need more parking or a huge playground. We need the green space to remain so we can continue to use it as a community every day for free in the multiple ways we do. I am not an older member of the community but I constantly see every day how it benefits the older members of our community. Whether that be through physical exercise or mental well-being through social interactions. This space is not only beautiful but is keeping the community in East Cliff and Folkestone healthy. To take this away from this generation and older generations to come would be detrimental to the people of Folkestone who this land was gifted to but also put a greater strain on the health and social services in Folkestone.”

“We love the open space but the play area needs to be expanded and refurbished. It would be great to have a dog free area for picnics and some benches to enjoy the views. Turn 4 tennis courts into all-weather courts so people can play all year round.”

“A great space for families and dog owners to socialise and enjoy the sights. Would be ideal to have a spot of lunch or coffee overlooking the sea after a dog walk along the warren, and the kids can have fun playing on new play equipment. Would also be lovely to watch the sunset with a glass of something.”

“Please do not take away more green space for a car park. There is plenty of local parking and a large car park at the harbour within walking distance of the East Cliff. It is such a nice unspoilt area and it would be such a shame to change this. I agree that the playpark needs updating but that is all, I would like to see the area remain the same beautiful green space.

“The east cliff is extremely important to both myself and was important to my dad. The space holds many fond memories but it does need improvements. I don't want there to be concrete and building slammed down everywhere however a few changes I would like to see is “Increased safety precautions near the cliff edge. Slightly larger playground with better equipment, targeting teens as well as young children. Better parking if relative size (increasing the size of the parking near the Martello tower near the warren entry road) Better looked after toilets.”

“It's a lovely open space, existing facilities could be updated & improved, but retaining the wild spaces is important too. It would be interesting to make a feature of the history of the area within new developments. Footpaths to the beach, harbour & town should be improved/maintained.”

Community Consultation About East Cliff, Folkestone

Please enter your post code here:

1. Do you currently visit East Cliff?

- Yes No

2. What facilities do you currently use at East Cliff? Please tick the ones you use.

- Open space Golf/Putting Public toilets
 Public bowls pitches Private bowls pitches Tennis
 Play area Other (please state)

What stops you from using the facilities at East Cliff?

- Litter Anti-social behaviour Poor condition/layout of the open space
 Accessibility Cost of the sports pitches Lack of play facilities
 Parking Appearance of the whole site Other (please state)
 Public toilet condition/location Travel limitations

3. How satisfied are you with the play areas in East Folkestone?

- Very satisfied Fairly satisfied Neither satisfied or dissatisfied Fairly dissatisfied Very dissatisfied

4. How satisfied are you with the play area at East Cliff?

- Very satisfied Fairly satisfied Neither satisfied or dissatisfied Fairly dissatisfied Very dissatisfied

Community Consultation About East Cliff, Folkestone

5. Please tick all the facilities currently at East Cliff that are important to you as a household?

- Bowls Tennis Golf/Putting
- Open space Public toilets Play area
- Others (please state) _____

6. For your household, what would be an appropriate size play area at East Cliff?

- Local play area – as can be found on site at the moment. Two to three pieces of small equipment targeted at the younger age group. Cost to build approximately £50,000.
- Locally equipped play area – five pieces of equipment, up to twice the size of the current play area. Cost to build approximately £75,000.
- Neighbourhood play area – eight pieces of equipment covering a wider age group, plus opportunity for more expansive play, such as wheeled activities i.e. multi use games area, may provide some accessible play equipment. This would be similar in size to the Southern Way Play Area in Folkestone. Cost to build approximately £150,000.
- Destination play area – eight or more pieces of equipment, will contain some of the following: disability and sensory equipment, multi-use games area, sports activities, gym and fitness equipment. Typically having relevant support services (toilets/café etc). This would be similar in size to the play facilities in Radnor Park, Folkestone. Cost to build minimum approximately £250,000 plus support services.

7. In order for the charity to be able to afford improvements and to secure the future of existing facilities the charity needs to have an income. Please tick those which you would use.

- Small café Seasonal ice cream van Café and visitor centre with educational offering
- Sports facilities* Changing facilities Pay and display parking
- Hire facilities
- Others (please state) _____

* this could include a change to what is already there

Community Consultation About East Cliff, Folkestone

8. Would you accept the total size of the sports area being extended for sports/activity purposes?

Yes

No

9. Would you support the expansion of on-site car parking provision to prevent people from leaving their vehicles on local roads?

Yes

No

10. Considering East Cliff's position close to Folkestone harbour, the town centre and The Warren, how important is it to you to improve paths and walkways to these areas?

Very important

Fairly important

Neither important or unimportant

Fairly unimportant

Very unimportant

11. The site has a rich heritage including the Roman remains, how important is it to you that the heritage is acknowledged in any future plans – i.e. theme of play area etc.? Please note that no works on site will put the Roman remains at risk.

Very important

Fairly important

Neither important or unimportant

Fairly unimportant

Very unimportant

12. Would you accept a portion of the open space being set aside to increase biodiversity and ecology on site through wild flower meadows and planting?

Yes

No

13. The Martello Tower needs considerable money spending on it to secure its future, and the charity is working on securing this. However, use of the Martello Tower is limited because of its design. Do you have any ideas for the use of the tower?

14. If you want to tell us more about East Cliff then please write your comment here.

Community Consultation About East Cliff, Folkestone

Your answers to the following questions help us to make sure that we have captured the views of current and potential users of East Cliff. Any of these questions may be skipped if you are not comfortable answering them.

15. What is your age?

0-17

18-44

45-64

65-80

80+

16. How close do you live to East Cliff?

Within
½ mile

Within
1 mile

Within
2 miles

2-5
miles

5-10
miles

10+
miles

17. What is your average annual household income?

Less than
£20,000

£20,000 -
£40,000

£40,000 -
£80,000

£80,000 +

18. What is your current employment status?

Employed – full time

Employed – part time

Contract/Temporary

Unemployed

Unable to work

Retired

19. How many children or dependants are in your household?

0

1

2-4

4+

20. How many adults are in your household?

0

1

2-4

4+

21. Do you consider yourself or someone in the household to have a disability?

Yes

No

Community Consultation About East Cliff, Folkestone

Please help us with future consultations by indicating where you found out about this East Cliff consultation.

Council website

Newspaper

Social media

Other media

Leaflet through door

Leaflet at East Cliff kiosk

Leaflet from school

Poster on community noticeboard

Thank you for completing this survey. Your views will help the trustees of the Folkestone Parks and Pleasure Grounds Charity to provide facilities at East Cliff which will be popular and well used by residents of all ages as well as visitors.

