



VAPE CHAOS

WE ARE OPEN & COVID SAFE

WE ARE THE GREATEST VAPE SHOP IN FOLKSTONE

WE SEW & RANGINGS AT VERY LOW PRICE

UETTE

WE MADE THAT

PLACE PLAN FOR FOLKESTONE TOWN CENTRE  
APPENDIX 2 - ENGAGEMENT REPORT - REVISION B - 13-12-2021

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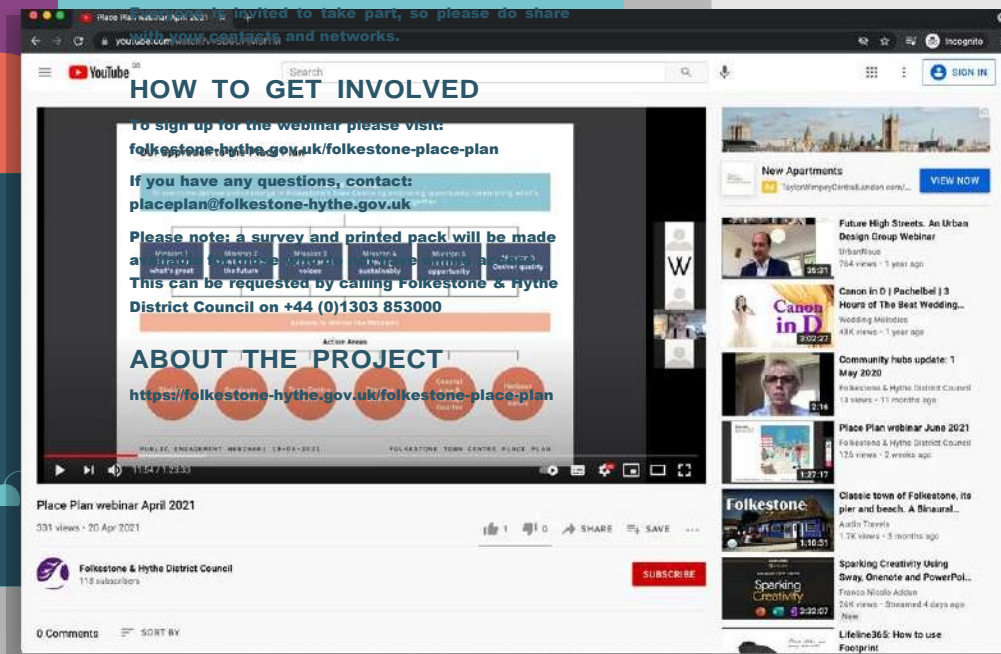
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### Revisions tracker

Rev.	Date	Description
-	07-07-2021	Draft for comment
A	06-08-2021	Revision A issue for Cabinet
B	13-12-2021	Revision B final issue

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1.0  
WHO HAVE WE SPOKEN TO  
AND HOW?



Webinar poster, produced by Studio Oiseau  
Webinar video, Council youtube page

## 1.1

### WHO HAVE WE SPOKEN TO?

#### Engagement overview

##### Overview

The engagement process for the Folkestone Town Centre Place Plan made a commitment to listening to the full spectrum of Folkestone's communities, to ensure that the Place Plan was guided by the views and priorities of strategic and delivery partners, businesses, community stakeholders as well as the wider public, residents and visitors. We Made That held a variety of events and communication methods to ensure a wide range of opinions and voices were captured and presented. Focused workshops, one-to-one conversations, stakeholder meetings, a dedicated website and two public webinars were organised throughout the course of the Place Plan's development. The engagement approach was designed to provide multiple opportunities for interested parties to have their say in shaping the Place Plan, making sure that the team fed back how suggestions had been incorporated as the Place Plan developed.

Due to the circumstances of COVID-19 and government guidelines, all engagement activities were held online. To reach those who were not able to engage digitally, physical posters were placed around the Town Centre to advertise the public webinars and a printed presentation and survey pack could be requested over the phone for those who could not attend the virtual webinars. The dedicated Place Plan section of the Council website was regularly updated with the webinar recordings and content, presentations, notes from workshops and engagement process updates.

This work is only just the beginning and the next steps in the engagement process beyond the production of this Place Plan document have been set out in the Making It Happen section.

##### Who has been engaged

At the beginning of the process, We Made That worked with the Council to identify a list of groups and individuals to engage with: strategic & delivery partners, key stakeholders, community & interest groups, business groups and residents' groups. The team worked to expand the contact list throughout the project, to broaden the reach and include seldom heard groups wherever possible.

A full list of participants who were invited to and took part in engagement activities can be found in the Appendix. To invite Folkestone's communities to take part in the Place Plan process, we spoke to, invited and gathered contacts for 645 individuals and groups, who can be grouped into the following categories:

- Community and voluntary organisations
- Educational institutions
- Council and local ward members
- Strategic stakeholders
- Local businesses, networks and organisations
- Landowners and developers
- Youth groups and networks
- Residents and residents groups
- Equalities groups
- Creative networks and organisations
- Religious groups and institutions
- Heritage and interest groups
- Transport, active travel and environmental networks

Monitoring the equalities data of respondents against the demographics of the area has helped to build a picture of the balance and representation of communities' views. More information can be found in this Appendix.

##### Purpose of this document

The appendix document summarises the engagement process that ran from February - June 2021 and informed the draft Place Plan.

17 workshops and public webinar events

150 surveys and email responses

167 detailed conversations

266 attended public webinar events

459 youtube views

645 contacts compiled

## 1.1

### WHO HAVE WE SPOKEN TO?

#### Summary of organisations and groups

**645 individuals, representatives from groups and organisations have been invited to take part in the engagement process through one-to-one conversations, workshops or public events. At the beginning of the process, We Made That worked with the Council to identify and continued to expand this list throughout the process. The list has been grouped according categories as below.**

##### **Community and voluntary organisations**

- Action on Homelessness
- Custom Folkestone
- East Kent Mediation
- Folkestone Art Trust
- Folkestone Collective
- Folkestone Music Town
- Folkestone Samaritans
- Folkestone Womens Forum
- Forward Trust
- Folkestone Flower Power
- Friends of Folkestone Museum
- HEART (HEritage & ARTs Tourism) Forum
- Kent Food Hubs CIC
- Kent Refugee Action Network (KRAN)
- Lions Club
- National Probation Service SE Kent Offender Management Unit
- Pavement Pounders CIC
- Porchlight
- Rainbow Centre
- Rough Sleeper Initiative
- Safe Haven
- Salvation Army
- Seaview Studio
- Serveco
- Strange Cargo
- TEDx Folkestone Curator
- Touch Base Care
- We are with you

##### **Residents and residents groups**

- AFRA
- Aspen House Leaseholders Alliance
- Bayle Residents Association
- The Association of Residents in the Grand (AORG)
- The Leas Residents Association

##### **Educational institutions and youth networks**

- Schools including; All Souls, Bodsham, Brenzett, Brockhill, Brookland, Castle Hill, Cheriton, Christ Church, Churchill, Dymchurch, Folkestone Academy, Folkestone School for Girls Grammar, Greatstone, Harcourt, Harvey Grammar, Hawkinge, Hythe Bay, Lydd, Lyminge, Lypne, Marsh Academy, Morehall Primary, Mundella, Palmarsh, Saltwood. Sandgate, Seabrook, Sellindge, Selsted, St Augustines, St Eanswythe's, St Martins, St Nicholas, St Peter's, Stella Maris, Stelling Minnis, Stowting, Turner Free School
- Folkestone College, including The Edge
- Turner Schools Group, including Turner Academy
- East Kent College Group
- Kent Adult Education

##### **Council and local ward members**

- CLT (Leadership Team)
- Council Members and Council Officers
- Creative Quarter Regeneration Steering Group
- Folkestone Town Council
- Kent County Council
- Officers Working Group
- Scrutiny Committee
- Town Centre Working Group

##### **Landowners and developers**

- Barton Willmore
- David Hicken Associates
- Ellandi
- IDC Develop
- Leas Pavilion
- MPL Group
- Pentland Homes
- Radnor Estate
- Trinity Capital Limited

##### **Strategic stakeholders**

- Folkestone Harbour
- Folkestone Town Team
- F&H Tourism Board
- Head of Primary Care Estate, East Kent
- Homes England
- Hotel & Catering Assoc
- Kent & Medway Economic Partnership (KMEP)
- Kent Libraries
- Kent Police
- Leas Lift CIC
- Otterpool Park LLP
- Stand House
- Shepway Sports Trust
- SAGA
- Seafront Development Company
- Sothebys
- The Roger De Haan Charitable Trust

##### **Local businesses, networks and organisations**

- Business Advisory Board
- Chaos Cards
- FIRRIG
- Grace Hill Studios
- Great4 Accolade
- Local Housing Group
- Locate in Kent
- L&B Restaurants
- Retail Inspired
- Richardson & Richardson
- Space
- The Chambers
- Visit Kent

##### **Transport, active travel, sport and environmental networks**

- Cycling UK
- Click to Cycle
- Cycle Shepway
- Folkestone Rugby Club
- Network Rail
- Shepway Sports Trust
- SPOKES; East Kent Cycling Campaign
- Stagecoach
- White Cliffs Community Rail Partnership

##### **Creative networks and organisations**

- Academy FM/Folkelife
- Black Wood Bayne
- Creative Quarter Strategic Regeneration Group
- Creative Folkestone
- East Cliff Creatives
- Folkestone Festivals
- Folkestone Fringe
- Guy Hollaway Studios
- Harbour Arm Curator
- Hoi Design
- Pillory Barn
- Remembrance Line Association Ltd
- Salt Design
- Screen South
- Seijo Associates
- The Assembly Line
- Urban Room

##### **Heritage, religious and interest groups**

- Central Gardens Residents' Association
- Community Liaison for Folkestone's parish church
- Finding Eanswythe group
- Folkestone Research & Archaeology Group (FRAG)
- Friends of Cheriton Road cemetery
- Friends of the Leas Pavilion
- Folkestone Roads Review
- Folkestone & District Local History Society
- Folkestone Local History
- Folkestone Museum
- Go Folkestone
- Local historians
- South Kent Community Church
- St Mary's Folkestone
- The Shorncliffe Trust

Those invited for the Licensing Workshops will be published on the Council website.



# 1.3 HOW HAVE WE ENGAGED?

## Engagement activities

### Impact in numbers: one-to-ones & workshops

- 46 one-to-one conversations
- 15 virtual workshops to discuss priorities and ambitions, including young people
- 96 invited to workshop events
- 121 workshop participants; residents, community groups, businesses and stakeholders, including 17 school students

### One-to-one conversations, February to April 2021

Conversations were held with stakeholders who had previously expressed interest to the Council in being involved in the Place Plan and were aimed at understanding priorities and interest in attending workshops. Conversations were held using telephone or virtual video conferencing software such as Zoom.

### Digital workshops, February and March 2021

#### A. Workshops with stakeholders

Four themed workshops were held with stakeholders as an opportunity for a detailed discussion over priorities and ambitions for the Place Plan. The presentation included key findings from the appraisal work and research so far. A series of questions were posed to prompt discussion about the Town Centre, according to the theme of the workshop:

1. Community & Culture
2. Places, Heritage & Revitalisation
3. Business & Skills
4. Transport, Active Travel & Leisure

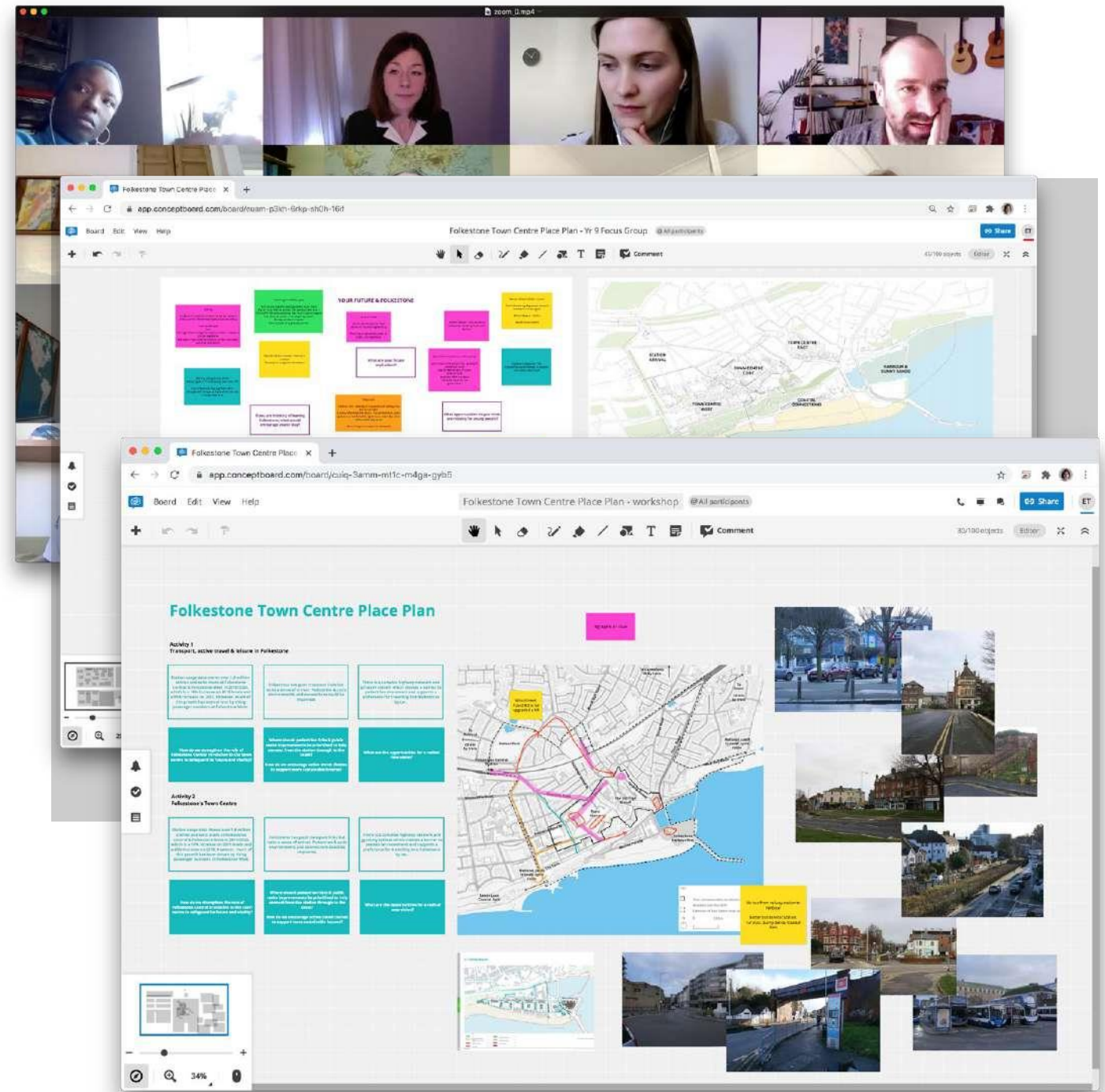
Feedback was incorporated into the development of emerging ideas and was reflected at the public webinars.

#### B. Targeted youth outreach sessions

As the project developed, we committed to holding three additional workshops with Year 5, Year 9 and Year 12 students from Morehall Primary and Folkestone Academy. Through this, we have started to understand more about what would attract young people to live, work and stay in Folkestone. The team worked with the Council to develop a schools contact list who were kept informed about the public events. Representatives from school institutions and educational groups were also a part of the stakeholder workshops.

#### C. Strategic stakeholder workshops

Nine workshops have been held over the course of the Place Plan project development, giving strategic and delivery partners a chance to feed back on the developing Place Plan. These included the Town Centre Working Group, All Members, Officers Working Group, Creative Quarter Regeneration Steering Group, Scrutiny Committee, CLT (Leadership Team), Council and project team Officers.



Workshop material produced using Conceptboard, digital transport workshop and Year 9 focus group

# 1.3 HOW HAVE WE ENGAGED?

**Impact in numbers: public webinars**

95 survey results  
266 attendees  
322 questions asked

**Impact in numbers: website & social media**

2 FAQ notes updated after the public webinars  
459 youtube video views of webinars  
1951 website views  
37,356 social media reach

**Public webinars, April and June 2021**

Two public webinars were held using Zoom to discuss the emerging Place Plan, share views and ask questions. The first webinar in April was aimed at discussing priorities and vision. The second webinar event in June reflected back insight gathered from the first webinar and presented opportunities and actions that were informed by the research and engagement process.

A survey was launched so that if anyone couldn't make the webinar live they could still get involved. A survey and printed pack was made available for those who did not have online access.

The webinars were broadcast through the Council blog and press release, stakeholders platforms and social networking sites. A physical flyer was also disseminated and emails were sent to the contact list gathered throughout the process. The feedback received at the webinars and through the online surveys helped to shape the final Place Plan.

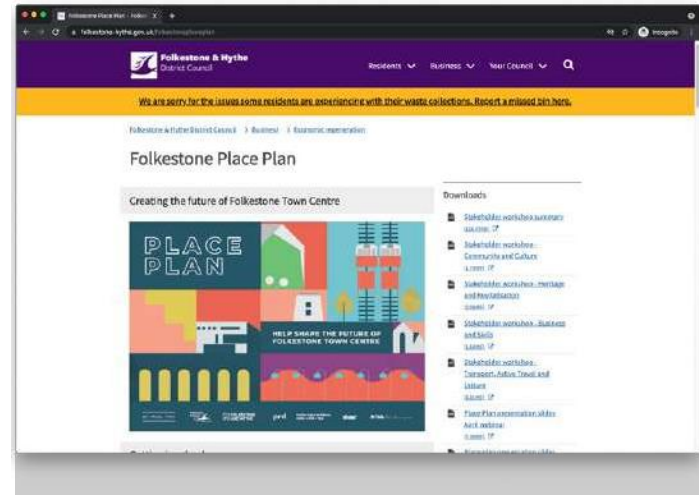
**Project website, ongoing**

A project page was hosted on the Council's website and led by the Council's communications team. The website provided accessible feedback in the form of project information, regular progress updates, contact information and engagement event invitations. Content and surveys from the public webinars were also uploaded. The website will continue to be updated to record project development: <https://www.folkestone-hythe.gov.uk/folkestone-place-plan>.

**Social media and email communication**

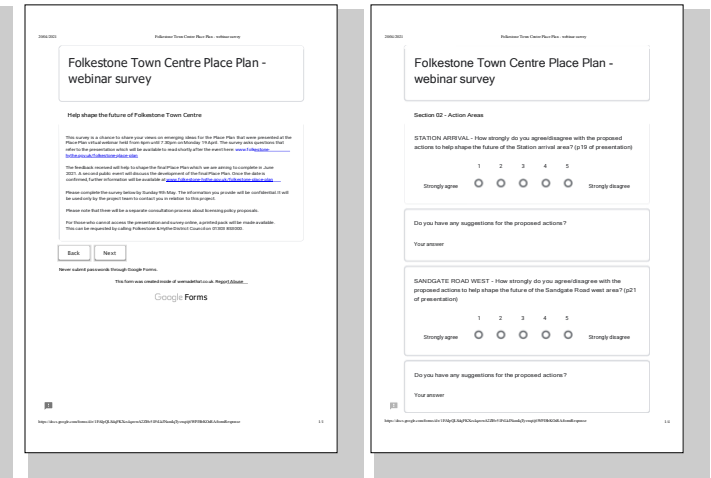
The Council and design team's social media platforms including Facebook, Twitter, Youtube were used to broadcast about public events and create opportunities for local people to share ideas. Members of the public could email or telephone the We Made That design team directly or through the specifically created Place Plan Council email address during the engagement period. All correspondence was logged and fed into developing proposals wherever possible.

Please see the Appendix for further details on the engagement process.

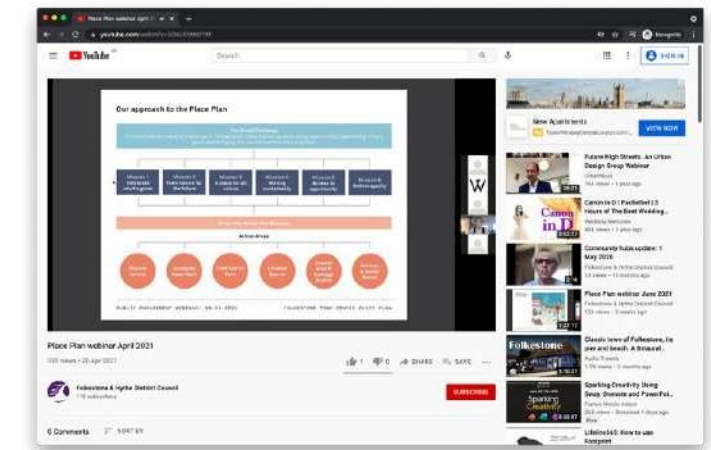


**D. Non-digital engagement our outreach**

- Local press release providing Place Plan overview and how to get involved
  - Firm appointed to deliver town centre place plan (January 2021): (Deprecated)
  - Help shape the future of Folkestone town centre (date unknown but presumably late March/early April): <https://www.folkestone-hythe.gov.uk/news/article/29/help-shape-the-future-of-folkestone-town-centre>
  - Share your views on the future of Folkestone towncentre (April 2021):
  - Have your say as Place Plan takes shape (date unknown but presumably early June 2021): (Deprecated)
  - Opportunity to comment on the draft Folkestone Town Centre Place Plan (August 2021): (Deprecated)
- Place Plan overview and how to get involved included in May edition of council publication of Your District Today (issued via postage to all resident addresses in the district)
- Posters advertising key events posted in key locations including local supermarket noticeboards
- Place Plan overview included in MyFolkestone Summer '21 publication (double page spread)



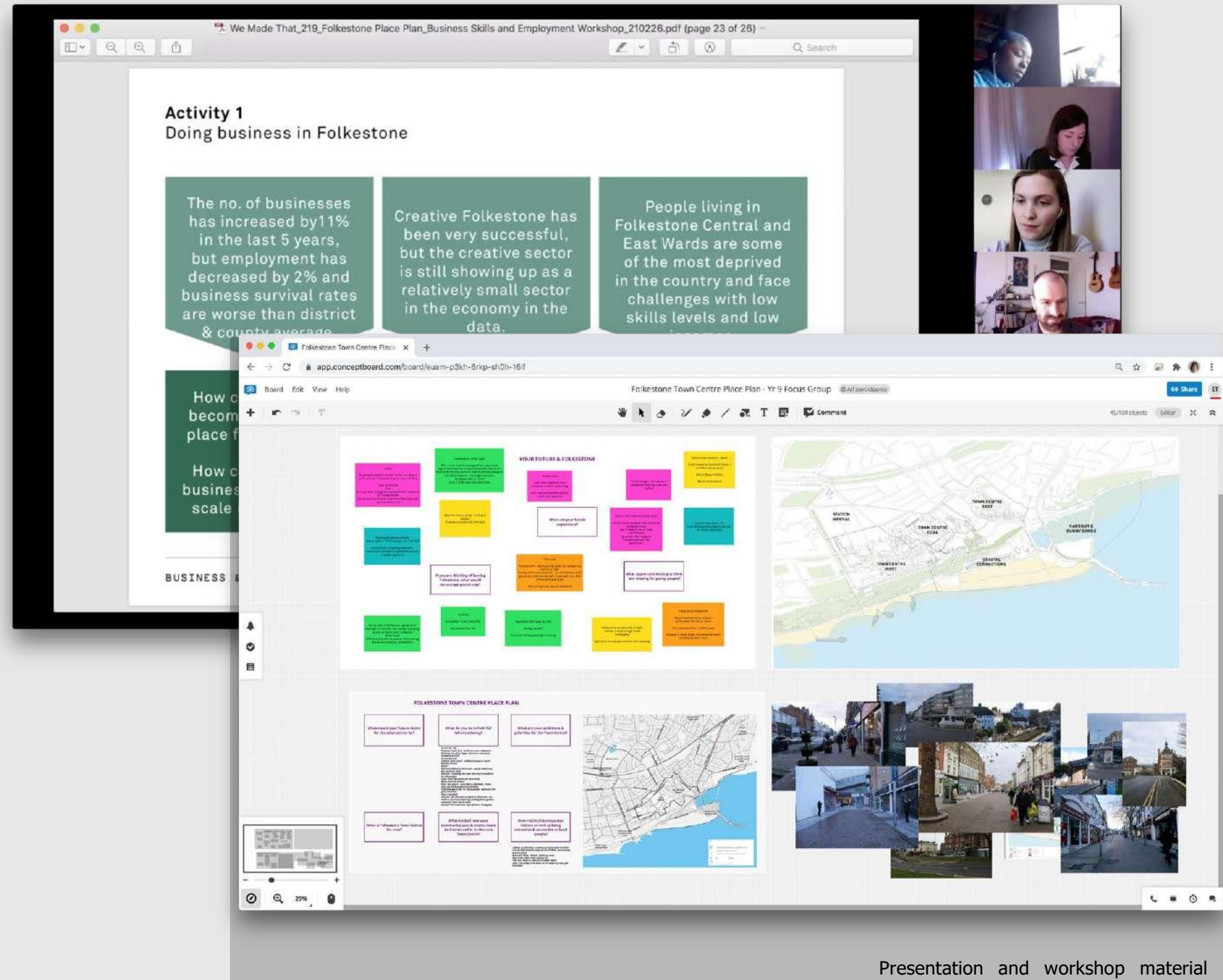
Survey to accompany webinar presentation



Recording of webinar event, FHDC youtube page



## 2.0 STAKEHOLDER CONVERSATIONS



Presentation and workshop material produced using Conceptboard during themed workshops

## 2.1 ONE-TO-ONE CONVERSATIONS

Conversations were held using telephone or virtual video conferencing with stakeholders who had previously expressed interest in being involved. The aim was to understand strategic priorities and ambitions and interest in attending future workshops.

**Detailed one-to-one conversations have been held with representatives from the following organisations and groups:**

- Black Wood Bayne & Seijo Associates
- Creative Quarter Strategic Regeneration Group
- East Cliff Creatives
- FIRRG
- The Leas Resident's Association (TLRA)
- The Workshop
- Business Advisory Board
- Stagecoach
- Creative Folkestone
- Cycling UK
- EKC Group
- Ellandi
- F51 skatepark
- Council stakeholders
- Folkestone College
- Folkestone Town Council
- HEART (HEritage & ARts Tourism) Forum
- Folkestone & District Local History Society
- High Street Fund applicants
- Kent County Council
- MPL Group
- Otterpool Park LLP
- Pillory Barn
- Radnor Estate representative
- SAGA
- Folkestone Harbour Arm
- Folkestone Fringe
- Stand House
- The Assembly Line
- Seafront Development Company/The Roger De Haan Charitable Trust
- Touch Base Care
- Turner Academy
- Turner Schools
- Urban Room

## 2.2 STAKEHOLDER WORKSHOPS

### Stakeholder themed workshops

Held in February and March 2021 over Zoom, four themed workshops were held with stakeholders as an opportunity for a detailed discussion over priorities and ambitions for the Place Plan.

#### **1. Business, skills & employment workshop 26th February 2021**

This workshop focused on 'doing business in Folkestone' – how can Folkestone become an attractive place for businesses to stay and scale?

Key highlights and priorities:

- Investment is important to improve the visual appearance of the core town centre area.
- Size of units and flexibility of leases are a particular challenge.
- An independent body or champion could help better support Folkestone's business' to scale and enhance their role in the town centre.
- The town centre is disjointed, despite many assets being close together, and connections should link the station through to the seafront.
- The Folca building presents a great opportunity as an anchor to the town centre, defining new uses and public realm.
- Investing & engaging with Folkestone's young people is really important - a chance to engage more closely with residents in eastern areas.

Groups who were invited:

- Kent County Council; Economic Development
- Hotel & Catering Association
- Folkestone Town Team
- Locate in Kent
- The Assembly Line
- Folkestone Harbour Arm
- Stand House
- Folkestone Fringe
- Folkestone College & East Kent College Group
- Business Advisory Board
- FIRRG
- The Leas Resident's Association (TLRA)
- High Street Fund applicants; Chaos Cards, Space, L&B Restaurants, Richardson & Richardson, The Chambers, Grace Hill Studios
- Town Centre Animator
- The Workshop
- Kent & Medway Economic Partnership (KMEP)

#### **2. Community & culture workshop 5th March 2021**

This workshop focused on how to support new community uses and activities into the core town centre area, to encourage visitors whilst making sure that this offer is also attractive and accessible to local people.

Key highlights and priorities:

- The current education, skills training and business support offer could be better linked up & promoted. Partnerships with colleges should be encouraged. A forum, physical high street hub or skills exchange could help make this visible.
- Supporting a more holistic offer that extends into the core town centre area will support Folkestone becoming a location for a family day out.
- Sunny Sands, the coastline and water-sports offer are important to local people as well as an attractive offer for visitors.
- The experiential offer could be broadened in the long term to include music and market events to activate the town centre
- Considering the Town Centre as a whole is crucial, to address the perceived east-west divide.
- Re-thinking property in the Town Centre through a different approach to uses & leases.
- Careful consideration of timings and the location of evening animation is important.
- The stark contrast between new developments & the most deprived communities is a challenge that must be tackled.
- There is consensus that the town centre doesn't encourage spending time, and that new uses could be focused around community, leisure and business support.
- The seafront development divides opinion. It is agreed that whilst this investment offers a great & positive opportunity, it must also be used to improve Folkestone for everyone. Some communities feel excluded & disconnected.

Groups who were invited:

- Kent Police
- Porchlight
- Safe Haven
- Folkestone Rough Sleeper Initiative
- Folkestone Music Town - Music Board
- Rainbow Centre
- Pillory Barn
- Folkestone Town Council & Town Council Members
- Creative Folkestone
- East Cliff Creatives
- TEDx Folkestone Curator
- Kent Adult Education for the Folkestone area
- Action on Homelessness
- Serveco
- East Kent Mediation
- Salvation Army
- Forward Trust
- We are with you
- Kent County Council; Adult Social Care
- HEART (Heritage and Arts Tourism) Forum
- Go Folkestone
- Otterpool Park LLP
- Folkestone Flower Power
- The Leas Residents Association
- Alliance of Folkestone Residents Associations, (AFRA)
- Remembrance Line Association Ltd
- Community liaison for Folkestone's parish church
- Strange Cargo
- Friends of Folkestone Museum
- Central Gardens Residents' Association
- The Bayle Residents Association

## 2.2

### STAKEHOLDER WORKSHOPS

#### **3. Places, Heritage & Revitalisation workshop 8th March 2021**

This workshop focused on Folkestone's space and places – how can we make the most of Folkestone's abundant assets to attract visitors whilst making sure that this offer also improves the lives of current residents.

Key highlights and priorities:

- There should be a long term vision for heritage & tourist assets which are currently disconnected. The Church of St Mary & St Eanswythe is a significant community & heritage landmark.
- Supporting local communities and creation of local jobs is key. The focus should not just be on new residents and visitors.
- The Town Centre lacks a civic heart, open and public space of significant size. There are specific places that could be improved
- Bouverie Place is doing well but there is a trend of declining retail demand, exacerbated by a long high street leading to issues with empty shops.
- Development in the town centre could include affordable or intergenerational living.
- The pandemic offers a chance to attract people to live and work in Folkestone, particularly due to the easy access to London. Flexible work space in the town centre could be provided to support this.
- The Otterpool development presents a great opportunity but must also be integrated with plans for the Town Centre.
- There is a perception that the creative industry ends in the creative quarter and is separate from the rest of the Town Centre, but it is an important part of attracting people to Folkestone year-round.
- The topography of the town is a challenge. The Leas Lift is important and could be accompanied by a contemporary additional offer to connect the town centre to the coast.

Groups who were invited:

- Kent County Council; Strategic Planning & Policy
- Homes England
- Sunflower House
- Friends of the Leas Pavilion
- Otterpool Park LLP
- Alliance of Folkestone Residents Associations
- Shepway Sports Trust
- Leas Lift CIC
- Stand House
- F51 skatepark
- Guy Hollaway Architects
- Ellandi
- Primary Care Estate, East Kent, Clinical Commissioning Group (CCG)
- David Hicken Associates
- Trinity Capital Limited
- HEART (Heritage and Arts Tourism) Forum
- The Friends of St Mary and St Eanswythe
- Go Folkestone
- Rotary Club
- Folkestone Roads Review
- Barton Willmore
- Radnor Estate
- MPL Group
- Leas Pavilion
- Friends of the Leas Pavillion
- SAGA
- Folkestone Museum
- Folkestone Town Council

#### **4. Transport, Active Travel & Leisure workshop 4th March 2021**

This workshop focused on discussing the opportunities for a radical new vision for Folkestone's transport infrastructure as well as how to support active travel choices supporting more sustainable futures.

Key highlights and priorities:

- Arrival into Folkestone by all modes of transport is not visually appealing and needs addressing.
- The ring road, lack of bus routes and changing topography are particular challenges that mean that people are deterred from travelling from the coast into the Town Centre. Walking & cycling connections should be improved.
- A vision for rest of town centre and making bold infrastructure changes will help to reconnect the harbour to rest of core town centre.
- The Place Plan needs simple messages that are easily accessible.
- Parking is an issue and a concern. Low carbon options could be encouraged as part of a visitor offer.
- The ring road is a particular challenge that needs addressing. This should be re-imagined, along with the Saga building and bus station.
- There is little good quality hotel accommodation in the core town centre. The new F51 skatepark offers an opportunity to rethink the hotel offer and tie in with other events.

Groups who were invited:

- Folkestone Road Review
- Aspen House Leaseholders Alliance
- Shepway Sports Trust
- Visit Kent
- Kent County Council; Growth Environment
- Kent County Council; Transport & Highways
- Stagecoach
- SPOKES; East Kent Cycling Campaign
- Click to Cycle
- Cycle Shepway
- Network Rail

**Other groups included in one-to-one conversations:**

- Folkestone & District Local History Society
- Strategy & Policy Senior Specialist, Folkestone & Hythe District Council
- Cycling UK
- Folkestone Harbour and Seafront Development Company/The Roger De Haan Charitable Trust
- Turner Schools

## 2.2 STAKEHOLDER WORKSHOPS

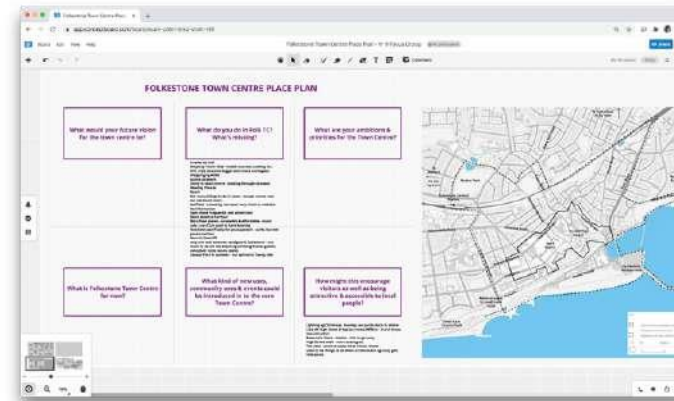
### Youth focus groups

As the project developed, the team committed to holding three additional workshops with 17 students from Year 5, Year 9 and Year 12 from Morehall Primary and Folkestone Academy.

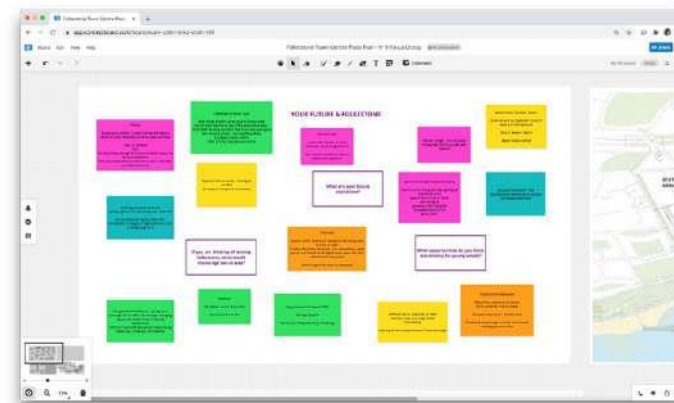
The focus groups were aimed at discussing young people's vision for the town centre, strengths and opportunities of town centre uses and aspirations for the future. This prompted a discussion about future opportunities to stay in Folkestone. Conceptboard was used to guide the session virtually.

Key highlights and priorities:

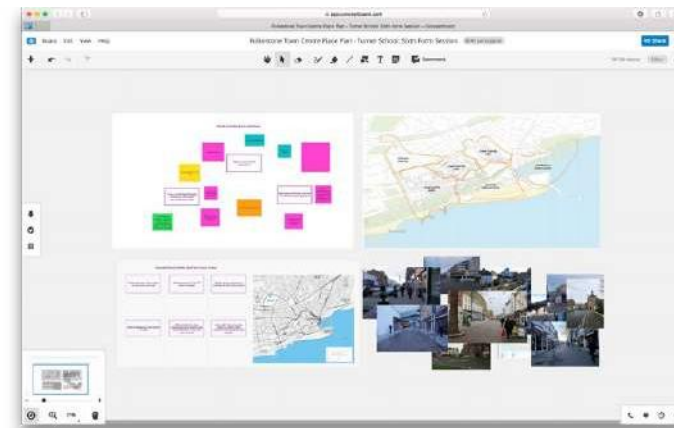
- Lack of facilities to study law, businesses, accounting and finance
- Many students want to leave Folkestone and feel as though there is nothing to return to
- A common theme is that there's nothing to do in the town centre; food, drink and retail offer is not catered to young people and is overpriced. Young people are discouraged from spending time in the public realm
- Cost of travel deters sixth formers from travelling to London. Ashford and Canterbury are popular locations to travel to
- The town centre needs a better and more varied leisure offer, activity centres and supervised indoor activities eg mini golf
- The watersports offer is not good and there was a request for somewhere to hire paddle boards
- Swimming pool is run down
- Some of the girls felt that skating is only for boys
- The bus to Rye is an easier and more appealing trip to the beach than Sunny Sands
- It was felt that from 13+, opportunities/activities for young people decreased
- The Warren is a popular beach
- Payers Park is seen as an intimidating space
- The roads are too busy to use the bicycle. The coastal route is popular in the summer
- Ideas included a music cafe for young people, a library space or expansion of the Shepway Youth hub and leisure activities in the Eastcliff area
- Youth outreach from Creative Folkestone is aimed at younger children and parents



↑ Snapshot from the Year 9 focus group



↑ Snapshot from the Year 9 focus group



↑ Snapshot from the sixth form session

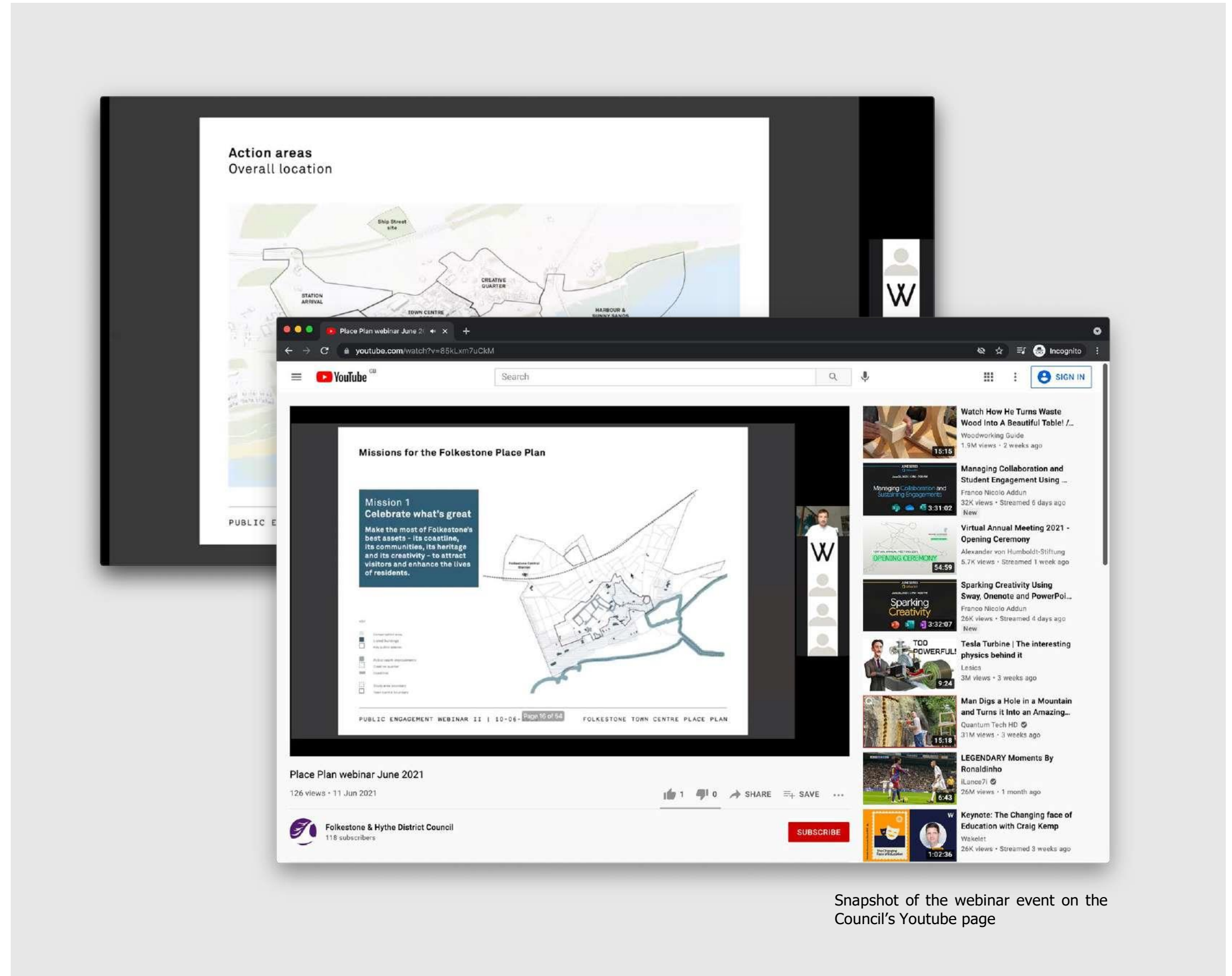
### Strategic stakeholder workshops

Nine workshops have been held over the course of the Place Plan project development, giving strategic and delivery partners a chance to feed back on the developing Place Plan. These included:

- All Members
- Officers Working Group
- Town Centre Working Group
- Officers Working Group
- Creative Quarter Regeneration Steering Group
- Scrutiny Committee
- CLT (Leadership Team)

Further workshops will follow on the draft Place Plan.

### 3.0 WIDER PUBLIC ENGAGEMENT



Snapshot of the webinar event on the Council's Youtube page

## Summary

**What**

Public webinar event to discuss the emerging Place Plan, share views and ask questions, aimed at discussing priorities and vision. An opportunity for wider public to feedback and questioning.

**Who**

— General public and stakeholders

**When**

— April 19th 2021, 6-7.30pm

**How and where**

— Held using zoom  
 — Tickets booked through Eventbrite  
 — Emails sent to all contacts gathered through the mapping exercise  
 — Advertised through Council and We Made That social media channels  
 — Physical poster designed by local graphic designer and distributed in town centre

**Agenda**

1. Welcome & introductions (10 min)
2. Programme overview & work so far (10 min)
3. Introduction to the Place Plan & Missions (10 min)
4. Place Plan & Missions Q&A (15 min)
5. Presentation of Action Areas (15 min)
6. Action Areas Q&A (15 min)
7. Next steps & questions (15 min)

**Next steps**

— Survey launched using google forms  
 — Printed survey and presentation slides available for those without online access  
 — Video recording posted on Council youtube  
 — Content uploaded to website  
 — FAQ note published on the website

## Frequently asked questions

**How have the stakeholders been selected for the engagement?**

At the beginning of the process, We Made That worked with the council to identify a list of groups and individuals to engage with: strategic & delivery partners, key stakeholders, community & interest groups, business groups and residents' groups.

We Made That held a series of focused workshops and one-to-one conversations over February and March. This has included over 86 members of the local community, representing 16 different groups and stakeholder parties. The invited groups and presentations from each of the workshops are available to download on the place webpage, along with a text summary from each workshop.

An online survey has also been undertaken, the results of which will be made available shortly. The team asked for contact recommendations during these conversations. If you think there are groups or individuals you think we should be including please let us know using this email [place\\_plan@folkestone-hythe.gov.uk](mailto:place_plan@folkestone-hythe.gov.uk)

**How has the study area been defined?**

The Town Centre boundary is defined in the Adopted Local Plan 2020. The brief for the Place Plan is to focus on the town centre, and the team has defined a wider area of context that is also important to consider. We have made various adjustments to this in response to stakeholder feedback, and welcome any further comments.

**How has the data been gathered and analysed?**

To determine the key findings, the team has worked together with the council to gather data from council resources and publicly available data, such as ONS. The ongoing engagement process has fed into the more qualitative analysis. The team has looked at pre-pandemic statistics and studies and we can make judgements about what the impact of the pandemic has been in the last year.

New data has emerged over the last year in relation to information on claimant counts, furlough scheme take-up and business closure, for example. The team has also undertaken a detailed process of review of pre-existing studies and evidence, to avoid duplication of work and make best use of existing resources.

**How are we considering existing and ongoing developments in Folkestone?**

The team is working with the council to make sure we integrate project proposals with current developments and future plans where possible.

It is not the intention that the Place Plan becomes adopted planning policy, although aspects of the place plan may lead to policy in the future. The purpose of the Place Plan is to direct regeneration for Folkestone that will influence development as it comes forward. The seafront development represents an opportunity to bring new residents to the town, who will frequent the town centre. This should be seen as an opportunity, though it does mean that the future 'offer' of the town centre needs careful consideration to avoid competing with, or being left behind by new development.

Folkestone Town Centre will remain the primary centre for the District. Whilst the Otterpool Park proposals include a new centre for the development, it is anticipated that residents will still travel into Folkestone, and as such the development will support additional footfall in Folkestone's town centre.

**What is the role of the Night Time Industries Association?**

The Night Time Industries Association have been specifically commissioned to review the District's licensing policy. This work will be subject to specific workshops and onwards statutory public consultation.

**What are the timescales for the Place Plan?**

The originally intended deadline for the Place Plan was June 2021. The team has been asked to undertake some additional engagement with members and F&HDC officers, and as a result we are now working towards a July target for completion.

**How will the projects be funded?**

At the moment there isn't a specific delivery budget but there are opportunities to secure funding to support some of the ideas. The Place Plan sets out to help external parties to determine where they can contribute, to leverage private funding so that regeneration is not reliant on the council to fund and deliver. Central government funding, such as the Levelling Up Fund could also be relevant. The Place Plan provides an opportunity to have a 'shopping list' to guide activity and put Folkestone in a better position secure funding such as this.

**How will we ensure the Place Plan caters to local residents?**

The intention is that the proposals will enhance the lives of all of Folkestone's residents. Better access to the coast and to the Town Centre are amongst the opportunities that residents have reported to value the most, as well as a variety of offer that aims to cater to people of all ages and incomes.

Our engagement process to date has been focused around allowing local residents to tell us what their priorities are and where they would like to see investment. The Place Plan proposals to date reflect this feedback, and we welcome further inputs via [placeplan@folkestone-hythe.gov.uk](mailto:placeplan@folkestone-hythe.gov.uk)

**What is our approach to the inclusion of young people?**

The team have been engaging directly through schools groups, several of those have taken place so far. Through this, we have started to understand more about what would attract young people to live, work and stay in Folkestone. The inclusion of young people is specifically addressed under the missions 'A Place for All Voices' and 'Access to Opportunity'.

## 3.1 VIRTUAL WEBINAR 1

### **What types of uses are we proposing in the town centre?**

It is clear that we can no longer rely on retail alone to attract people to town centres, including Folkestone. The team is considering a wider range of other potential uses including workspace, civic and community space, healthcare, leisure and residential uses.

It is worth pointing out that recent changes to the Planning Use Classes Order and Permitted Development Rights restrict the council's ability to control what uses take place in the Town Centre to some extent.

### **How have we engaged and been consulted on the town's heritage and history?**

A list of who has been invited so far and a summary of the outcome of those sessions is available here in the stakeholder workshop summary document. We have reviewed the Heritage Strategy and seek to incorporate recommendations where possible.

The team are eager to hear more about this from the people of Folkestone, especially when it relates to specific interventions or places that we should be acknowledging. Please do highlight particular sites or locations by emailing [placeplan@folkestone-hythe.gov.uk](mailto:placeplan@folkestone-hythe.gov.uk)

Stakeholders who were part of the drive to launching Folkestone as the first music town were engaged during the workshop phase and their input included within our development of the Place Plan.

### **What is our strategy in regards to transport and parking?**

The early-stage appraisal work identified several issues in regards to transport, including an over-engineered road network, issues with speeding, poor quality provision for walking and cycling and stakeholder feedback on parking issues.

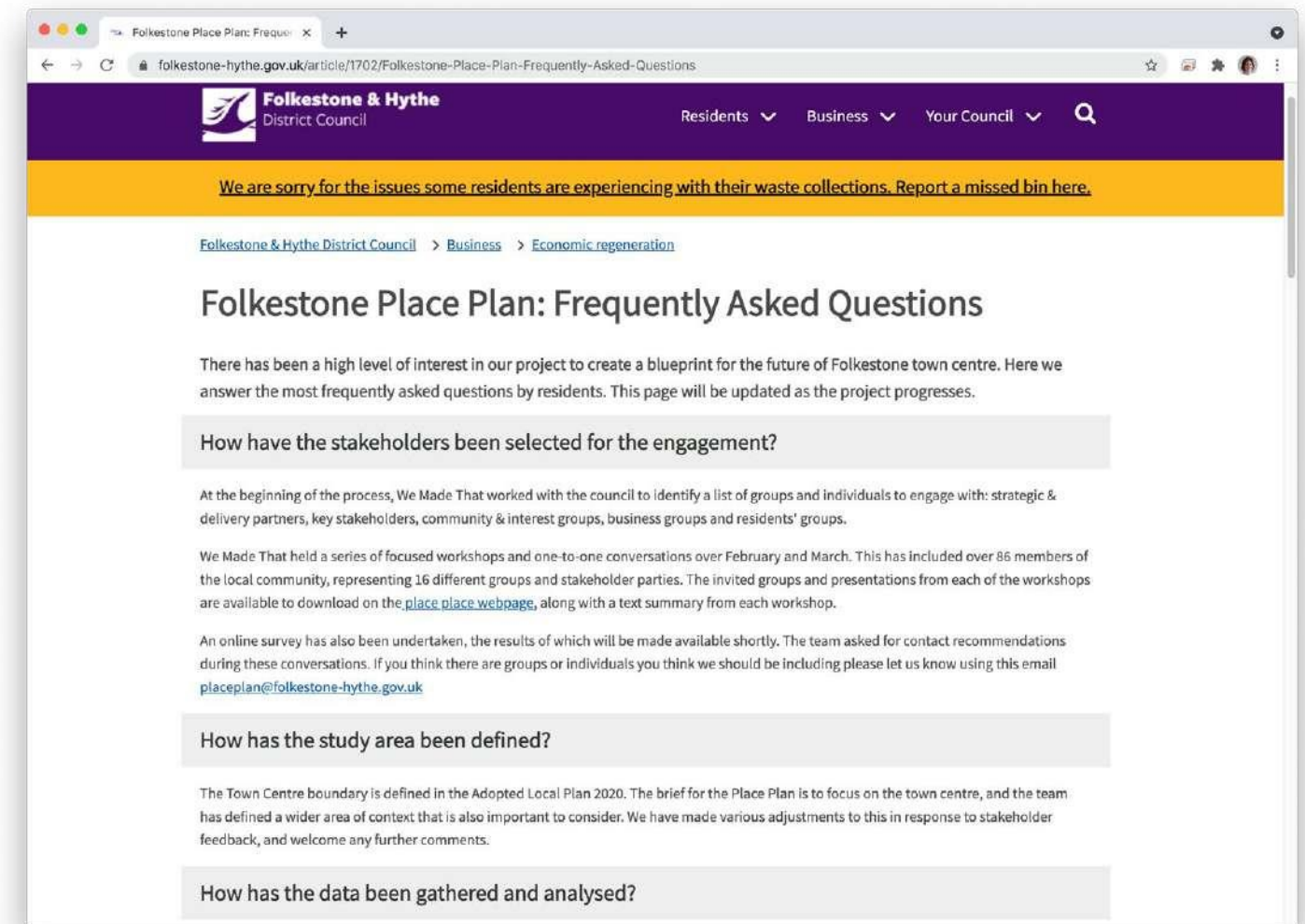
These observations raise several opportunities which are captured under the 'Moving Sustainably' mission. Cars will not be excluded from the Town Centre but there should be viable alternatives for walking and cycling safely as concerns have been raised over traffic and speed. One of our proposals is that there should be a wider review of parking. We are able to make observations, to feedback on challenges and opportunities that people raise to us in terms of parking, but it is dedicated piece of work that we think needs more detailed consideration.

### **When is the Leas Lift going to be operational?**

The council has regular contact with the trustees of the Leas Lift CIC to discuss progress of the restoration of the Leas Lift and we recognise the importance that it has in the overall scheme of things.

### **Will this be translated for our Gurkha communities and other minorities?**

These Place Plan documents can be translated on request as with other council material. Requests can be emailed to [place.plan@folkestone-hythe.gov.uk](mailto:place.plan@folkestone-hythe.gov.uk)



FAQ note published:  
(Deprecated)



## Survey results

A survey was launched using googleforms to gather feedback on the presentation from the first webinar event. A printed version of the survey, along with the presentation, was able to request from the Council for those who could not attend virtually.

### Questions about the Action Areas

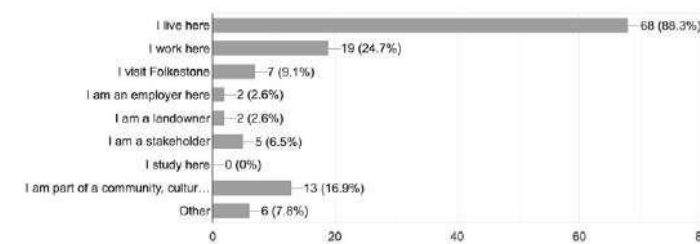
The strongest consensus over agreement on proposals was reached in the Station Arrival, Coastal area & heritage quarter and Harbour & sunny sands areas.

Generally action areas were mostly agreed with, rather than disagreed with.

All suggestions in response to questions were recorded and fed in to the next draft iteration of the Place Plan that was presented at webinar 02.

### How would you best describe your relationship to Folkestone Town Centre?

88.3% of respondents live in Folkestone and 24.7% of people work in Folkestone.



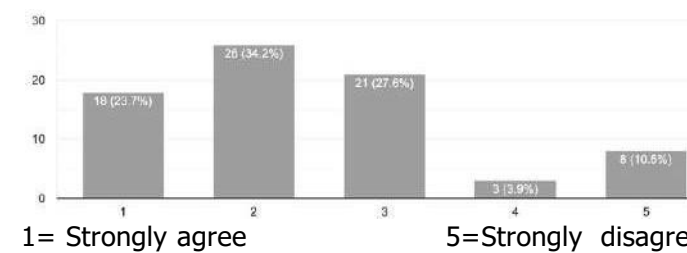
### Do you have any comments, questions or observations on the introduction & work so far?

Summary:

- Thorough and exciting to see attention to given to parts of the town previously neglected
- Concerned that it looks as though we're suggesting the removal of town centre supermarkets
- Request to see the process for how stakeholders were selected
- Unsure as to why the Ship Street site is included
- Getting a better picture of the heritage of the town - glad to see a desire to preserve the town's architectural/cultural/social heritage
- Impressed by the collaborative approach and innovative/imaginative suggestions
- Include the poorer parts of town, off Dover Road, Harbour way
- Prioritise disability inclusion
- How will it be paid for and how long will it take to happen?
- Challenges include empty shops, high levels of deprivation, the potential risks of residents feeling alienated from the process
- More conversations / workshops are needed and widening opportunities to speak to residents
- Pleased to see heritage is a key focus
- Sandgate Road shops are too long and retail space could be consolidated
- Concern over involvement of the NTIA

### Does the Grand Challenge statement capture the challenge for the future of Folkestone Town Centre?

34% of people agreed with the statement (23.7% strongly agreed and 10.5% strongly disagreed): 'To overcome decline and challenge in Folkestone's Town Centre by embracing opportunity, celebrating what's great and bringing the town's communities together.'



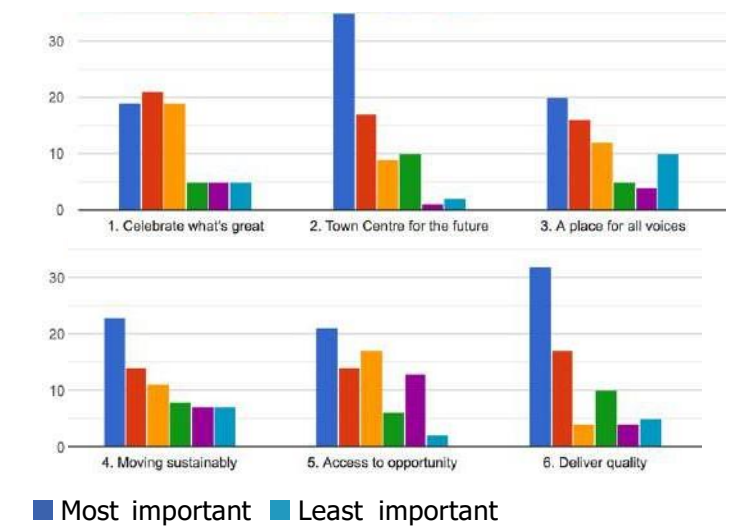
### Do you have an alternative suggestion?

Summary:

- Embrace and create opportunity
- Emphasis on what makes it different
- Focus on heritage and tourism
- The challenge needs not just to embrace opportunity but ensure that the whole community is able to benefit from that opportunity
- Celebrating our rich history whilst looking towards a brighter future
- It is too long
- Replace with the right opportunities and protecting and improving the quality of life for those living in or close to the town centre
- The word 'Retail' needs to be somewhere
- Statement should acknowledge the issues Folkestone has

### Missions were ranked in order of importance:

1. Town Centre for the future
2. Deliver quality
3. Moving sustainably
4. Access to opportunity
5. A place for all voices
6. Celebrate what's great



### Any comments or suggestions?

Summary:

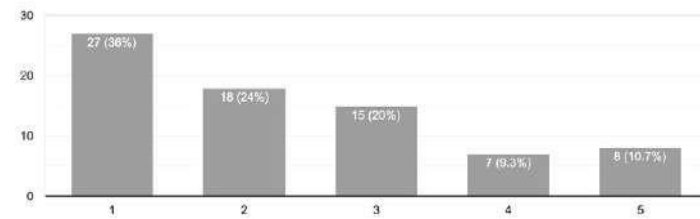
- Disagree with a focus on attracting visitors over local people. Sustainability beyond transport
- Delivering quality is a given and a big vague
- Make Folkestone town centre safe child friendly and a place to visit everyday
- We feel the points are mainly correct
- St Mary and St Eanswythe Church and that area are neglected as a heritage and tourist point
- Everyday connections to place
- "What's great" is very important, yet very subjective - focus on not losing the rich history
- Create an attractive and thriving town centre that is visually pleasing, sustainable and draws in locals and visitors
- Access to opportunity and a place for all voices should be one and the same
- Ensuring that any plans are to benefit the least and the last, those on the margins of our society
- Access to opportunity, quality, sustainability should be at the forefront of everything

### 3.1

## VIRTUAL WEBINAR 1

#### STATION ARRIVAL - How strongly do you agree/disagree with the proposed actions to help shape the future of the Station arrival area?

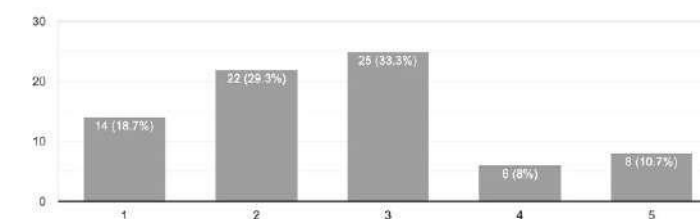
36% of people strongly agreed with the proposed actions.



1= Strongly agree 5=Strongly disagree

#### SANDGATE ROAD WEST - How strongly do you agree/disagree with the proposed actions to help shape the future of the Sandgate Road west area?

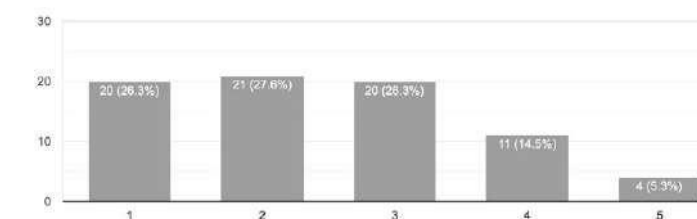
33.3% of people neither strongly agreed nor strongly disagreed with the proposed actions



1= Strongly agree 5=Strongly disagree

#### TOWN CENTRE CORE - How strongly do you agree/disagree with the proposed actions to help shape the future of the Town Centre core area?

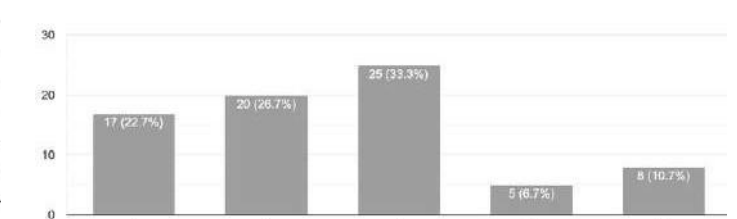
27.6% of people agreed with the proposed actions



1= Strongly agree 5=Strongly disagree

#### CREATIVE QUARTER AREA - How strongly do you agree/disagree with the proposed actions to help shape the future of the Creative Quarter area?

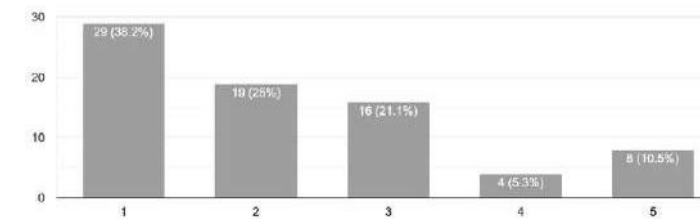
33.3% of people neither strongly agreed nor strongly disagreed with the proposed actions



1= Strongly agree 5=Strongly disagree

#### COASTAL AREA & HERITAGE QUARTER - How strongly do you agree/disagree with the proposed actions to help shape the future of the coastal area & heritage quarter area?

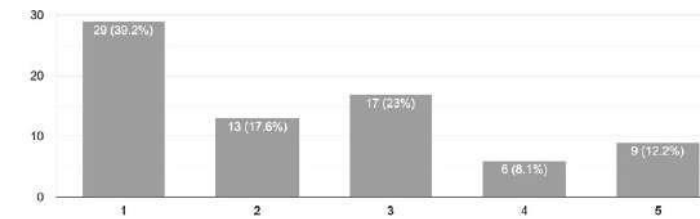
38.2% strongly agreed with the proposed actions



1= Strongly agree 5=Strongly disagree

#### HARBOUR & SUNNY SANDS - How strongly do you agree/disagree with the proposed actions to help shape the future of the harbour & sunny sands area?

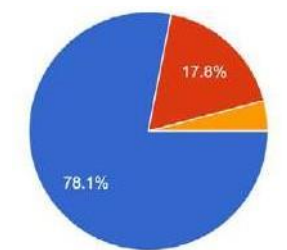
39.2% strongly agreed with the proposed actions



1= Strongly agree 5=Strongly disagree

#### Would you like to be informed about the next public event?

78.1% wanted to be informed about the next public event (this was followed up).



■ Yes ■ No ■ Maybe

#### Is there anyone or group in particular you think we should be talking to about the project?

Responses were recorded and contacted where possible about the second public event.

#### General - do you have any other comments, questions or observations?

- Proposals are not resident centric
- Concerned by the road improvements as this is likely to cause significant inconvenience
- I hope that the developments in Folkestone will keep the needs of those of those who live and work here at the centre of the plans
- An indication of the time frame during the presentation would have been helpful
- Sunny sands is very popular/cramped at times
- Keep the mix of offerings for all sorts of people
- Important to have bus station with drivers on site
- The toilets need to be open more
- Need for more high quality accommodation
- Very exciting proposals and it would give the town a real life. I think the focus on education, work and poverty is most important
- Do some simple things to make the visit to the town more enjoyable such as walking tours
- Concern over loosing supermarkets
- Include the hotel sector - if there is nowhere nice to stay people will only visit for a day
- Needs insight of what it might look like
- More public toilets, bins, social housing, hostels and supportive housing enabling the community to get involved in maintaining community areas
- Cycling has been overplayed

## 3.2 VIRTUAL WEBINAR 2

### Summary

#### What

Public webinar event to reflect back insight gathered from the first webinar and presented opportunities and actions that were informed by the research and engagement process. An opportunity to discuss and ask questions.

#### Who

— General public and stakeholders

#### When

— June 10th 2021, 6-7.30pm

#### How and where

- Held using zoom
- Tickets booked through Eventbrite
- Emails sent to all contacts gathered through the mapping exercise and identified through webinar 01
- Advertised through Council and We Made That social media channels
- Physical poster designed by local graphic designer and distributed in town centre

#### Agenda

1. Welcome and introductions (10 min)
2. Presentation on the developing place plan (35 mins)
  - Brief recap on programme & work so far
  - Brief recap on the Place Plan & Missions
  - Presentation of Action Areas
3. Q&A (25 mins)
4. Next steps and questions (20 mins)

#### Next steps

- Survey launched using google forms
- Printed survey and presentation slides available for those without online access
- Video recording posted on Council youtube
- Content uploaded to website
- FAQ note will be published on the website

### Frequently asked questions

**NB: note yet to be published on FHDC website**

#### **How will proposed developments include provision of car parking and retain current supermarket offer?**

It will be important to make space in the town centre for a great variety of uses, including making sure there is space to enjoy the town centre and ensure easier access for all. Improving accessibility is a key part of this and different modes of transport impact people in different ways. Each development site will need a review of how to accommodate car parking. Any changes to the parking will be subject to further surveys and review. Car parking will not be increased as this is incompatible with the Council's low carbon strategy.

Food shops must be included as an important part of the mixture of town centre uses. The Place Plan is a strategy and vision for the possible. We are not proposing to remove all of the food shops and parking, but looking at ways in which uses can be combined and stacked to make better use of sites in the town centre.

#### **Why is a reconfiguration of the bus station area proposed?**

Dialogue with current bus operators will be continued as part of the ongoing engagement process, to make sure that proposals will be developed to suit customers. It is recognised that the bus station is a convenient and valued part of the town centre.

#### **Has a tram connection been considered?**

A proposal for a tram may be difficult in terms of viability but all options to address connectivity are being considered at this stage. Steer will be looking at how the overall traffic network can be improved and mobility hubs could be integrated. It is recognised that the link between the Station and Harbour is one of the most important aspects for assessing options.

Work will continue to make sure that the Place Plan aligns with the Council's ambition on sustainability and carbon neutrality as stated in the corporate plan.

#### **What is the latest on the Licensing Policy Review and which residents groups have been engaged?**

A separate licensing policy statement is being reviewed as part of the Council's cyclical review process. The NTIA and the Council are going through the review process and the timescales will go beyond those of the Place Plan.

What comes out of Place Plan will help to shape the policy and vice versa. The statement will be subject to a consultation process that is separate to the Place Plan engagement process.

#### **How have we tracked the breadth and range of voices that have been engaged in the process so far? How will the numbers of those engaged be expanded?**

The Place Plan team have been working with the Council to develop a list of over 350 groups to invite to public events, including schools. The team have been engaging directly through schools groups and several focus groups have already taken place so far.

Equality Diversity and Inclusion of participants has been tracked through an optional survey attached to the webinar survey and advertised through the Eventbrite booking page. The figures have been reviewed and published as part of the final Place Plan reporting.

The engagement process has been varied in its approach to encourage different people to participate in different ways and do a number of things to address any digital divide as a result of the pandemic.

A number of recommendations and lessons learnt from the process so far will be set out in the Place Plan. A key part of the Place Plan is to set out and put processes in place to make sure that as the Place Plan develops, there is an opportunity to embed engagement as a key part of the process. The Place Plan will make recommendations for how there can be progressive and continuous participation. There is a clear commitment from the Council to embed engagement in onwards steps, as set out in the missions.

As projects develop out of the Place Plan, the team will review how to improve impact, to continue to seek out harder to reach groups and try to cover those who haven't been able to engage so far.

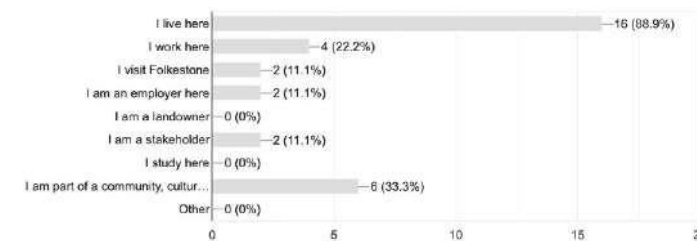
## 3.2 VIRTUAL WEBINAR 2

### Survey results

A survey was launched using googleforms to gather feedback on the presentation from the first webinar event. A printed version of the survey, along with the presentation, was able to request from the Council for those who could not attend virtually.

#### How would you best describe your relationship to Folkestone Town Centre?

88.3 % of respondents live in Folkestone



#### Do you have any comments, questions or observations on the introduction & work so far?

Summary:

- Not clear on the timeline, the process of refining the plans; who/when/how would be useful
- Good that the leas cliffs lift refurbishment and more greening of the town centre in included
- The work is good and we have owners but no timescale and no financial allocation
- Request to widen the engagement, including businesses
- Great ideas but more evaluation of next steps and consequences needed

#### Do you have suggestions or comments about the Grand Challenge?

Summary:

- Doesn't address (or at least not clearly) the need to protect and improve residential amenity and actively plan to avoid noise
- Good stakeholder engagement philosophies but the actions should be tabled by this stage
- The first challenge will be uniting communities living in the West end of Folkestone (Leas and beyond) and East Folkestone.
- The missions are mostly reasonable
- Moving Sustainably should not mean not being able to move about easily, and making it more difficult to get into town by car

#### Do you have suggestions or comments about the Place Plan structure?

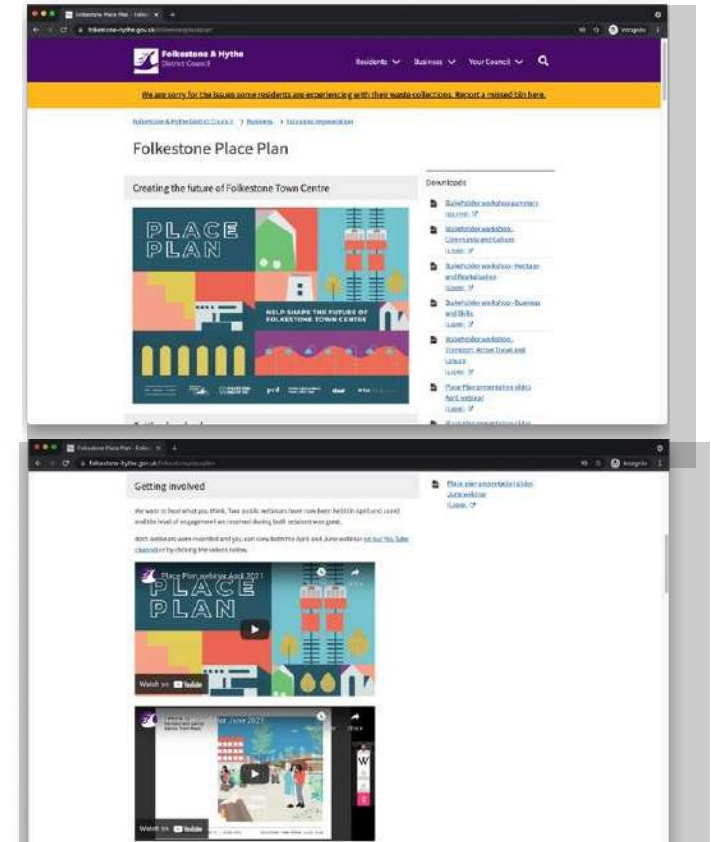
Summary:

- Please add continuing community communication and consultation mechanisms and also a continuing impact assessment process with clarity of the impacts measured
- Make the route from the Station to the Town Centre safer for pedestrians and stop racing cars; Foord Road, Tontine Street, Dover Road, Grace Hill
- Transport and movement studies should have been undertaken

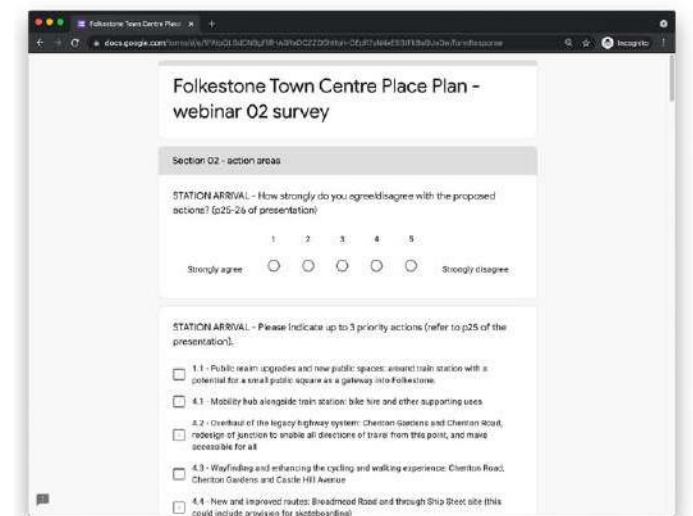
#### Do you have suggestions or comments about the Missions?

Summary:

- Community spaces that can be hired for free for charities and support groups would be great
- Mission 1 - put residents before visitors
- Mission 3 - the objective is great but you are ignoring those wishing to protect residential amenity or to continue to use cars
- Mission 4 - avoid promoting alcohol consumption, negative effect on older and disabled to get around and for tourists in cars to get to seafront
- Folkestone West station was enlarged was to enable the closure of Folkestone Central which mismatches with the idea of a Transport Hub
- A place for social chit chat for free would be good
- Not enough celebration of coastline and heritage,



Dedicated project website with link to video & survey



Survey hosted on google forms

# 3.2

## VIRTUAL WEBINAR 2

### Questions about the Action Areas

Proposed actions were mostly agreed and strongly agreed with, in particular:

- Creative Quarter
- Town Centre Core
- Coastal Area & Heritage Quarter
- Harbour & Sunny Sands

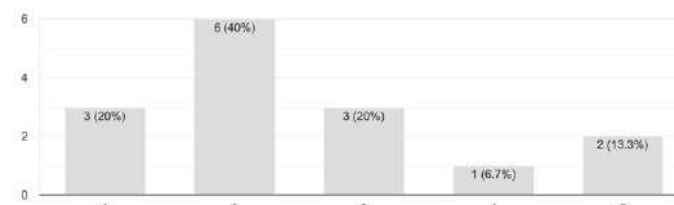
Sandgate Road West & Station Arrival were more balanced. Proposed actions were generally not disagreed/strongly disagreed with.

General comments raised were much in line with those raised at the first webinar.

All suggestions in response to questions were recorded and fed in to the next draft iteration of the Place Plan.

### STATION ARRIVAL - How strongly do you agree/disagree with the proposed actions?

40% of people agreed with the proposed actions.

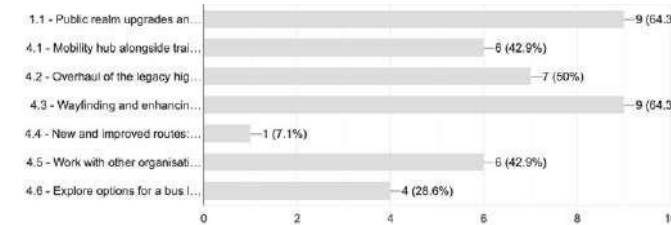


1= Strongly agree

5=Strongly disagree

### STATION ARRIVAL - Please indicate up to 3 priority actions

1. 1.1 - Public realm upgrades and new public spaces: around train station with a potential for a small public square as a gateway into Folkestone.
2. 4.2 - Overhaul of the legacy highway system: Cheriton Gardens and Cheriton Road, redesign of junction to enable all directions of travel from this point, and make accessible for all
3. 4.3 - Wayfinding and enhancing the cycling and walking experience: Cheriton Road, Cheriton Gardens and Castle Hill Avenue



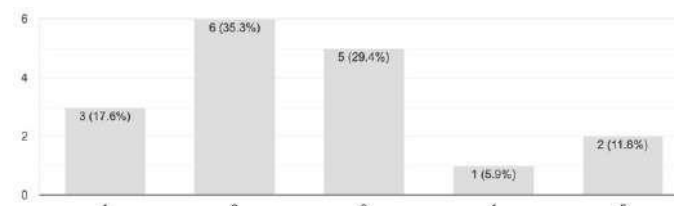
### STATION ARRIVAL - Do you have any other comments or suggestions?

Summary:

- Well lit and easily accessible for emergency services (due to drug dealing)
- Improvements for people who walk - paths need levelling, lighting, crossings, biodiversity better supported, seating areas and facilities for resting
- Folkestone could easily be a town champion for the health benefits of active walking, with our coastline and pilgrimage sites.
- Opposing skateboarding as it's noisy and impacts on residential amenity
- There is already a bus link into the town centre
- There is also already a lot of wayfinding
- Overall map, cycling route map, Creative Folkestone map (perhaps all in one map) together with some cool trail marks to get you to the final destination
- Messages about sustainability and cleanliness approaches and visitor's responsibilities

### SANDGATE ROAD WEST - How strongly do you agree/disagree with the proposed actions?

35.3% of people agreed with the proposed actions and 29.4% of people neither agreed nor disagreed.

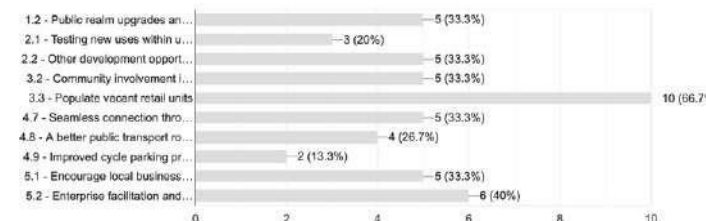


1= Strongly agree

5=Strongly disagree

### SANDGATE ROAD WEST - Please indicate up to 3 priority actions

1. 3.3 - Populate vacant retail units
2. 5.2 - Enterprise facilitation and participation programmes with deprived communities
3. Equal responses for 1.2, 2.2, 3.2, 4.7, 5.1



### SANDGATE ROAD WEST - Do you have any other comments or suggestions?

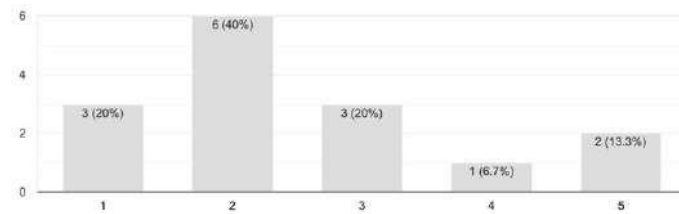
Summary:

- Bouverie Rd West also has some lovely shops and restaurants
- Opportunity to make the Leas cycling and walking only between war memorial and Leas Cliff Hall
- Nighttime post-pub noise on the Leas is a concern
- Change name Sandgate Road West

## 3.2 VIRTUAL WEBINAR 2

### TOWN CENTRE CORE - How strongly do you agree/disagree with the proposed actions?

40% of people agreed with the proposed actions.

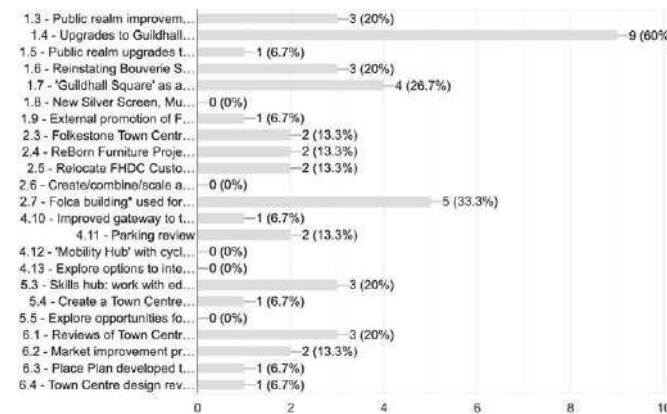


1= Strongly agree

5=Strongly disagree

### TOWN CENTRE CORE - Please indicate up to 3 priority actions

- 1.4 - Upgrades to Guildhall Street, supporting the food market
- 1.7 - 'Guildhall Square' as a new civic square
- 2.7 - Folca building\* used for medical provision/residential/leisure/commercial



### TOWN CENTRE CORE - Do you have any other comments or suggestions?

Summary:

- FAPAC is not working, a council run radio system needs to replace it
- Take the new FCW-funded business centre into account in Bouverie Square
- Guildhall St should become fully residential
- Guildhall St. near the Town hall is one of the few leafy street in the centre with minimum amount of cars so fairly safe. I would push for the child friendly area here and concept of the healthy lifestyle street
- Knock down the new shopping centre and carpark which is an eyesore as you come into town - turn the area into a large park
- More housing in the centre of town means food shops need to be kept
- If we are a green town, we need to encourage people stop using their cars, and walk to the food shops

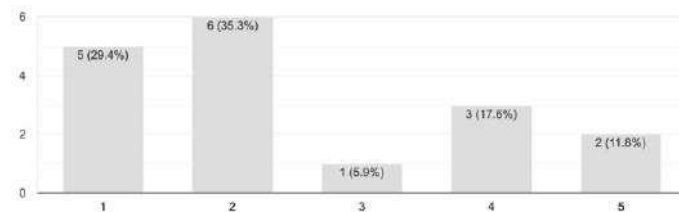
### TESTING NEW USES - Do you have any comments or suggestions on the actions described?

Summary:

- Would encourage new ideas and perspectives. It would also put Folkestone on the map
- Good in theory but needs sustainable funding
- Take into account the limited capacity of the local community and voluntary sector
- This town has a Philanthropist who has done tremendous amount to restore buildings but his regeneration efforts have turned into gentrification which has added to the housing crisis in this town and the social divide
- Dislike the idea of using Folkestone as a lab
- The main divide is the rich and the poor

### CREATIVE QUARTER - How strongly do you agree/disagree with the proposed actions?

35.3% of people agreed with the proposed actions and 29.4% strongly agreed.

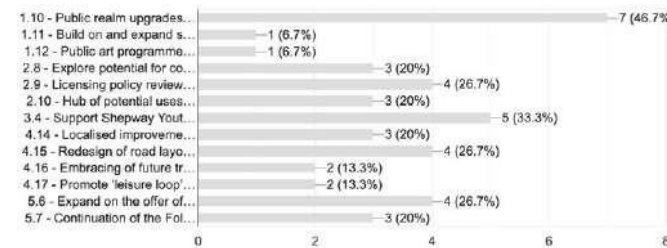


1= Strongly agree

5=Strongly disagree

### CREATIVE QUARTER - Please indicate up to 3 priority actions

- 1.10 - Public realm upgrades: The Cube, F51, and Payers' Park
- 3.4 - Support Shepway Youth Hub with larger spaces
- 2.9 + 4.15 + 5.6 equally



### CREATIVE QUARTER - Do you have any other comments or suggestions?

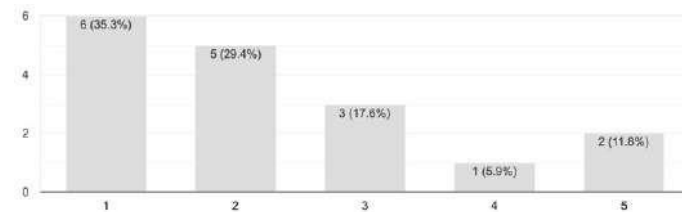
Summary:

- The Creative Quarter have their own plans which have worked very well so far
- Need more of an overlap between the town centre and creative Quarter
- Area with a residential population who are impacted by noisy evening and nighttime activities
- Standard of cleanliness is poor and Payers Park is a hot spot for large groups of people gathering and illegal activities
- Whilst there are some good ideas this time, I cannot choose any
- Creative Folkestone have segregated themselves as a 'quarter' by creating it without asking the townsfolk

## 3.2 VIRTUAL WEBINAR 2

### COASTAL AREA & HERITAGE QUARTER - How strongly do you agree/disagree with the proposed actions?

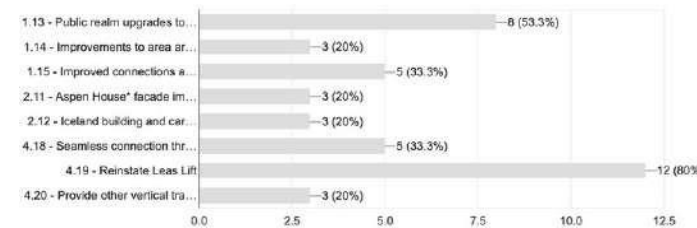
35.3% of people strongly agreed with the proposed actions.



1= Strongly agree 5=Strongly disagree

### COASTAL AREA & HERITAGE QUARTER - Please indicate up to 3 priority actions

- 4.19 - Reinstate Leas Lift
- 1.13 - Public realm upgrades to Road of Remembrance
- 1.15 & 4.18 jointly (1.15 - Improved connections and better visibility of St. Eanswythe Church and 4.18 - Seamless connection through from the station to the coast and between the coast and Heritage Quarter)



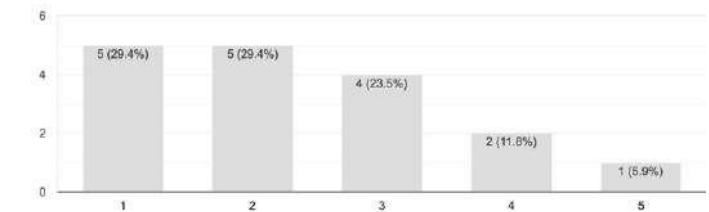
### COASTAL AREA & HERITAGE QUARTER - Do you have any other comments or suggestions?

Summary:

- Heritage seems to have been bumped on to coastal area - there are heritage assets across the town and there needs to be a cohesive strategy to bring this together.
- Missed opportunity to remove road traffic from the Leas between the war memorial and Leas Cliff Hall as well as from the Road of Remembrance

### HARBOUR & SUNNY SANDS - How strongly do you agree/disagree with the proposed actions?

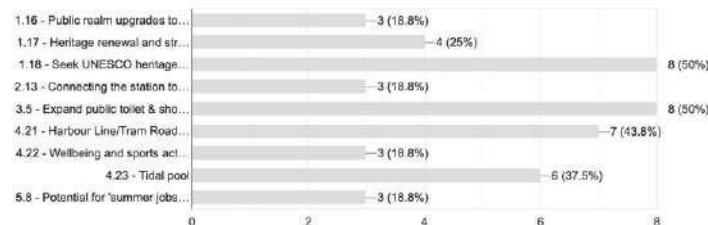
29.4% of people strongly agreed and 29.4% agreed with the proposed actions.



1= Strongly agree 5=Strongly disagree

### HARBOUR & SUNNY SANDS - Please indicate up to 3 priority actions

- 1.18 - Seek UNESCO heritage funding for Kent Downs/The Warren
- 3.5 - Expand public toilet & shower offer at Sunny Sands to ensure beach is accessible to all.
- 4.21 - Harbour Line/Tram Road improvements



### HARBOUR & SUNNY SANDS - Do you have any other comments or suggestions?

Summary:

- Better provisions for the Lifeguards
- Not sure why Harbour Way car park should become a public space
- Good to see connection with Downs UNESCO project
- Smart signage and promotion of the town's facilities so people are encouraged not to spend time just by the beach
- Lack of public amenities is appalling

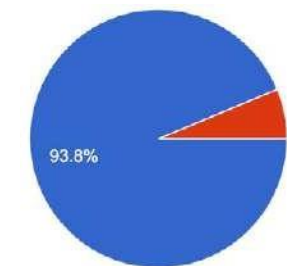
### General - do you have any other comments, questions or observations?

Summary:

- Concern over involvement of NTIA from residents who feel like they will be negatively impacted by the evening and night time economy proposals
- More marketing and observation points from the council
- Survey requires time to fill in

### Would you like to be informed about the release of the final draft place plan for comment?

93.8% wanted to be informed.



Yes No Maybe

### 3.3 EQUALITY, DIVERSITY AND INCLUSION

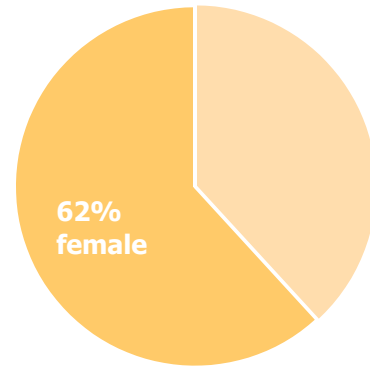
#### Overview

Results have been compiled from 57 respondents who filled in the optional Equality, Diversity & Inclusion Survey form. The survey was made available to fill out throughout the Place Plan development in the following ways:

1. General EDI survey launched in March and signposted to when signing up for webinars on Eventbrite
2. Optional EDI section attached to the survey that followed webinar 1
3. Optional EDI section attached to the survey that followed webinar 2, available until June 25th

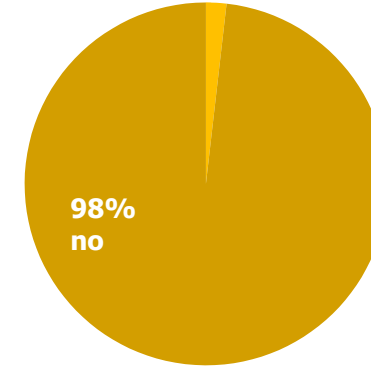
As the survey was made available multiple times, it is likely that some of the respondent's data is repeated.

Whilst the demographics of respondents may not be particularly broad, the map shows that wide range of geographic areas have been covered by respondents filling in the EDI and webinar surveys. Postcodes of respondents included addresses from Canterbury, London as well as across the Folkestone town centre area.



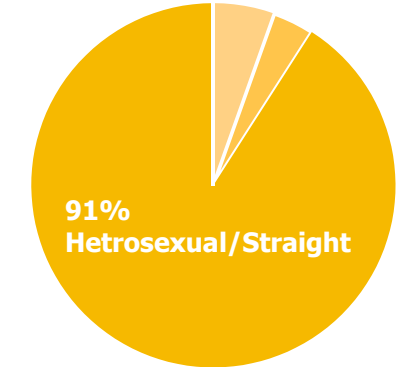
**1. What is your gender identity?**

- Male
- Female
- Non-binary
- Agender



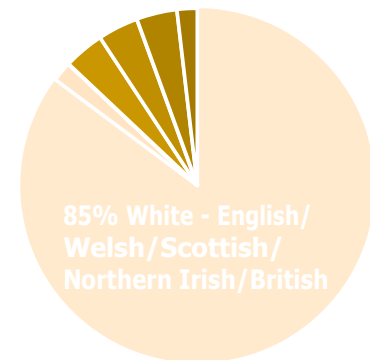
**2. Do you identify as transgender (or another non-cisgender identity)?**

- Yes
- No



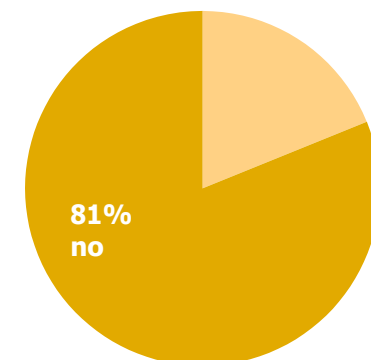
**3. What is your sexual orientation?**

- Asexual
- Bisexual
- Gay
- Hetrosexual / Straight
- Lesbian
- Pansexual
- Queer



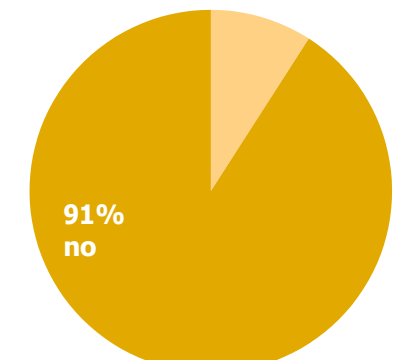
**4. Choose one option that best describes your ethnic group or background.**

- |  |  |
|--|--|
| White - English/Welsh/Scottish/Northern Irish/British  | Hongkonger                                     |
| White - Gypsy or Irish Traveller                       | White - Irish                                  |
| Mixed/Multiple ethnic groups - White & Black Caribbean | Any other White background                     |
| Mixed/Multiple ethnic groups - White & Black African   | Mixed/Multiple ethnic groups - White and Asian |
| Asian/Asian British - Pakistani                        | Asian/Asian British - Indian                   |
| Asian/Asian British - Chinese                          | Asian/Asian British - Bangladeshi              |
| Caribbean  | African  |
| American of Irish and Hungarian decent                 | Arab   |
|  | Polish   |
|  | European                                       |



**5. Are you living with a physical disability?**

- Yes
- No

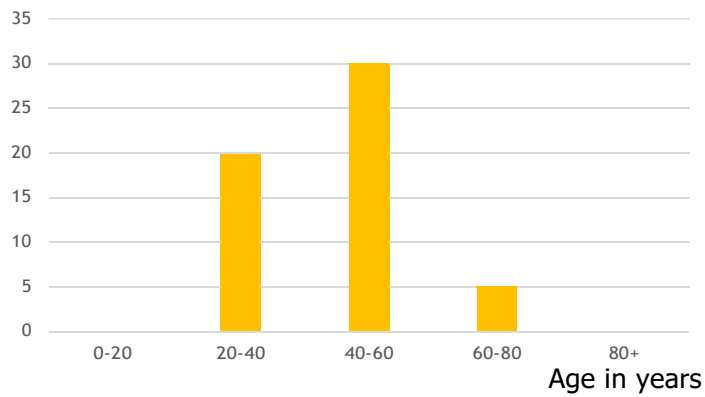


**6. Are you living with a mental illness?**

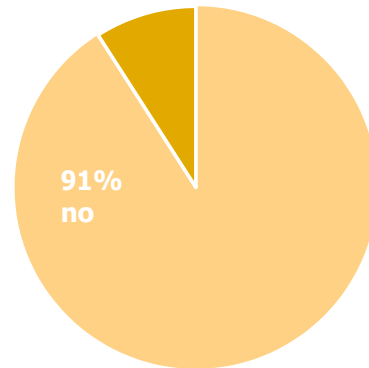
- Yes
- No



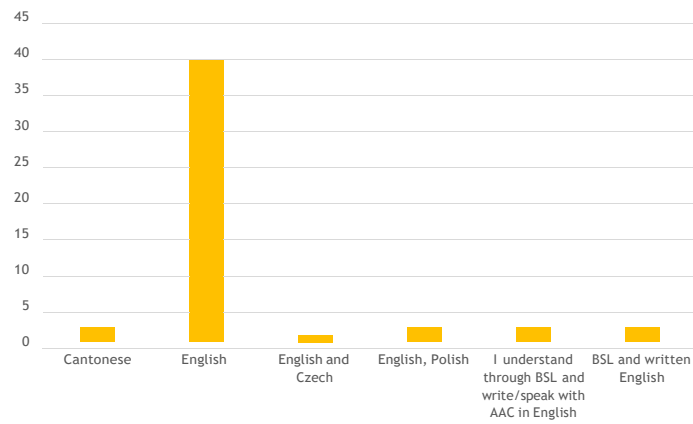
### 3.3 EQUALITY, DIVERSITY AND INCLUSION



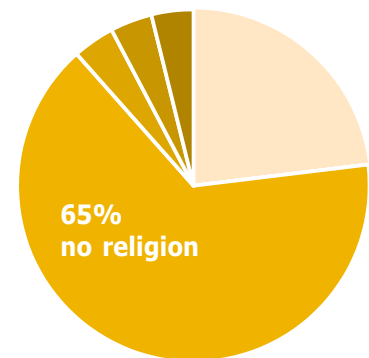
**7. How old are you?**  
55% are in the 40-60 age range.



**8. Is English your first language?**  
■ Yes  
■ No



**9. What language do you speak at home?**  
81% speak English at home.



**10. Do you identify with any of the following religions?**  
■ Christianity  
■ Islam  
■ Judaism  
■ Buddhism  
■ Hinduism  
■ No religion  
■ Spiritualism  
■ Agnostic  
■ Atheism



**11. What is your full postcode?**  
■ EDI survey responses (combined)  
■ Survey following webinar 1  
■ Survey following webinar 2

This question was also asked in the main survey following the webinar events (separate to the EDI survey). These responses have also been captured on the map:



### 3.4 WEBSITE AND COMMUNICATIONS

#### Webinar Youtube videos

Videos from the public webinars were uploaded the Council's youtube page.

**Youtube views - April webinar**

<https://www.youtube.com/watch?v=SD6UPjMBfTM>  
331 views to date (01/07/2021)

**Youtube views - June webinar**

<https://www.youtube.com/watch?v=85kLxm7uCkM>  
126 views (01/07/2021)

#### Place Plan webpage

A project page was hosted on the Council's website and led by the Council's communications team. The website provided accessible feedback in the form of project information, regular progress updates, contact information and engagement event invitations. Content and surveys from the public webinars were also uploaded.

**Page**

[www.folkestone-hythe.gov.uk/folkestoneplaceplan](http://www.folkestone-hythe.gov.uk/folkestoneplaceplan)

**Period**

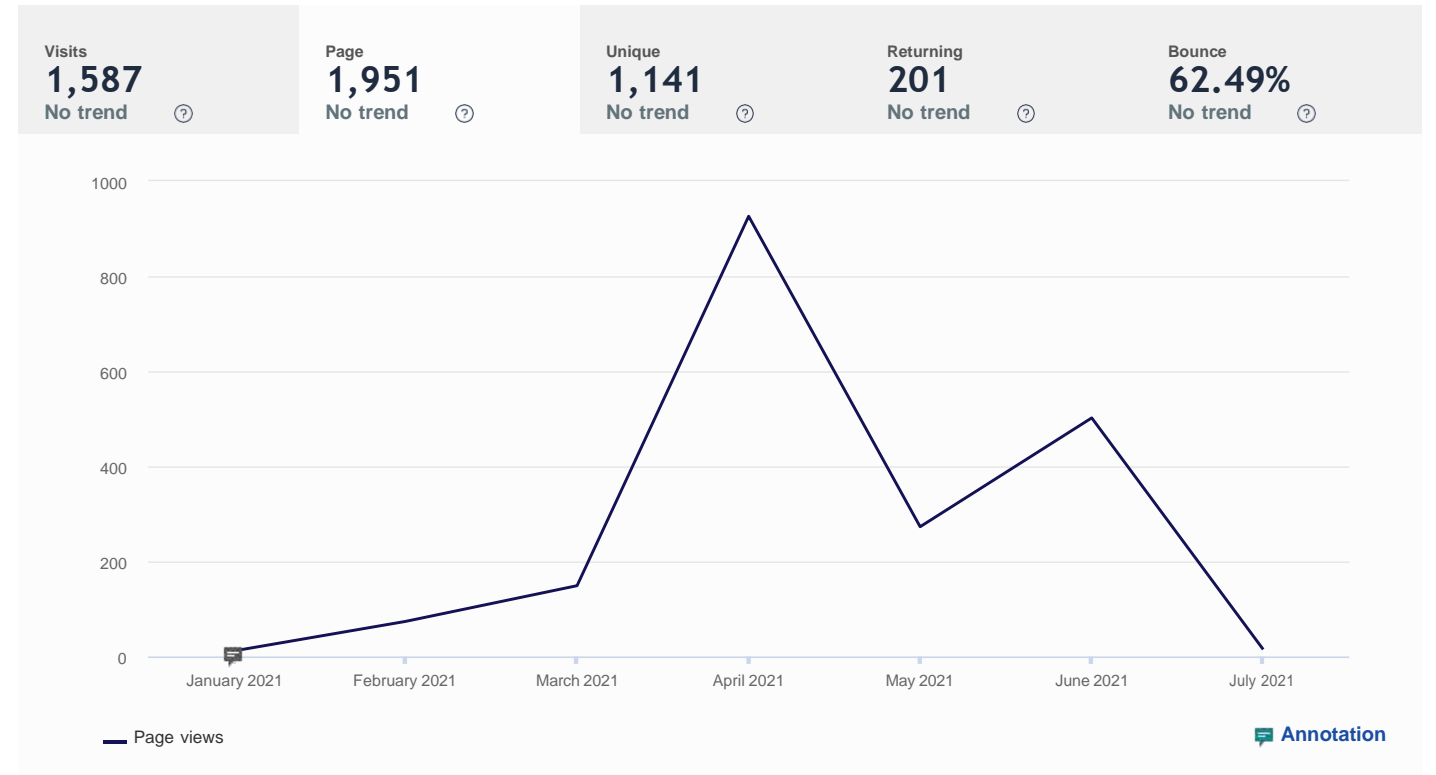
28/01/2021 - 02/07/2021

**Filter**

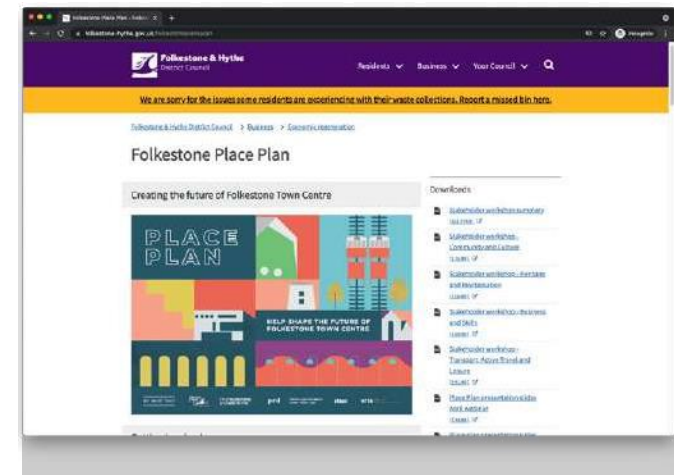
Excluding internal traffic

**Website traffic**

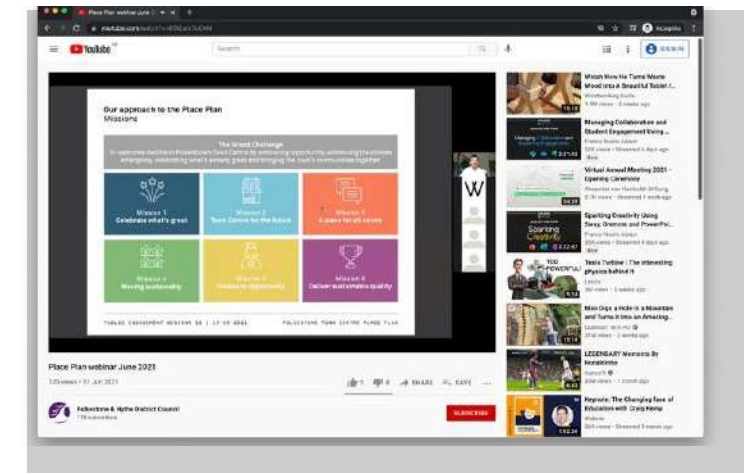
Page views were 1,951 on July 2nd 2021, with a peak around the time of the first webinar in April. Data was gathered using siteimprove (see graph opposite).



Source: Siteimprove, published 02/07/2021  
<https://www.folkestone-hythe.gov.uk/folkestone-place-plan>



Dedicated project website



FHDC Youtube page

### 3.4 WEBSITE AND COMMUNICATIONS

#### Social media reach

The Council and design team's social media platforms including Facebook, Twitter, Youtube were used to broadcast about public events and create opportunities for local people to share ideas. Members of the public could email or telephone the We Made That design team directly or through the specifically created Place Plan Council email address during the engagement period. All correspondence was logged and fed into developing proposals wherever possible.

#### Social media reach in numbers

##### 29 January

Facebook: 4,227 reach – 71 comments – 169 link clicks  
 Twitter: 1,616 impressions – 3 replies – 47 link clicks  
 LinkedIn: 399 impressions – 1 comment – 31 link clicks

##### 30 March

Facebook: 5,155 reach – 30 comments – 34 link clicks  
 Twitter: 2,092 impressions – 7 link clicks  
 LinkedIn: 447 impressions – 9 link clicks

##### 12 April

Facebook: 1,882 reach – 3 comments – 14 link clicks  
 Twitter: 832 impressions – 1 reply – 10 link clicks  
 LinkedIn: 103 impressions – 3 link clicks

##### 19 April

Facebook: 937 reach – 3 comments – 4 link clicks  
 Twitter: 638 impressions – 4 link clicks  
 LinkedIn: 120 impressions – 3 link clicks

##### 29 April

Facebook: 3,566 reach – 10 comments – 81 link clicks  
 Twitter: 836 impressions – 19 link clicks  
 LinkedIn: 170 impressions – 1 comment – 5 link clicks

##### 3 June

Facebook: 1,742 reach – 6 link clicks  
 Twitter: 1,335 impressions – 3 link clicks  
 LinkedIn: 139 impressions – 4 link clicks

##### 8 June

Facebook: 2,225 reach – 7 comments – 9 link clicks  
 Twitter: 2,780 impressions – 1 reply – 9 link clicks  
 LinkedIn: 110 impressions – 5 link clicks

##### 11 June

Facebook: 800 reach – 3 link clicks  
 Twitter: 741 impressions – 6 link clicks  
 LinkedIn: 317 impressions – 1 comment – 11 link clicks

##### 23 June

Facebook: 1,617 reach – 3 comments – 30 link clicks  
 Twitter: 734 impressions – 1 reply – 14 link clicks  
 LinkedIn: 153 impressions – 8 link clicks

##### 25 June

Facebook: 876 reach – 13 link clicks  
 Twitter: 654 impressions – 10 link clicks  
 LinkedIn: 113 impressions – 2 link clicks



FHDC social media posts

V E MADE THAT LLP  
Unit 21 Tower Workshops  
58 Riley Road  
London SE1 3DG

T +44 (0)20 7252 3400  
[www.wemadethat.co.uk](http://www.wemadethat.co.uk)  
[studio@wemadethat.co.uk](mailto:studio@wemadethat.co.uk)

VVe Made That LLP is  
registered in England &  
Wales. Reg no. OC367789