



PRINCES PARADE
Community Engagement Campaign Report
5 December 2016



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Introduction

Edwards Harvey was commissioned by Shepway District Council to devise and deliver a community engagement campaign linked to the proposed planning application to redevelop Princes Parade, Hythe.

Working to tight time pressures, we created and managed a campaign that included two public events, presentation panels and boards, questionnaires, press and internet advertising, the production and distribution of a promotional leaflet, and updating the project website.

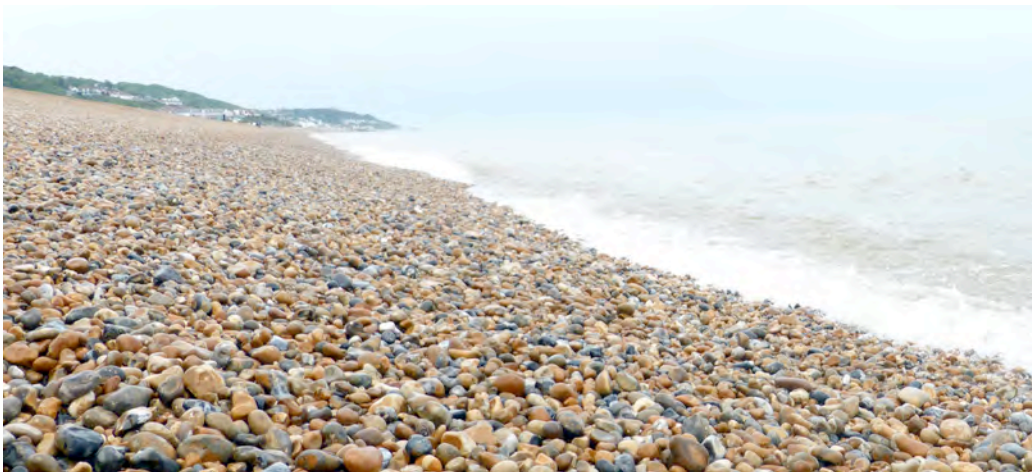
We were also responsible for all project management linked to the two community events. While PR and media relations were handled by Shepway District Council's in-house comms team, we provided assistance during the events and afterwards.

199 people attended the Seabrook event and 321 attended the Hythe event, making a total of 520.

Photography

During the course of the project, Edwards Harvey took responsibility for refreshing our already large Princes Parade photo library by undertaking several photoshoots on site. A number of these new high-quality images were used on the exhibition panels produced for the two events and have been made available for other PR and marketing purposes.

See Appendix 1 for new images.



Public exhibitions

Edwards Harvey researched suitable venues, including carrying out site visits. The first was staged at Seabrook Church Hall on 29 November and the second at Hythe Town Hall on 30 November. All relevant risk assessment and public liability insurance validation was undertaken.

Edwards Harvey planned and managed every element of the events, including the design and production of nine pop-up panels and six A0-sized presentation boards using copy written by our team and also finished artwork supplied by the consultants and SDC using design specifications set by Edwards Harvey.

See Appendix 2 for sample panels and boards.

Questionnaires and posters

We also wrote and designed questionnaires, printing and delivering 600 for the two events. Our studio team also printed A3 and A4-sized advertising posters for on-the-day use.

See Appendix 3 for sample questionnaire.

Jeff Sims and Pip Clarkson attended both events and worked with SDC officers and consultants to assist the public with their queries; we also encouraged public participation in the questionnaire process. These completed questionnaires are now being assessed and evaluated by Tibbalds.



Left: The scene at Seabrook Church Hall. Right: Hythe Town Hall

Advertising

We wrote, designed and artworked press adverts, booking space with the two main well-established weekly newspaper groups serving the district – the KM Group and Trinity Mirror (ex-KRN). A series of half page and quarter adverts appeared in:

KM GROUP – *Kentish Express* (covering Folkestone, Hythe and Romney Marsh)

TRINITY MIRROR – *Herald Series* (covering Hythe, Folkestone and Romney Marsh)

TRINITY MIRROR online

See Appendix 4 for copies of the adverts.

Promotional leaflets

An A5-sized colour leaflet promoting the exhibitions was designed and produced, with 4,000 copies printed. A distribution team led by Jeff Sims was responsible for door-to-door leafleting in key areas of Seabrook and Hythe ahead of the events. Bulk copies were also left in key high-footfall locations throughout Hythe and Seabrook. The leaflet is included in Appendix 5.

A list of the distribution points is included in Appendix 6.

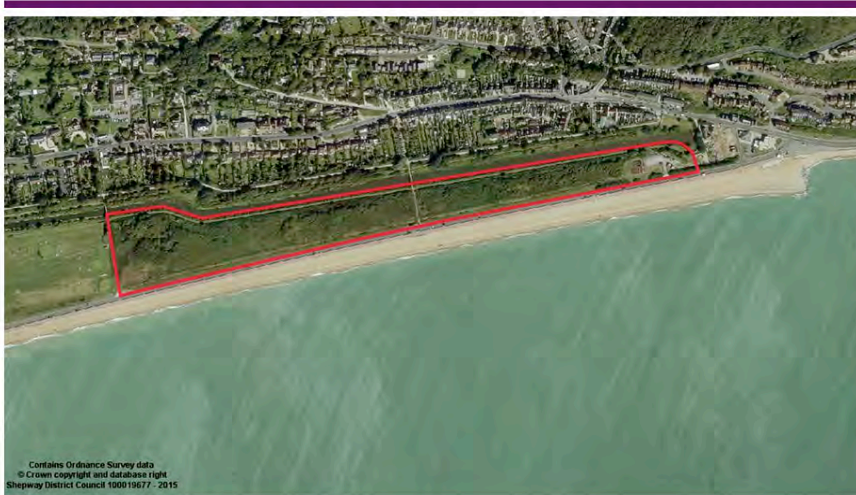
Email campaign

Edwards Harvey also distributed the promotional leaflet to more than 200 people by email. These included everyone who has signed up for information alerts on the Princes Parade website, using the info@princesparade.co.uk portal.

In addition Edwards Harvey has emailed questionnaires to more than a dozen people following the second event.

Website

Edwards Harvey has liaised closely with Shepway District Council on the changes required to ensure that the Princes Parade website continues to provide the public with up-to-date information. This included creating downloadable pdf files of all the pop-up panels and A0 presentation boards.



Plans & Documents

Princes Parade is a seven hectare area of land owned by Shepway District Council. The site was formerly used for landfill and is now overgrown with scrub. It has been identified as the preferred location for exciting new proposals with sports and leisure facilities that have been eagerly anticipated for many years. Plans being prepared will include a new swimming pool and leisure complex, and around 150 quality homes to meet local housing needs. Also proposed are extensive and high quality green spaces alongside the Royal Military Canal for the enjoyment of the district as a whole.

Press Releases

Please click on the title to view a copy of the press release:

[Princes Parade topographic survey](#)

Exhibition panels and boards

Click below to view exhibition panels and boards displayed 29-30 November 2016

[Exhibition-November2016](#)

Appendix 1 – new photos



Appendix 2 – pop-up panels and A0 boards

Princes Parade

Welcome . . .

...to our public consultation event. The landowner, Shepway District Council, is sharing information about the proposed planning application for Princes Parade with people and organisations across the district.

In April 2016, Shepway District Council's Cabinet decided that a new swimming pool (including spectator seating and a leaner pool) and recreation centre, new quality homes, new public open spaces to enhance the setting of the canal, and new public parking for the beach should form the basis of a planning application.

Based on the brief, Tibbalds Planning and Urban Design has produced a masterplan showing where those things could go on the site. This exhibition provides you with an opportunity to study the masterplan, talk to representatives from Tibbalds and other special consultants, and leave your written comments.

You will also find a design for the recreation centre, prepared by the architects GT3, that you are invited to comment on.

We encourage you to provide as much comment as possible because your feedback from these public consultation events will be included in the planning application when it is submitted to Shepway District Council as the local planning authority in 2017.




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Princes Parade

Meet the team

Present at today's exhibition are members of Shepway District Council's Strategic Development Projects Team, representing the council in its role as landowner, as well as representatives from the project design team covering the areas listed below. Please feel free to talk to any members of the team throughout the day.

- **Masterplanning / architecture**
Tibbalds Planning and Urban Design
- **The planning application**
Tibbalds Planning and Urban Design
- **Recreation centre design**
GT3 Architects
- **Ecology**
Lloyd Bore Limited
- **Contamination / ground conditions**
Idam Merebrook
- **Transport / roads**
MLM
- **Flood risk / drainage**
Herrington Consulting Limited
- **Heritage**
Martin McKay



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Princes Parade

Key project objectives

The following are the key objectives behind the project to redevelop Princes Parade:

- Deliver a high quality community recreation and leisure facility, including a replacement for Hythe Swimming Pool
- Provide at least 150 homes to meet a range of needs, including 30% affordable housing
- Provide high quality public open space for use by the local community
- Provide the same number of public parking spaces for the beach as currently exist (100)
- Preserve and enhance the setting of the Royal Military Canal
- Create a place with a distinctive seaside character
- Create a stronger connection between the site (and the wider area) and the seafront
- Enrich the biodiversity of the site
- Keep Princes Parade as a strategic road link, but change its character by designing for vehicle speeds of 20mph
- Improve the seafront promenade by creating an attractive space for pedestrians and cyclists

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Princes Parade

Planning policy background

This panel briefly summarises the most up-to-date local planning policies relating to the Princes Parade site, to which the redevelopment proposals aim to respond.

Shepway Core Strategy Local Plan (2013)
Policy SS1 of the Core Strategy sets out the overall strategy for the location of new development in the District. It gives priority to the development of sites which are located within the Urban Area of Folkestone and Hythe.

Policy SS2 establishes a target of providing 8,000 new dwellings in the District by 2026.

Shepway Places and Policies Local Plan Preferred Options (October 2016)
Policy UA25 of the Places and Policies Local Plan Preferred Options allocates the Princes Parade site for mixed use redevelopment to include public open space, leisure, small scale commercial uses and up to 150 residential units. The draft policy states that development proposals will be supported where:

1. They form a single comprehensive masterplan for the entire site which meets with the Core Strategy policies and includes:
 - A substantial community recreation and leisure facility, including an appropriate replacement for Hythe Swimming Pool.
 - High quality public open space which enhances the canal and beachfront and improves accessibility.
 - An appropriate mix of well-designed homes within a landscaped led setting, including accommodation for the elderly, affordable housing and self / custom build.
2. They are accompanied by a detailed heritage assessment demonstrating that the setting and features of the Royal Military Canal would be preserved and enhanced, and that the overall scheme would not result in substantial harm to the heritage asset.
3. Any less than substantial harm is clearly outweighed by the public benefits of the proposal, which should include heritage benefits.
4. Any potential contamination from the former use is investigated and properly mitigated.
5. Appropriate protection, preservation and integration of the Royal Military Canal Local Wildlife Site is provided.

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Princes Parade

Transport and roads

Princes Parade runs along the southern boundary of the site and acts as a relief road for Seabrook Road (A259).

There are no parking restrictions on the southern side of the road, and on-street parking is well used, particularly in summer months. The site is located within a sustainable location with bus stops relatively nearby.

The proposed scheme will provide improved facilities along Princes Parade, including the realignment of the road and an enhanced promenade. The realigned road will be traffic calmed to encourage suitable speeds in the vicinity.

The development has been designed to ensure that the current parking demand on Princes Parade can be met within more suitable locations rather than on street.

The existing car park next to the Seapoint Canoe Centre will merge with the new car park for the proposed recreation centre. The new car park is designed to be able to accommodate demand from the existing car park, the proposal associated with Seapoint Canoe Centre and the proposed recreation centre.

As part of the planning process, the surrounding road network will also be reviewed in regards to highway capacity and safety to ensure that the scheme does not have any adverse effect on the surrounding area.

Meet the Team: MLM



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Princes Parade

Heritage

The Royal Military Canal was built between 1804 and 1809 against the threat of invasion from France.

It runs for 29 miles across Romney Marsh and formed a physical barrier should troops invade from the sea.

The current development site was low lying and clear of vegetation so that the defending troops on the banks of the Royal Military Canal could shoot across it at the enemy landing from the sea.


When the threat of invasion disappeared, the canal and its banks became popular for recreation.

In the 1950s and 1970s, Princes Parade became a waste tip. It is now raised 4 metres above the canal and blocks all views between the canal and the sea.

Although the development will again change the relationship between the canal and the sea, it will provide an opportunity to restore the banks, and improve footpaths, public open space and links to the sea.

The development aims to be sensitive to its setting and take inspiration from its surroundings and history.

Meet the team: Martin McKay



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Flood risk and drainage

The risk of flooding from the canal and sea has been considered in detail and a holistic approach has been taken to ensure the development will be both safe and sustainable for the next 100 years.

The proposed relocation of the highway to the north of the site provides the opportunity to improve the promenade and set the existing secondary wall back from the coastal frontage.

This will provide protection from the coastal environment while ensuring continued connectivity with the seafront. Wave overtopping has been considered as part of the design process and the development will be designed to ensure that the buildings remain unaffected by coastal flooding during an extreme storm event.

Similarly, water levels predicted within the canal have also been considered and will be used to inform the finished floor levels of the development, to ensure that the proposed buildings are not at risk of internal flooding and to confirm that the risk to the surrounding properties is not exacerbated as a result of the new development.

Extensive work is being undertaken to ensure that a Sustainable Drainage System (SuDS) is included within the development proposals to address any surface water flooding through increased development.

Meet the team: Herrington Consulting Limited



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Ecology

Ecological surveys have established the presence of common load within the canal, and common lizard, slow worm and grass snake in the southern half of the proposed development site.

Surveys revealed that bat activity was concentrated along the canal, with little bat foraging recorded over the proposed development site.

Two drained badger sets were also recorded on the site. No evidence of water vole or otter was recorded on the canal. The southern grassland has limited ecological importance for plants and invertebrates.

The key ecological issues to address are minimising light spill into the canal corridor, to avoid impacts upon bats, and moving reptiles to a suitable off-site receptor habitat. The canal will also need to be protected from pollution during the construction and occupation phases.

Full details of ecological avoidance, mitigation, compensation and enhancement will be submitted with the planning application.

Meet the Team: Lloyd Bore Limited



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Contamination and ground conditions

This site is a former landfill. Two phases of site investigation carried out so far show mainly construction and demolition waste rather than household or domestic refuse.

This means that the type of material encountered below the surface is generally bricks, glass, concrete, plastic, tarmac, ash and cinders. There is little evidence of contamination of groundwater and the principal contaminants within the waste were hydrocarbons, heavy metals and asbestos.

The most practical and sustainable form of remediation for contamination of this nature is the introduction of clean cover / capping to prevent contact or exposure. These measures are common to a site of this nature.

There is sufficient information to support the current planning application, but planning conditions will need to be attached to any planning consent requiring further investigation.

Meet the Team: Idom Merebrook



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Seafront sections



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Appendix 3 – questionnaire

QUESTIONNAIRE



Redevelopment of Princes Parade

New swimming pool, recreation centre,
public open spaces and quality homes

Name

Address.....

.....

Postcode.....Email.....

■ What do you think are the key aspects we need to consider when developing Princes Parade?

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.....
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.....
.....

■ How would you like to see the proposals improved?

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.....

If you have further comments, please write them in the space provided overleaf

Appendix 4 – newspaper and online adverts

Princes Parade public consultation



- New swimming pool and recreation centre
- New public open spaces
- New quality homes

The landowner, Shepway District Council, is sharing information about the proposed planning application for Princes Parade with people across the district. There will be an opportunity to look at the proposal, discuss the development and leave comments at two public events.

HAVE YOUR SAY

Seabrook Church Hall, Seabrook Road, CT21 5RB
Tuesday 29 November – 11am to 5pm

Hythe Town Hall, High Street, Hythe, CT21 5AJ
Wednesday 30 November – 2pm to 8pm

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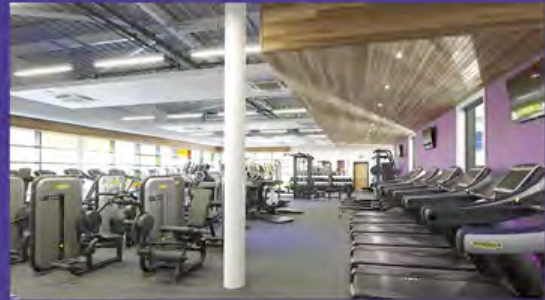
Appendix 5 – leaflet

Princes Parade public consultation

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Appendix 6 – leaflet distribution

Seabrook Road (along entire length from Hythe to Seabrook)

Battery Point	Lower Corniche
Alexandra Corniche	Hospital Hill
Temeraire Heights	Seabrook Gardens
Seabrook Grove	Stade Street
Cliff Road	Ferguson Close
Saxon Close	Earlsfield Road
Twiss Grove	William Pitt Close
Twiss Road	Twiss Avenue
South Road	Sturdy Close
Fisher Close	The Fairway
Douglas Avenue	Napier Gardens
Tower Gardens	Park Road
Lynton Road	Albert Lane
Windmill Street	Wood Road
St Leonards Road	High Street
Portland Road	Mount Street
Marine Walk Street	Prospect Road
Theatre Street	Mill Road
Sun Lane	

Bulk copies left in high footfall areas in agreement with owners / managers:

Seabrook Primary School
Seabrook Road newsagent (near school)
The Fountain PH Seabrook
The Bell PH Hythe
Oaklands Health Centre Hythe
Hythe Library
Newsagent Hythe High Street (1)
Newsagent Hythe High Street (2)
Waitrose Hythe
Hythe Swimming Pool
Hythe Town Council Oaklands
SDC Civic Centre, Folkestone
Drycleaners Hythe High Street
Hairdressers Hythe High Street