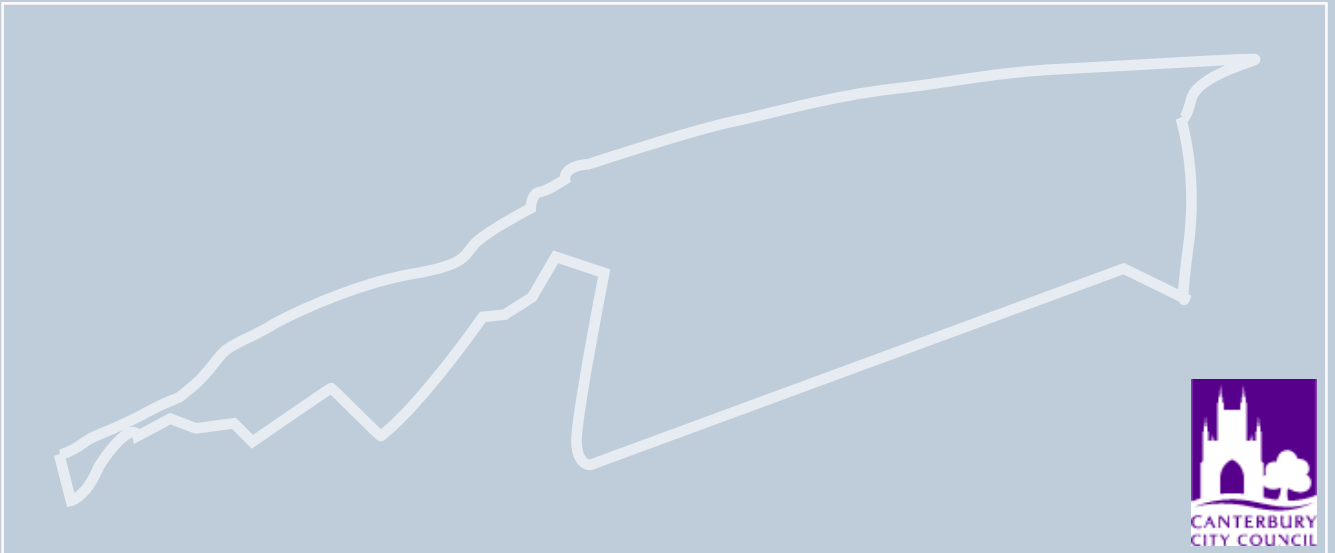


project plans

volume 2

reculver masterplan



project plan reculver masterplan

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FRONTISPIECE

Reculver Masterplan :Volume 2

Canterbury City Council (CCC)

- with additional financial assistance from East Kent Partnership

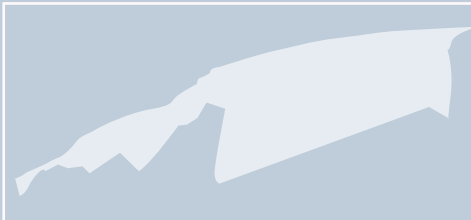
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volume 2



A L L E N

S C O T T



Reculver Country Park Vision

introduction

This section of the masterplan report incorporates a series of costed project plans to assist in the implementation. It is intended as a 'live' working document and will be subject to regular review and update as the process of delivery develops.

Project Plans 01 - 06 deal with 'programmatic' proposals that relate to management and communication issues. Project Plans 07 - 17 relate to physical proposals.

The Project Plans are intended to be flexible and there is no reason why they cannot be grouped together as larger projects or further projects added. The costings are purely provided as an initial guideline at the early stages and are not to be used as fixed costs for implementation. The Plans should be read in association with Volume 1 of the Masterplan.

Generic Mitigation

Many of the projects have the potential to affect the Thanet Coast and Sandwich Bay SPA, Thanet Coast SAC and Swale SPA in the same manner. They therefore require the same mitigation measures to be implemented. The following list comprises generic mitigation applicable to the Reculver Masterplan:

- The Thanet Coastal Codes for minimising disturbance to European Site features and information concerning the sensitivity of the coastal area to disturbance and its value and status as a European Site will be displayed in the visitor centre, with leaflets and signboards provided at strategic locations within the Country Park. These will also include information on the ecology of the site to provide visitor understanding of the need for a Code of Conduct.
- Detailed visitor access proposals will avoid directing the public towards coastal reaches favoured over-wintering bird populations of European importance and any walks and trails promoted will ensure a suitable buffer is maintained between the public and sensitive areas to minimise disturbance.
- Natural England supports the conclusions of the Habitat Regulation Assessment (HRA) that the masterplan is not likely to have a significant effect on European Sites, and that the level of detail is generally appropriate. NE should be consulted on all detailed proposals, including visitor access, interpretation and accommodation, to ensure any potential disturbance to sensitive areas is considered and minimised with the design and construction stages.
- Construction works in proximity to areas used by over-wintering bird populations of European importance will be timed for the summer months, in order to avoid the over-wintering period, unless otherwise agreed with Natural England.
- Detailed proposals involving new lighting should be carefully considered in conjunction with Natural England such that increased light pollution to areas utilised by roosting turnstones is avoided.
- Residential and other sensitive development should be no closer than 15 meters to the Southern Water pumping station boundary to preserve the amenity from potential noise and odour effects and to ensure future access to the site (see Volume 1 8.2 for surface water and sewage consideration requirements). Any project that could have an adverse effect on the integrity of a European or Ramsar Site, alone, or in combination with other plans or projects, would not be in accordance with the aims and objectives of this master plan.

introduction (continued)

The Project Plans

Programmatic Plans;

- project plan 01 - reculver co-ordinator
- project plan 02 - reculver partnership
- project plan 03 - perception and promotion
- project plan 04 - interpretation strategy
- project plan 05 - reculver leaflets
- project plan 06 - business opportunity plan

Physical Plans;

- project plan 07 - visitor centre
- project plan 08 - car parks
- project plan 09 - village green
- project plan 10 - playground
- project plan 11 - frontage development
- project plan 12 - caravanning and camping club
- project plan 13 - heritage improvements
- project plan 14 - west wantsum
- project plan 15 - walking and cycling facilities
- project plan 16 - general environmental improvements
- project plan 17 - road improvements

reculver co-ordinator

Project Summary:

A Reculver Co-ordinator is employed with the objective of driving the delivery of the masterplan projects and co-ordinating the interests of all stakeholders.

Strategic Objectives:

LOCAL PLAN POLICY R13

- Enhances the 'attraction' of Reculver

NATURAL EAST KENT

- Development of green tourism destination

CANTERBURY DISTRICT TOURISM STRATEGY

- Encourage rural regeneration
- Encourage local visitors and 'Visiting Friends and Relatives' (VFR) market

CYCLING STRATEGY FOR KENT 2006-11

- Promote and educate visitors and local residents in cycle tourism and the network of cycle routes

CCC WALKING & CYCLING STRATEGY

- Create link with regional cycle routes

RECVLVER COUNTRY PARK MANAGEMENT PLAN

- Objective 1: To develop Reculver Country Park as a quality attraction for tourist markets
- Objective 3: To involve the community in the management of the country park

Relevant Masterplan Principles:

- co-ordinated and effective management of the area bringing together public and private interests
- establishing clear linkages to the surrounding area and wider regional context
- changing current perceptions and the profile of Reculver

The key aims of the co-ordinator would be to:

- Drive the delivery of the masterplan;
- Co-ordinate the management of partners and stakeholders;
- Deliver the regeneration of Reculver; and,
- Establish regional links

The priority would be to develop the country park as a quality destination for green tourism, including the development of high quality and sustainable accommodation provision.

1.01 Current Position

There are a number of public and private sector stakeholders involved in the management and provision of services at Reculver Country Park:

- Canterbury City Council
 - Strategic Planning – budgets
 - Countryside – operational issues, management of Towers and Fort
- Serco – Contract to CCC for grounds maintenance and management of public toilets
- Kent Wildlife Trust – Contract to CCC for Visitor Centre and visitor management
- English Heritage – ownership of Towers and Fort
- Camping and Caravanning Club – lease of CCC caravan site
- Blue Dolphin – owners of caravan park
- Waterways – owners of caravan park (tbc)
- Owners of shop, café and arcade
- Owners of the club house
- King Ethelbert Inn
- Seasalter Shellfish (Whitstable) Ltd

The current structure delivers the day-to-day running of the country park, however stakeholders have their own priorities. No single organisation has Reculver as their top priority. Communication between public and private sector stakeholders is acknowledged to be limited and the current structure is not considered to be effective in delivering the regeneration of Reculver.

Who Delivers?

Canterbury City Council and funding partners (see Funding Strategy below)

It is expected that this role could be delivered through a part-time post of 3 days per week.

I.02 Outline Job Description

Key Responsibilities:

Assist the stakeholders to work together and with the wider community to:

- Implement the Reculver Masterplan projects
- Enhance access for green tourism
- Improve the interpretation of the Reculver, particularly of historical and natural heritage issues.
- Market and brand the area and its products.

Funding:

- Identify fundraising opportunities
- Prepare applications
- Deliver funded projects
- Report to funders

Community Involvement:

- Set up and manage public-private partnership
- Hold regular quarterly meeting with key stakeholders on site, as listed above

Stakeholder liaison:

- Inform stakeholders about potential grants and training courses available to them
- Encourage and support local accommodation providers to apply for quality assessments
- Encourage local businesses to apply for sustainable accreditation such as Green Tourism Business Scheme, Walkers and Cyclist Welcome, David Bellamy Awards

Website:

- Commission design and installation of Reculver web pages or website
- Work with CCC web master to update and maintain website

Promotion of Reculver:

- Circulate quarterly online newsletter /e-mail informing stakeholders and public – private partnership, and community of activities relevant to the development of Reculver
- Develop interpretive material for inclusion on website , itineraries, leaflets and other related materials.
- Produce and distribute electronic and hard copy information and itineraries on walks, cycle routes, accessible routes and other activities; places to stay, eat and drink and shop as funding permits
- Liaise with relevant organisations (eg, CCC, KCC, TSE, Herne Bay and Margate TICs, Sustrans, Ramblers Association, Nord-Pas de Calais tourism organisations) to ensure their websites and publications are well populated with Reculver information
- Work with local and regional media and partners (to include Herne Bay, Margate and Canterbury) to raise perception and profile of Reculver

SALARY COSTS

• Scale 6	3 days per week	£13,550 - £15,000
• Employer's NI	@ 12.8%	£ 1,735 - £ 1,920
• Pension contributions	tbc	
• Costs and expenses	estimate	£ 3,000

TOTAL

£18,285 - £19,920

1.03 Next Steps

Funding Strategy

Funding should be sourced from CCC and if possible other partners that will benefit from delivery of the Reculver Masterplan eg, English Heritage, Kent Wildlife Trust and the Camping and Caravanning Club.

Potentially a small proportion of the costs could be contributed by the businesses on the site to confirm their commitment masterplan and the potential benefits. Private –public sector partnership contributions to the Reculver Co-ordinator post would encourage delivery of the masterplan to the benefit of all stakeholders, and circumvent the co-ordinator being seen a CCC post.

Timing

2008-09 – Appointing a Reculver Co-ordinator is a priority project that should be funded prior to the full masterplan funding bid. The co-ordinator will be central to deliver of funding for other masterplan projects.

Implementation

- CCC to draft job description
- CCC Countryside section to set up meeting with potential funding partners to assess potential commitment and contributions
- Job Description to be agreed by all funding partners
- Source an additional funding
- Advertise post
- Interview and appoint suitable candidate.

SUMMARY POINTS

- critical catalyst project to enable phase 2 of masterplan
- appointment of key person to be central to successful delivery of aspirations

reculver partnership

Project Summary:

Establish a Public-Private Partnership Group to deliver a co-ordinated stakeholder approach to the development of Reculver.

Strategic Objectives:

NATURAL EAST KENT

- *Strategic Objective 2: Support the development of local projects which will implement the Natural East Kent concept locally.*

CANTERBURY DISTRICT TOURISM STRATEGY

- *Build new ways to include local people in tourism*

CANTERBURY DISTRICT COMMUNITY STRATEGY

- *Support the development of quality tourism in the District*

RECVLVER COUNTRY PARK MANAGEMENT PLAN 2007-2012

- *To involve the community in the management of the country park*

Who Delivers?

Canterbury City Council, through the Countryside section, until the Reculver Partnership has been established

Proposal Description

Establish a public-private partnership organisation.

Public, not-for-profit and private sector organisations with a direct involvement with Reculver Country Park and its immediate environs will be eligible to join. These organisations are currently:

Public Sector:	CCC
Not-for-profit sector:	Kent Wildlife Trust, English Heritage, Kent Archeological Rescue Unit, Camping and Caravanning Club
Private sector:	Blue Dolphin, Waterways, Owners road front premises, King Ethelbert Inn, Seasalter Shellfish (Whitstable) Ltd

Draft Constitution

1. TITLE

The Reculver Partnership

2. MISSION

To deliver and support projects that facilitate the development of Reculver to the benefit of all stakeholders, and in particular Reculver as a green tourism destination, as directed by the Reculver Masterplan.

3. STATUS

The Reculver Partnership is not owned or controlled by any single organization. All those involved remain independent.

4. AIMS

The Reculver Partnership aims to provide leadership and co-ordination for the development of Reculver as a high quality green tourism destination to the benefit of all members.

5. FUNCTIONS

- The Reculver Partnership will seek to achieve its aims inter alia:
- Working towards the delivery of the Reculver Masterplan
- Working with the Reculver Co-ordinator to deliver the masterplan
- Identify shared agendas and objectives amongst members
- Working in partnership with other members to deliver projects of common interest
- Improving communication between members
- Applying for appropriate funding eg, HLF Your Heritage fund
- Building relationships and networks with other potential green tourism destinations in the region to share information and best practice

6. MANAGEMENT

6.1 Management Group

The Management Group will comprise of one member nominated from:

- CCC Countryside Section
- CCC Tourism Section
- Kent Wildlife Trust
- English Heritage
- Kent Archeological Rescue Unit
- Camping and Caravanning Club
- Blue Dolphin
- Waterways
- Owners road front premises
- King Ethelbert Inn
- Seasalter Shellfish (Whitstable) Ltd

The Reculver Co-ordinator will be a member of the Management Group.

6.2 Officers

A Chair and Secretary shall be elected by the Management Group from within its membership each year at the Annual General Meeting. The Secretary will minute the Management Group meetings.

6.3 Frequency of meetings:

The Management Group will meet at least four times per year.

6.4 Quorum

Quorum for the Management Group shall be one third of the membership of the Management Group. In the event of a meeting being inquorate any recommendations made at that meeting shall require approval at a subsequent quorate Management Group meeting.

6.5 Voting

Voting at the Management Group meeting when required shall be by a show of hands and matters determined by a single majority. All Management Group members will have one vote and in the event of equality of voting, the Chair shall have the single casting vote.

A declaration of interest shall be made by any member where there is a conflict of interest in the matter under discussion.

6.6 Terms of Reference

The Management Group is responsible for:

- Representing the interests of members
- Being the voice of the members
- Working with the Reculver Co-ordinator to deliver the Reculver Masterplan
- Raising the profile of Reculver
- Encouraging
- Improved communication between stakeholders
- On site management issues including security, vandalism
- Event scheduling, promotion and management
- Improved quality of all on-site visitor facilities
- Projects that encourage green tourism eg, for walkers, cyclists, birdwatchers
- Projects that encourage sustainability and environmental awareness
- Funding applications where appropriate
- Training opportunities for businesses

7. FINANCE

The Management shall determine appropriate arrangements for the administration of the financial affairs of the Reculver Partnership, should direct funding become available.

8. ANNUAL GENERAL MEETING

- 8.1 One meeting of the Board each year (normally the April meeting) shall be designated the Annual General Meeting. The business of the Annual Meeting shall be to:
- 8.1.1 Elect the Chair and Vice Chair.
 - 8.1.2 Receive and endorse the membership of the Board.
 - 8.1.3 Receive and endorse any financial statement of accounts to March 31st (if appropriate)
 - 8.1.4 Consider any amendment to the constitution or any other resolutions for which due notice has been given.

Budget

The legal fees to set up the Constitution may be up to a maximum of £1,000. If possible the legal work will be undertaken by Canterbury City Council's legal team at minimal cost.

It is not expected that the Reculver Partnership will have direct costs or its own budget to undertake projects, but that its members will support the projects funded as part of the Reculver Masterplan.

However as a community not-for-profit organisation the Partnership may be able to apply for funding for masterplan projects that is not available to other organisations.

Timing

The Reculver Partnership can be set up once the Reculver Masterplan has been finalised.

Next Steps

1. CCC Countryside Officer to call an initial meeting with the proposed members to establish whether there is sufficient support to set up the Reculver Initiative.
2. Consult CCC legal department on draft Constitution.
3. The draft constitution to be discussed at the first meeting to establish the commitment and interests of potential members.
4. Set dates for future meetings.



perception and promotion

Summary:

To improve the perception and promotion of Reculver by producing a:

- i) Co-ordinated Brand Identity for the park
- ii) Reculver Website
- iii) Country Break itinerary

Strategic Objectives:

LOCAL PLAN POLICY R13

- Enhances the 'attraction' of Reculver

NATURAL EAST KENT

- Development of green tourism destination
- Virtual connections with regional walking, cycling provision
- Provision of good interpretation of natural and heritage assets

CANTERBURY DISTRICT TOURISM STRATEGY

- Encourage increased length of stay
- Use innovative interpretation to make Canterbury District accessible
- Encourage rural regeneration
- Build new ways to include local people
- Encourage local visitors and people visiting friends and relatives

CYCLING STRATEGY FOR KENT 2006-11

- Encourage cycling as an alternative to the private car for local journeys
- Promote and educate visitors and local residents in cycle tourism and the network of cycle routes

CCC WALKING & CYCLING STRATEGY:

- Create links with regional cycle routes

RECVLVER COUNTRY PARK MANAGEMENT PLAN 2007 – 2012

- Objective 1: Develop the country park as a quality attraction for tourist markets
- Objective 3: Involve the community in the management of the country park

I. BRAND IDENTITY

Project Objectives

The development of a co-ordinated brand identity that can be used by all stakeholders at Reculver Country Park, and can be used across all media, will underpin the aim to change the perceptions and profile of Reculver.

Who Delivers?

Canterbury City Council or Reculver Co-ordinator to commission a branding consultancy to create a brand and associated design guide.

Proposal Description

To develop a brand identity and design guide (working in consultation with Natural East Kent) in order to promote a clear identity and associated set of values for Reculver Country Park. The brand design will be used on all future signage, interpretation and media output and communication from and within the country park including:

- Directional signage
- Website
- Promotional literature
- Exhibitions
- Interpretative trails and other interpretative media
- Exhibitions
- Events



Consultants Outline Brief:

Create a brand identity and set of sub brands, each focusing on a different audience, and associated design guide for Reculver Country Park.

The brand must be flexible and scalable to enable it to be used in association with other local and regional initiatives.

- i) Assess the current situation and understanding of the site:
Develop a full understanding of the country park's assets and proposals for current and future interpretation to include:
 - an assessment of existing and potential audiences
 - an assessment of existing interpretation in the park and visitor centre
 - consideration of the park's heritage assets and their significance
 - consideration of existing and potential future brand associations eg, with NEK, KWT
- ii) Develop the park's brand values through research and consultations
- iii) Develop names for the main brand and sub-brands
- iv) Develop a draft logo and associated graphics and colours for the brand and sub-brands
- v) Design Guide
Finalise the brand logo's, colour palettes and names and incorporate them into a house style that can be used on all future media to include:
 - An introduction and description of the 'house style', its development and reasoning – the use of colours, typeface, logos, size of text
 - Templates for the layout options for letter headings, faxes, emails, Powerpoint slides
 - Use of language, types of image and style of photography to be used in marketing and promotional material

Implementation Costs

Consultants fees - £10,000

Timing

The brand identity of the park needs to be in place prior to implementation of Reculver's dedicated website and the implementation of the projects recommended by the interpretation strategy.

Next Steps

Funding

The cost of commissioning consultants to develop the brand identity for Reculver will be part of the overall masterplan funding bid.

Implementation

- Finalise Consultants brief
- Source branding companies and circulate brief
- Commission consultants.

WEBSITE

Project Objectives

A dedicated Reculver website would provide:

- Improved profile of Reculver
- Pre-visit destination information to potential visitors to encourage them to increase the length of their visit to Reculver
- Educational and interpretive information
- A marketing opportunity for local businesses
- A communication channel for public and private sector stakeholders
- Links with wider Kent region eg, Herne Bay, Margate, Canterbury,
- Links with other developing 'green' tourism destinations: Grove Ferry, Pegwell Bay, Romney Marsh

Who Delivers?

- Canterbury City Council Countryside and Tourism Departments and webmaster
- Reculver Co-ordinator
- CCC and Co-ordinator in collaboration with other stakeholders:
- Kent Wildlife Trust, English Heritage, Camping and Caravanning Club, Blue Dolphin, King Ethelbert Inn, other businesses

Proposal Description

A Reculver website can be delivered in two stages:

Stage 1:

- Reculver pages to be built on the existing Canterbury City Council website www.canterbury.gov.uk or www.canterbury.co.uk

These web pages would include:

- Information on developments at Reculver
- Communication channel with stakeholders
- Feedback facility for visitors
- Links to websites of potential funding bid partners
- Information on walks and cycle routes from Reculver

Proposal Description continued..

Stage 2:

When sufficient masterplan projects have been implemented, and funding is available a dedicated Reculver website can be built.

Build a dedicated visitor orientated website eg, www.visitreculver.org to include the following pages:

- Home – introduction to Reculver and on-site facilities
- How to get to Reculver – include map
- Where to stay – accommodation in area (including Herne Bay and Margate)
- Where to eat and drink – including cafes, restaurants, pubs to walk and cycle to
- What to buy – local produce, crafts
- What's On - Events
- Visitor Centre - opening hours and activities, courses
- What to do: walks, cycle routes, bird watching, riding, days out, itineraries
- Bird sightings
- History – from Romans to present day, include timeline
- A special landscape
- Local guides – publications available for walkers, cyclists, historians, naturalists
- Easy Access – accessibility information
- Photo library – copyright free photos
- Links - other CCC website/ other relevant sites/ European destinations, Herne Bay, Margate and Canterbury sites, European partners, stakeholders etc

The Reculver Co-ordinator and Canterbury City Council's IT department will update and maintain the site.

Implementation Costs

Canterbury City Council's IT department would undertake both Stage 1 and Stage 2 and it is not expected that additional funding would be required.

Timing

- Stage 1: 2008-09
- Stage 2: 2009 onwards, once sufficient Masterplan projects have been implemented and the Reculver Co-ordinator is in place to keep the site updated and maintained.

Next Steps

Funding:

Funding for Stage 1 and 2 will be resourced Canterbury City Council budgets during 2008 and 2009.

Implementation:

The Countryside and Tourism departments of CCC will implement Stage 1 in liaison with the web-master for www.canterbury.co.uk

- Countryside and Tourism departments will need to decide the most appropriate location and content for these first webpages, together with a plan for their future development.
-
- Stage 2 will be delivered by the Reculver Co-ordinator when Masterplan funding is in place.

3. COUNTRY BREAK ITINERARY

Project Objectives:

The Reculver Country Break itinerary aims to develop green tourism by encouraging local community participation to promote access to Reculver's outdoor activities and its local businesses.

Who delivers?

There are two options for writing the initial itinerary:

- Option 1 - Reculver Partnership
- Option 2 - Independent Consultant

The Reculver Co-ordinator would be responsible for updating the itinerary.

Proposal Description

Develop a web based Country Break itinerary to provide visitors with information about walking, cycling and other outdoor activities, together with places to stay, eat, shop and buy local produce and crafts in the area. For example see The Blean Country Break itinerary at www.ruralways.org.uk/countrybreaks

The itinerary will use the existing Country Break template that is available from Mid-Kent Downs AONB unit or Rural Ways at Tourism South East.

The itinerary will be delivered by working with local businesses and community groups to collect information and collate information and images.

The itinerary will be available on www.ruralways.co.uk, Tourism South East's rural activities website. It can also be loaded onto Reculver's own website, once developed, and the information used to populate other sites such as

- CCC's tourism pages
- KCC's Explore Kent pages
- Sustrans

The Reculver Co-ordinator, in conjunction with information collected by the public-private partnership would be responsible for keeping the itinerary updated.

Budget Estimates for Implementation

Option 1: £1,000

Delivery by Public-Private Partnership on a voluntary basis would involve minimal cost, but would involve a time allocation from the Reculver Co-ordinator of 5 days over a 4 – 6 week period, at cost of around £500. Cost of up to £500 to cover communications and image expenses.

Option 2: Delivery by independent consultants – 5 days at £400 = £2,000

Timing

The Country Break itinerary can be implemented once the Reculver Co-ordinator has been employed and Public-Private Partnership is running effectively. The Country Break itinerary can be put onto the Rural Ways website immediately and can be added to the Reculver website at a later stage.

Early delivery could be achieved if funding is available to use independent consultants.

Next Steps

Implementation:

Countryside Manager or Co-ordinator to meet Mid-Kent Downs AONB Unit or Rural Ways to obtain template and discuss development of the itinerary and sources of funding.

Funding:

Option 1: would be funded through the Co-ordinator's salary. The responsibility for delivering the itinerary should be written into the job description.

Option 2: Leader + has been used to fund similar itineraries in East Sussex and in Faversham. This could be pursued if the itineraries are not funded as part of the overall Masterplan.

interpretation strategy

INTERPRETATION STRATEGY AND ACTION PLAN

Summary:

An Interpretative Strategy is needed to provide a co-ordinated approach to future interpretation at Reculver and to identify and cost the specific interpretation projects. The strategy will encompass the wealth of natural and built heritage at Reculver and the role of the different stakeholders in delivering interpretation to all potential audiences.

Strategic Objectives:

NATURAL EAST KENT

- Strategic Objective 4: Create a strategic access and interpretation infrastructure network that meets the needs of sustainable tourism
- Tactical Objective 2: Develop interpretation requirements including the development of stories that link the people with the places and heritage features

CANTERBURY DISTRICT TOURISM STRATEGY (2003-2006)

- Use a variety of innovative interpretation and technology to make the heritage of Canterbury District accessible to all and encourage visitors to participate

RECVLVER COUNTRY PARK MANAGEMENT PLAN 2007-2012

- Objective 1 – To develop Reculver Country Park as a quality attraction for tourist markets identified in the Canterbury Tourism Strategy:
- Interpretation Strategy – To develop the range and quality of educational and interpretative material over the next 5 years

The key aim of the interpretation strategy would be to provide a co-ordinated approach to all interpretation projects across the country park so that they:

- Improve the visitor experience by providing high quality sustainable interpretation
- Educate and inform visitors about Reculver's natural and built heritage (see Project Plan 13 for historic interpretation recommendations)
- Establish and improve physical and intellectual links to the surrounding area
- Improved way finding and access
- Improve the perception and profile of Reculver

Who Delivers?

Canterbury City Council Countryside department should commission consultants to undertake the Interpretation Strategy.

Why an Interpretation Strategy?

“Interpretation is the process of communicating to people the significance of a place or object, so that they can enjoy it more, understand their heritage and environment better, and develop a positive attitude to conservation”

Interpretation should aim to provoke, relate and reveal. This means that interpretation should:

- Provoke a response from or encourage thought by visitors
- Reveal a new insight into the site or topic to visitors, giving them a new understanding
- Relate to visitors' own understanding and experience and be relevant to them.

In this way interpretation can have different influences on a visitor's experience and can be used to address different objectives, related both to communication and to visitor management.

The benefits and objectives of successful interpretation should consider the behavioural, emotional and educational impact that will offer visitors an exiting invitation to become involved in the process of learning from and protecting the natural and cultural environment.

Interpretation can be equally used to:

- Further visitors' understanding and appreciation of the site
- Improve visitor management.

The Interpretation Strategy would include an interpretive Action Plan that would identify and cost Interpretative Projects and implement a clear and co-ordinated approach to effective interpretation across Reculver Country Park, to improve and expand the interpretation of the park's cultural, heritage and landscape assets.

Proposal Description

Outline Brief for Consultants

The objectives of the Interpretative Strategy will be to:

1. Assess existing interpretation and visitor facilities at Reculver Country Park.
2. Identify the key current and potential target audiences for interpretation.
3. Assess Reculver's heritage assets and their significance.
4. Provide a Strategic Framework for future interpretation work at Reculver by partner organisations, in particular Canterbury City Council, Kent Wildlife Trust and English Heritage. To include:
 - 4.1 An Interpretative Vision for Reculver through consultation with relevant partners (to include CCC, EH, KWT, KCC, Seasalter Shellfish Ltd) which seeks to recognize all that is significant about Reculver and its associated landscape.
 - 4.2 Interpretive Objectives: identify the management and interpretative objectives and associated desired outcomes for Reculver:
 - The management objectives to be determined are visitor management, financial and marketing objectives
 - The interpretive objectives to be determined are learning, emotional and behavioural objectives
 - 4.3 Interpretive Principles to guide all future interpretation: based on best practice, an understanding of the site, the vision and objectives.
 - 4.4 Key Interpretive Message to be delivered by Reculver's interpretation.



5. Identify key Interpretive Themes and supporting storylines to communicate the themes. Themes are expected to include inter alia:

- Local heritage: Reculver Towers to Richborough and Wantsum Channel
- Environment: Geology, Natural History, Changing habitats, Energy, Recycling, Climate Change, Sea Defences
- Sea Scene: Windfarm, Cooling Towers, Forts, Sandbanks, Estuary, Erosion
- Gateway for Natural East Kent

6. Provide an Interpretation Action Plan that will recommend and cost interpretive projects.

7. Interpretive Branding: use the Reculver brand to develop a coherent graphic treatment and 'house style' for use on all future interpretive media (internal, external, web based and in publications).

8. Develop a Marketing Guide to link interpretation into marketing activities.

9. Develop Monitoring procedures for assessing the success of future interpretation projects.

10. Identify Funding sources available to Canterbury City Council, KWT or English Heritage to implement, maintain, update and develop the projects proposed in the strategy.



Which Interpretive Media?

There is a wide spectrum of media that could be employed to deliver the interpretation. The main objective in choosing the appropriate media would be:

- Not to compete with the existing interpretive provision but encourage improved provision through a partnership approach
- To encourage people to explore the landscape on the existing pathways, possibly extending the pathway network (subject to any change of route, see Volume 1 7.3.8)
- To provide effective low key interpretive media that does not impede on the landscape or adversely affect the archaeology, and is cost effective
- To adequately deliver the interpretive objectives outlined above.

Static on-site media can include:

- Wind-up audio
- Interpretive structures (i.e. panels or bio-degradable installations within the countryside)
- Art and sculpture
- 3D models
- Play equipment
- Way markers / installations supporting orientation

In addition to static structures, visitors could use mobile media to help them understand and orientate themselves in and around Reculver:

- Leaflets
- Trail guides / self-complete quizzes relating to the landscape
- Guidebooks
- Mobile interpretation via dial-up interpretation to be used via mobile phones or PDAs
- Tour guides / Volunteer interpreters
- Education Packs

Additionally, interpretation for the site could incorporate the following virtual means, independent of the provision of space on the site:

- Web-site pages dedicated to the archaeology and landscape of Reculver
- Local Heritage initiative and community research projects
- Related talks as part of local history course
- Including landscape and archaeology related information in interpretation elsewhere.

If electronic dissemination is prioritised, an electronic platform should be developed to support all the electronic interpretive access points for Reculver including the website, mobile information based systems (eg, PDA tours, or mobile phone downloads), visitor centre exhibitions.

Implementation Costs

Consultants fees to undertake Interpretation Strategy £7,500 + vat
The Interpretation Strategy will identify the cost of specific interpretation projects.

Timing

The Interpretation Strategy can be commissioned as soon as funding has been secured to deliver the masterplan. The brand identity for Reculver should be produced in time to be incorporated into specific interpretation projects.

Next Steps

Funding

Option 1 – source funding for Interpretation Strategy as part of overall masterplan funding bid

Option 2 – Canterbury City Council funds Interpretation Strategy prior to masterplan funding bid, so that funding bids for implementation of specific interpretation projects can be included in the masterplan bid.

Implementation

Canterbury City Council to finalise Interpretive Brief to be put out tender.

Commission consultants to undertake the Interpretive Strategy and Action Plan.



leaflets

WALKING AND CYCLING LEAFLETS

Summary:

The creation of circular walking and cycling routes that start and finish at Reculver is central to the vision of Reculver as a green tourism 'hub'. A series of Reculver Walking and Cycling Leaflets would promote the circular rights of way together with the cafés, pubs, farm shops, visitor and visitor accommodation en route, and interpretative information on the natural and built heritage along the trail.

Strategic Objectives:

SOUTH EAST COASTAL STRATEGY:

- Maximise connectivity along the coast

NATURAL EAST KENT

- Strategic Objective 4: Create a strategic access infrastructure network that meets the needs of sustainable tourism.

CANTERBURY DISTRICT TOURISM STRATEGY (2003-2006)

- Encourage rural regeneration through walking and cycling.

CANTERBURY WALKING AND CYCLING STRATEGY

- Implement and promote a network of safer walking and cycling routes

RECVLVER COUNTRY PARK MANAGEMENT PLAN 2007-2012

- To encourage sustainability and healthy lifestyles by creating an environment suitable for walking and cycling; promoting access for all

The key aims of producing walking and cycling leaflets is to:

- Promote Reculver as a regional hub for green tourism
- Support rural regeneration by promoting local businesses
- Improve the experience of visitors to Reculver
- Improve wayfinding and access
- Optimise the use of Reculver's coastal and countryside location
- Establish clear links to the surrounding area
- Change the current perception and profile of Reculver

Who Delivers?

The Reculver Co-ordinator will be responsible for developing walking and cycling leaflets in conjunction with Canterbury City Council and Kent County Council.

Proposal Description

Routes

A series of leaflets will be produced working in consultation with Natural East Kent and Kent County Council's Countryside Access Service (CAS) to promote:

- Circular walking and cycling routes that start and finish at Reculver.
- Routes that link Reculver to public transport connections eg,
 - Reculver Primary School (Stagecoach bus route 36) into the 'Wantsum Walk' that runs adjacent to the school and runs through the Park to the visitor centre.
 - Herne Bay station on the Saxon Shore Way to Reculver Country Park
 - Routes that link Reculver to regional and national walking and cycling trails
 - Strategies objective K3 (Produce and distribute information on circular walks and health walks.) and K7 (Work in partnership to improve regional/ national/international awareness of walking, cycling and horse riding opportunities in Kent. to directly support tourism objectives) of the Countryside Access Improvement Plan (CAIP)

The length and degree of difficulty of the routes will need to be clearly identified.

Existing Rights of Way should be used and in particular it is recommended that the current Wantsum Walks are restored, signed and maintenance agreements established so that they can be fully promoted.

Editorial Content

The leaflets should include the businesses located along the route that provide services and facilities

Leaflets should be designed to include the Reculver Brand Identity and to be clear and usable as pdf documents.

Distribution

Printed leaflets should be distributed at the visitor centre, King Ethelbert Inn and other businesses at the Country Park and along the routes; as well as from Canterbury, Herne Bay and Margate Visitor Centres and rail stations.

To finalise the size of the print run it will be necessary to identify the number of distribution points and estimate the annual number of visitors at each point.

Leaflets should be available as pdf documents to be downloaded from the Reculver website and other stakeholder sites including: www.visitCanterbury.co.uk; www.visitKent.co.uk; www.ExploreKent.co.uk.

Electronic versions of the leaflets should be widely linked to relevant websites in the region including other 'green tourism hubs' and to niche interest sites such as Sustrans and the Rambler's Association.

Promotion of the electronic pdf leaflets should be a priority in order to reduce print costs and enable editorial updates to be undertaken on a regular basis.

Budget Estimates per Leaflet

Task	Quantity	Rate	Cost
Research – route checking; businesses verification	2 days	£350	£ 700
Copy writing & proofing	2 days	£350	£ 700
Design: artwork, illustrations, mapping			£2,000
Printing 3,000 leaflets			£ 700
Distribution Via Co-ordinator			
Total per leaflet			£4,100

Timing

The Rights of Way that will be used for the trails will need to be agreed and restored before they can be promoted in new leaflets.

The Reculver Brand Identity and recommendations for interpretation from the Interpretation Strategy should be incorporated into the leaflets.

Next Steps

Route Development:

Public Rights of Way routes identified in the masterplan are indicative. In particular Kent County Council's Countryside Access Service (CAS) will need to be consulted and routes agreed with all stakeholders including Natural East Kent before detailed design.

Repairs, waymarking, interpretative signage and longterm maintenance agreements will need to be put in place.

Funding:

Once the routes are identified and are restored to a suitable standard, funding can be sourced to produce the leaflets.

Implementation:

The Reculver Co-ordinator should commission and manage consultants to produce the series of leaflets.

06 - business opportunity plan

Summary:

New business opportunities for Reculver are proposed:

1. To operate self-catering and bed and breakfast guest accommodation from the new frontage buildings.
2. To operate a cycle hire facility at the country park.

Strategic Objectives:

SOUTH EAST COASTAL STRATEGY

- Support business start-ups and collaboration
- Release the enterprise potential of tourism industries

NATURAL EAST KENT

- Strategic Objective 2: Support the development of local projects which will implement the Natural East Kent concept locally.

KENT TOURISM DEVELOPMENT STRATEGY/ CANTERBURY DISTRICT TOURISM STRATEGY (Both strategies to be finalised)

- “To enable tourism to benefit communities, visitors and the environment, economically, culturally and sustainably”
- Promote regeneration
- Provide diverse visitor offer
- Provide high quality short break offer
- Develop good quality self-catering accommodation
- Improve perception of Coastal Kent

CANTERBURY DISTRICT COMMUNITY STRATEGY

- Support the development of quality tourism in the district

CANTERBURY LOCAL DISTRICT PLAN 2006

- Policy R I 3: Proposals to further enhance the attraction of Reculver as a destination for visitors will be permitted.

RECVLVER COUNTRY PARK MANAGEMENT PLAN 2007-2012

- To develop Reculver Country Park as a quality attraction for target visitor markets

Project Objectives:

The key aims of the new business opportunities (which should be developed in consultation with Natural East Kent's Area Access Plan) are to:

- Support the masterplan vision to develop a high quality regional hub for green tourism
- Provide high quality sustainable facilities to improve the visitor experience
- Support rural economic regeneration
- Increases Kent's good quality short break accommodation offer
- Expand the range of visitor accommodation provision in Reculver

The Environment Agency acknowledges the findings of the Reculver Strategic Flood Assessment (SFRA) and the principle of redevelopment, but all planning applications for individual proposals (especially residential purposes) will need to be accompanied by Site Specific Flood Risk Assessments, to pass part C of the Exception Test, as outlined in Planning Policy Statement 25.

Who Delivers?

Private sector stakeholders eg, Blue Dolphin, King Ethelbert Inn, Waterways or owners of the road frontage building.

The Co-ordinator should support the businesses in sourcing any relevant grant funding; understanding the value of the quality assessment scheme and Green Tourism Business Scheme and arranging training for the businesses where applicable.

Quality Assessed

New visitor accommodation at Reculver should be quality assessed by the Visit Britain scheme to:

- i) Respond to market demand for quality accommodation
- ii) Enable it to be promoted by local, regional and national tourist boards
- iii) Deliver the masterplan vision of a high quality green tourism hub



Green Tourism Business Scheme

Quality Assessed accommodation can benefit from training and apply for membership of the Green Tourism Business Scheme.

Membership of the GTBS:

- i) Responds to increasing legislative and consumer demand for environmentally sustainable visitor accommodation
- ii) Delivers long-term financial savings from implementing sustainable principles such as energy-saving and waste recycling measures
- iii) Supports the masterplan vision to create a sustainable green tourism hub



Walkers, Cyclists and Pets Welcome!

The national tourist board, Enjoy England, run Quality Assessed schemes that encourage accommodation providers to offer facilities for, and promote themselves to, the growing number of people who want to take walking and cycling holidays, and people that want to bring their pets on holiday.



Quicktime™ and a decompressor are needed to see this picture.

A. SELF-CATERING

Proposal Description

Two blocks of four three-bedroom units, with two additional corner units, are proposed for the frontage next to Waterways Caravan Park.

These units would be built on environmentally sustainable principles and would be operated as self-catering units, ideally as part of the Green Tourism Business Scheme with Walkers and Cyclists Welcome accreditation.

The self-catering units could be promoted through the owners' website, the Reculver website and through local, regional and national tourist boards as well as through niche market websites for walkers, cyclists, birdwatchers, artists and photographers.

The proposed layout of the units means that larger groups, such as the educational market, could use them.

This quality self-catering accommodation may also appeal to visitors wanting to visit Canterbury but preferring to be based in a coastal location.



Indicative Financial Scenario

The proposed buildings have been designed as blocks of four units; each block can be built separately. The financial proposal presented here is based on one block.

Revenue per block	Year 1	Year 2	Year 3	Year 4	Year 5	Year 11
Average rent per unit week	500	525	551	579	608	814
Average rent per unit week	2,000	2,100	2,205	2,315	2,431	3,258
Occupancy rate	40%	48%	58%	63%	70%	70%
No. of weeks rented	20.80	24.96	29.95	32.95	36.24	36.24
Income	£41,600	£52,416	£66,044	£76,281	£88,105	£118,069
Annual cost per block						
Loan repayments	32,616	32,616	32,616	32,616	32,616	0
Outstanding loan	293,544	260,928	228,312	195,696	163,080	0
Interest at 8%	26,093	23,484	20,874	18,265	15,656	0
Cost of finance	58,709	56,100	53,490	50,881	48,272	0
Building maintenance	1,359	1,359	1,359	1,427	1,498	2,008
Cleaning & laundry	2,080	2,163	2,250	2,340	2,433	3,079
Utilities	2,080	2,163	2,250	2,340	2,433	3,079
Marketing	1,000	1,100	1,210	1,331	1,464	2,594
sub-total	6,519	6,785	7,068	7,437	7,829	10,759
Additional costs @20%	1,304	1,357	1,414	1,487	1,566	2,152
Total costs	£66,532	£64,242	£61,972	£59,806	£57,666	£12,911
Revenue/Loss	-£24,932	-£11,826	£4,072	£16,475	£30,438	£105,157
Return on investment(ROI)	-11%	-5%	2%	8%	14%	48%

Based on the assumptions below, a small profit would be generated in Year 3. After the loan is fully repaid in Year 10, a substantial income and return on investment would be anticipated.

Assumptions:

Size per unit:

Floor space		100 m ²
Number of bedrooms	3	
Number of beds	6	

Capital Costs:

Build cost per m ²		£1,200
Professional fees	@ 12% (architect, surveyor etc)	
Cost of furnishing		£15 per square metre
Cost per unit		£135,900
Cost of block		£543,600
Site cost not included		

Cost of finance:

Capital equity		40% (£217,400)
Loan equity		60% (£326,160)
Interest rate		8% - fixed
Repayment terms	10 years	

Revenue:

Average rent Year 1		£500
Rental rates increase by 5% per year.		

Occupancy Rate Year 1 40%

The occupancy rate used for Year 1 is cautious. In Kent the average occupancy rate for self-catering accommodation during April – June 2007 was 68%. The occupancy rate is predicted to increase by 20% for the first 2 years, and slow to 10% per year until it reaches 70% in Year 5 when it remains stable.

Annual running costs:

Building Maintenance	0.25% of capital cost for 3 years; increasing by 5% from Year 4
Cleaning per unit	2 hours per week @ £10 per hour
Laundry per unit	£5 per week
Utilities per unit	£25 per week for water, electricity etc
Marketing per annum	£1,000
Additional costs	@ 10% of annual running costs for rates, licences, insurance etc

Cleaning, laundry, utilities increase with inflation at 4% per annum.
Marketing increases by 10% per year to ensure high occupancy rates

B. B&B GUEST ACCOMMODATION

Proposal Description

The proposed B&B Guest Accommodation would be in a frontage building that matches the self-catering blocks. The new building, adjacent to the King Ethelbert, would consist of four units each comprising three bedrooms. A total of 12 double or twin rooms would be available to up to 24 guests, who would have their breakfast at the King Ethelbert.

As with the self-catering units, the B&B Guest Accommodation would be built on environmentally sustainable principles and should be operated so they become accredited by the Green Tourism Business Scheme and have Walkers and Cyclists Welcome accreditation.

VisitBritain categorises accommodation offering more than 6 rooms on a bed and breakfast basis as a guest house, and a pub that offers rooms is known as an Inn.

The B&B units could be promoted through a website set up by the King Ethelbert Inn, and marketing activities should be targeted at similar audiences to those that have been identified for the self-catering units.

This quality guest accommodation may also appeal to visitors to Canterbury who prefer serviced accommodation in a coastal location, rather than self-catering.

Indicative Financial Scenario

The financial proposal presented here is based on one block of 4 units.

Revenue per block	Year 1	Year 2	Year 3	Year 4	Year 5	Year 11
Rate per head per night	25	26	28	29	30	41
Annual revenue per block	183,960	193,158	202,816	212,957	223,605	299,651
Occupancy rate	35%	42%	50%	55%	60%	60%
Income	£64,386	£81,126	£102,214	£118,063	£133,884	£179,417
Annual cost per block						
Cost of finance						
Outstanding loan	342,468	304,416	266,364	228,312	190,260	0
Loan repayments	38,052	38,052	38,052	38,052	38,052	0
Interest at 8%	30,442	27,397	24,353	21,309	18,265	0
Building maintenance	1,359	1,359	1,359	1,427	1,498	2,008
Cleaning & laundry	6,643	6,909	7,185	7,472	7,771	9,833
Utilities	6,132	6,377	6,632	6,898	7,174	9,077
Marketing	1,000	1,100	1,210	1,331	1,464	2,594
sub-total	15,134	15,745	16,386	17,128	17,907	25,512
Additional costs @20%	3,027	3,149	3,277	3,426	3,581	4,702
Total costs	£86,654	£84,343	£82,069	£79,915	£77,806	£28,214
Revenue/Loss	-£22,268	-£3,217	£20,150	£38,148	£56,078	£151,203
Return on investment(ROI)	-14%	-2%	12%	23%	34%	93%

The B&B Guest Accommodation would start to generate profit from Year 3. Once full loan repayments had been made in Year 10, the income generated would be substantial.

The assumptions detailed below are similar to the self-catering operation, however a lower proportion of capital investment is assumed; occupancy is lower and income is estimated on a nightly rather than a weekly basis.

Assumptions:

Size per unit:	
Floor space	100 m ²
Number of bedrooms	3
Number of beds	6

Capital Costs:

Build cost per m ²	£1,200
Professional fees	@ 12% (architect, surveyor etc)
Cost of furnishing	£15 per square metre
Cost per unit	£135,900
Cost of block	£543,600
Site cost not included	

Cost of finance:

Capital equity	30% (£163,080)
Loan equity	70% (£380,520)
Interest rate	8% - fixed
Repayment terms	10 years

Revenue:

Average room rate Year 1 £25 per person per night
Room rate increases by 5% per year

Occupancy Rate Year 1 35%

The occupancy rate used for Year 1 is conservative. In Kent the 2007 average occupancy rate for serviced accommodation, which includes B&B and guesthouses, was 51% and in Canterbury District it was 58%.

The occupancy rate is predicted to increase by 20% for the first 2 years, and slow to 10% in Year 4 and 8% in Year 5, when it reaches 60%. After Year 5 it remains stable.

Annual running costs:

Building Maintenance	0.25% of capital cost for 3 years; increasing by 5% from Year 4
Cleaning per unit	1 hour per day @ £10 per hour
Laundry per unit	£2 per bed per night
Utilities per unit	£2 per bed per night for water, electricity etc
Marketing per annum	£1,000
Additional costs	@ 10% of annual running costs for rates, licences, insurance etc

Cleaning, laundry, utilities increase with inflation at 4% per annum.
Marketing increases by 10% per year to ensure high occupancy rates.

Timing

The provision of high quality short stay visitor accommodation is key to getting visitors to stay longer in Reculver and support the regeneration of the area.

Due to the scale of private sector investment required for developing the self-catering and B&B Guest Accommodation, it is unlikely that these projects will go ahead until after the Camping and Caravanning Club investment in its site has commenced, and private sector stakeholders are confident that other masterplan projects are financed and will go ahead.

Next Steps

Funding:

Private sector investment and commercial finance would be required.

Implementation:

1. Strategic Flood Risk Assessment to be completed by April 2008.
2. Full feasibility study and business plan to be undertaken
3. Proposed plans to be discussed with Planning Department

2. CYCLE HIRE FACILITY

Project Objectives

The key aim of setting up a cycle hire facility at Reculver is to:

- Provide an opportunity for safe cycle storage- facility could be provided by local businesses from Reculver Lane
- Provide facilities to support development of Reculver as a green tourism hub
- Promote rural regeneration

Who Delivers?

To ensure the long-term sustainability of the cycle hire facility it should be set up as a commercially run operation, however it could be run by:

- A commercial company
- An existing cycle hire company eg, Viking Coastal Trail Bike Hire
- One of the private sector stakeholders at Reculver
- The Reculver Partnership or other local community group

Proposal Description

A cycle hire facility would be set up at Reculver to provide visitors with the opportunity to hire bikes at the country park, encouraging visitors who do not have their own bikes to cycle at Reculver. Safe cycle storage could also be considered for visitors staying at Reculver.

It is expected that the cycle hire facility would operate out of one of the ground floor units of the new frontage buildings. However, if the facility is established before the new frontage is built, it could be run from a mobile unit.

The cycle hire facility would offer bikes for adults and children, together with specialist bikes such as trailer buggies, tandems and wheelchair bikes.

In addition to the large number of day visitors to Reculver, customers would come from the owners and guests of the static caravans, the touring pitches at the Camping and Caravanning Club site and visitors to the self-catering and bed and breakfast accommodation.

Indicative Financial Scenario

It is estimated that it will cost around £8,250 to set up the cycle hire facility with 50 bikes. A small profit would be generated from the outset growing to over £50,000 per annum by the fifth year, on the basis that Reculver would become a regional green tourism hub in future years.

Assumptions:

Set up costs:

Cover purchase of bikes and specialist accessories; building a website and producing marketing leaflets.

Annual running costs:

Cover rent or cost of a mobile unit on a monthly basis, one full time and one part-time member of staff; marketing and the cost of bike spares. Additional costs to cover rates, licenses and insurance have been calculated at 20% of the annual running costs. Capital depreciation is over a 3-year period.

Set up costs	Number	Cost £	Total
Bikes	30	250	£7,500
Accessories	20	50	£1,000
Website	1	1,000	£1,000
Leaflets	1,000	0.25	£ 250
Total			£8,250
Annual Costs			
Rent/mobile unit	12	200	£2,400
Staff incl. NI	1.5	18,000	£27,000
Marketing	12	100	£1,200
Bike parts	100	10	£1,000
Subtotal			£31,600
Additional costs @20%			£6,320
Total running costs			£37,920
Depreciation over 3 years			£2,750
Total Annual Costs			£42,170



visitor centre

Project Summary:

Construction of extension/part refurbishment to existing visitor centre facility to increase usable area, address perception and wayfinding issues and incorporate sustainable construction and technologies.

Enhancement of external appearance, landscaping and interpretation through Phase 2 of the masterplan

Long term consideration of larger new build facility to accompany potential increased usage of the site for green tourism/education/activities.

Strategic Objectives:

LOCAL PLAN POLICY R13

- *Enhances the 'attraction' of Reculver*

NATURAL EAST KENT

- *Development of green tourism destination*

CANTERBURY DISTRICT TOURISM STRATEGY

- *Encourage rural regeneration*
- *Encourage local visitors and VFR market*

RECVLVER COUNTRY PARK MANAGEMENT PLAN

- *Objective 1: To develop Reculver County Park as a quality attraction for tourist markets*
- *Objective 3: To involve the community in the management of the Country Park*

Relevant Masterplan Principles:

- *providing high quality sustainable facilities, improving the experience for visitors and local residents*
- *improved wayfinding and access*
- *optimising existing assets and strengths*
- *changing current perceptions and the profile of Reculver*



existing visitor centre building

7.01 Current Position

- Attracts approximately 25000 visitors per annum and clearly performs a highly useful educational role but is limited by staffing/costs/facilities as well as following items:
 - opening hours limited, especially in winter
 - limited interpretation on historic elements/sustainability
 - main focus on wildlife/geology as run by Kent Wildlife Trust
 - some minor vandalism issues
 - low profile/poor signage - many visitors not aware it exists or come when it is closed
- CCC have prepared scheme that has attained planning permission; alternative scheme prepared by masterplan consultants to address more of the masterplan issues within same budget parameters; masterplan proposals based on alternative scheme.

7.02 Proposal Description

The visitor centre facilities are proposed to be developed in three phases. The initial phase will extend the existing facility within the currently available funding. The second phase will then enhance the building in its setting and respond to changes in routes, car parking and develop further external interpretation. A final phase is to build a new larger facility on a different part of the site. This is a long term aspiration and will depend on the overall success of other elements of the masterplan that will underpin its business and funding case.

MASTERPLAN PHASE 1 (1-2 years)

- single storey extension to north of existing visitor centre;
- provision of new multi-purpose space, store and main entrance;
- partial refurbishment of other areas
- incorporation of sustainable construction and renewables technologies
- minor improvements to external works and public toilets
- designed to work with existing path layout/car park location as well as phase 2.

MASTERPLAN PHASE 2 (2-5 years)

- new landscaping and external works to correspond to changed car park/village green
- new mosaic murals to gable ends
- screen walls to south with branded signage and lighting

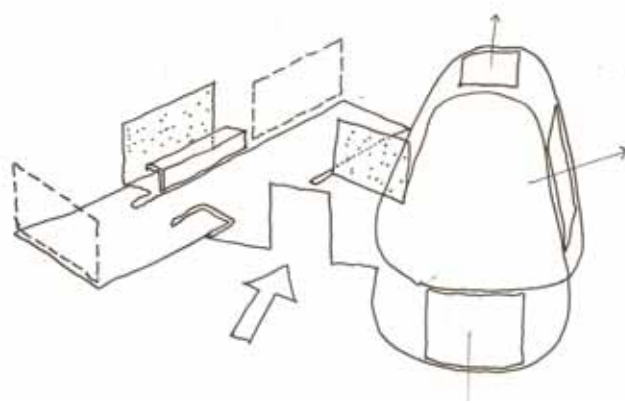
MASTERPLAN PHASE 3 OR 4 (5-25 years)

- new larger purpose-built facility on different part of site
- new usage of Phase 1/Phase 2 building

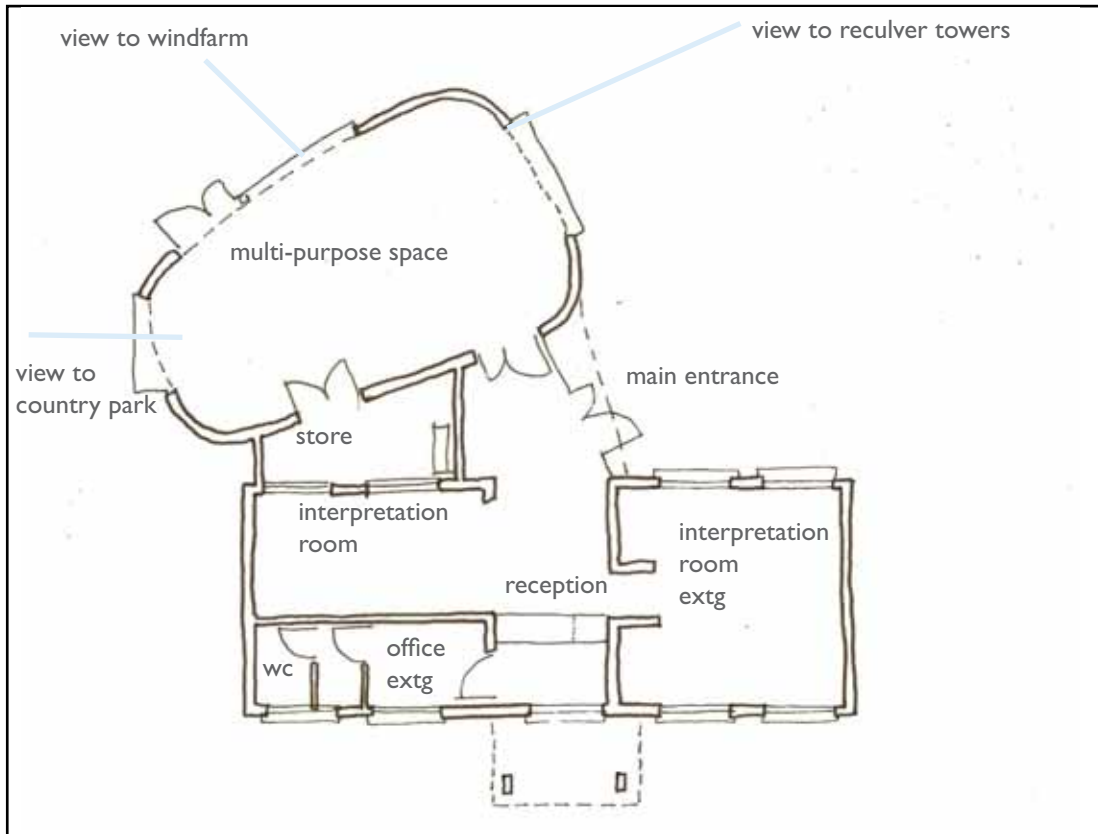
masterplan phase I



phase I site plan



phase I - concept sketch



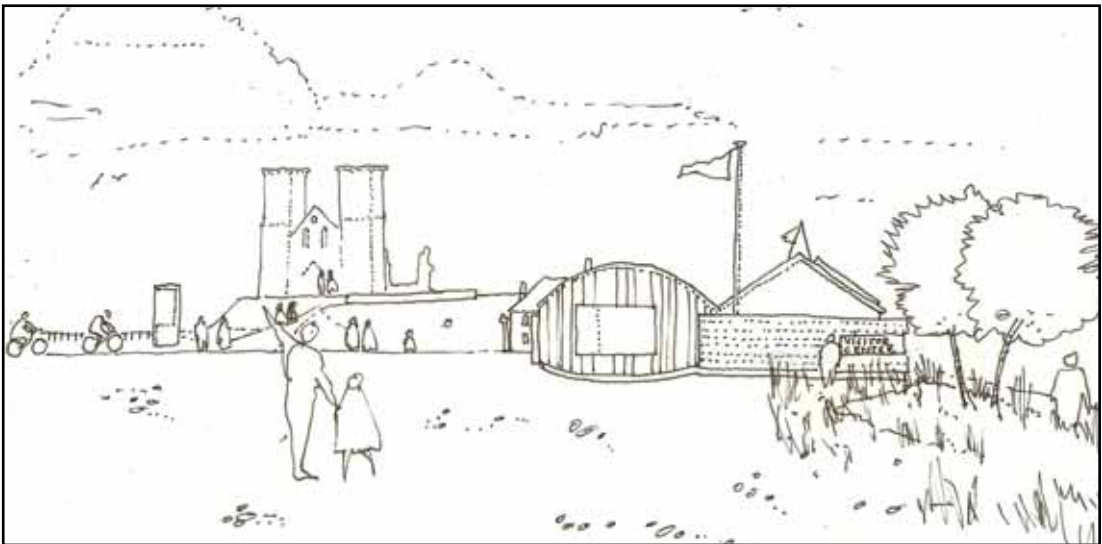
phase I layout plan

project plan 07 - visitor centre

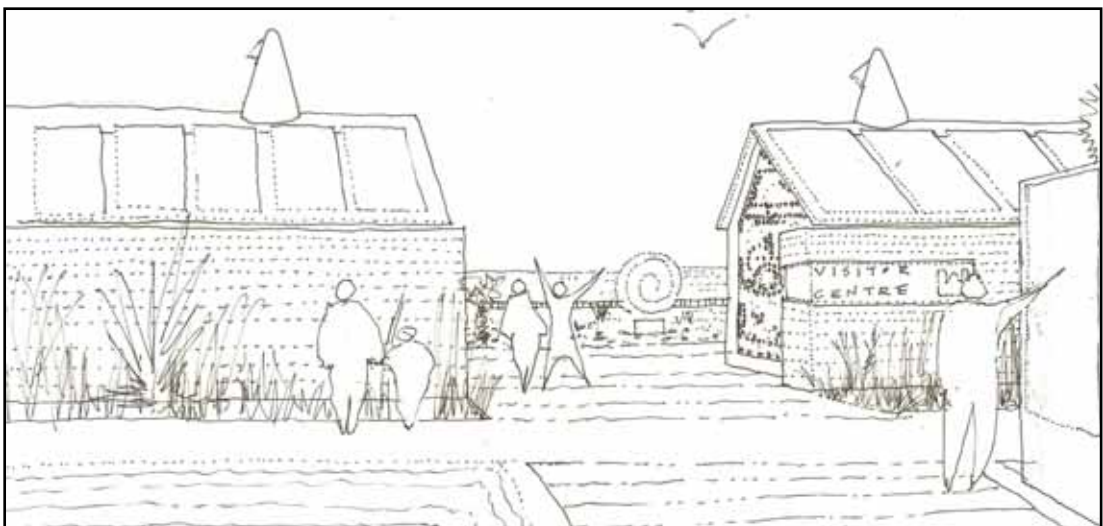
masterplan phase 2



phase 2 site plan

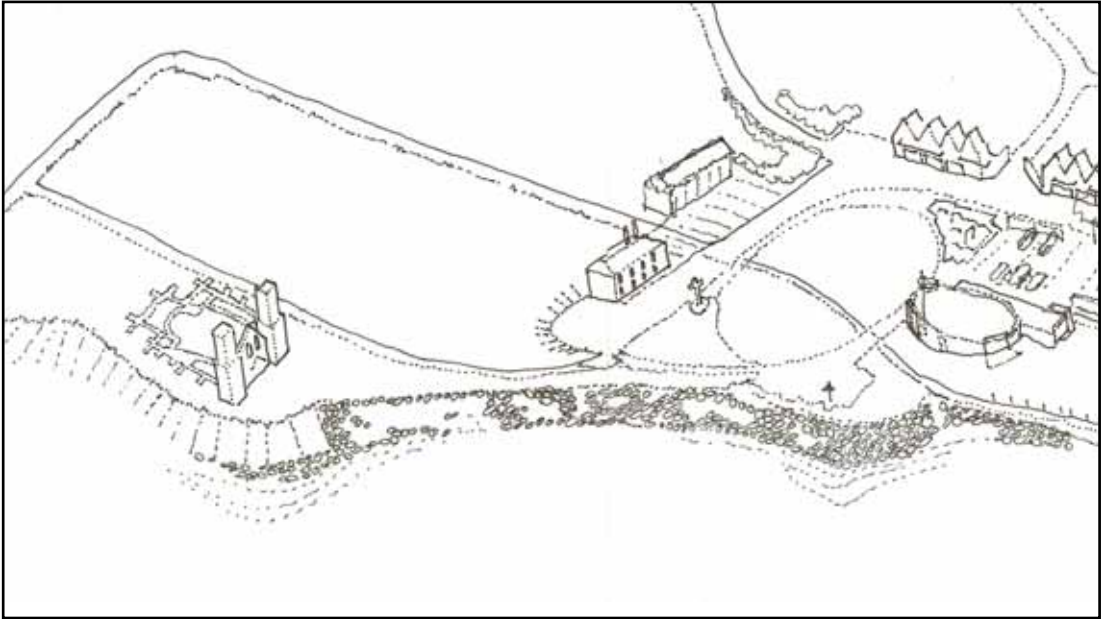


phase 2 - view from country park (approach from west) with outer screen wall, landscaped edges and new path layouts



phase 2 - view from proposed new car park (approach from south) with outer screen wall, landscaping and mosaic murals

masterplan phase 3/4



phase 3/4 - new visitor centre connected to village green or new wetlands



phase 3/4 - new high quality enlarged visitor centre - RSPB Rainham Marshes



phase 3/4 - new high quality enlarged visitor centre - North Lincolnshire

7.03 Proposal Budget Allowances

PHASE 1

Construction costs (including preliminaries)	£ 150,000
Design Fees @ 19% of construction cost	£ 28,000
Other Fees and Expenses	£ 5,000
Design/Site Contingency	£ 10,000
FFE	£ 8,000
total	£ 201,000

PHASE 2

Construction costs (including preliminaries)	£ 30,000
Design Fees @ 13% of construction cost	£ 3,900
Other Fees and Expenses	£ 1,500
Design/Site Contingency	£ 3,000
total	£ 38,400

PHASE 3/4

Construction costs (including preliminaries)	£1,000,000
Design Fees @ 15% of construction cost	£ 150,000
Other Fees and Expenses	£ 20,000
Design/Site Contingency	£ 60,000
FFE	£ 25,000
total	£1,255,000

- costs based on 2008 prices ie no allowance for inflation
- these are approximate budget allowances and not detailed costings
- VAT excluded
- no allowance made for legal fees or land costs
- no allowance for client staff costs

7.04 Next Steps

Funding Strategy

Funding for Phase 1 of the scheme has already been secured through Kentish Flats Windfarm and Canterbury City Council capital budgets. Additional funding is being negotiated with Kent Wildlife Trust and Kent Energy Centre to enhance elements of the scheme. Possible other monies available for DDA access improvements through CCC. Funding for Phase 2 would be part of an overall bid for European monies through the Interreg 4 programme. Phase 3/4 funding source would need to be reviewed nearer the time as part of an overall feasibility exercise.

Timing

Phase 1 - Subject to planning permission and market forces on tendering, the project is due to be on site late autumn 2008 and open late spring 2009.

Phase 2 - 2 to 5 years depending on funding

Phase 3/4 - 5 - 25 years depending on funding and overall success of strategic objectives

Implementation Sequence

Phase 1

- CCC to appoint consultants to develop scheme for planning submission
- Conclude funding/scope discussions
- Assuming planning granted CCC to instruct consultants to progress to tender
- Appoint contractor

Phase 2

Critical path linked to other projects in Phase 2 of the masterplan (car park/village green)

- Appoint design consultants
- Development of co-ordinated design
- Attain consents
- Detail design/tender/construction

Phase 3/4

- Review implementation as part of feasibility study at later stage.

SUMMARY POINTS

- critical catalyst public sector project
- early implementation of first phase possible
- later review for feasibility of larger visitor centre



car parks

Project Summary:

The removal of the existing car park in response to local businesses concerns on its capacity, to enhance the coastal edge adjacent to the SSSI and Scheduled Ancient Monument and to create the 'village green' (refer to Project Plan 09). Its replacement with a larger and enhanced car and coach park adjacent to the visitor centre with two overflow car parking areas for peak times.

Long term consideration of a larger car park on the southern approach to Reculver in order to remove parking from within the hub, if and when the country park is extended and/or a new build visitor centre is realised.

Strategic Objectives:

SOUTH-EAST COASTAL STRATEGY

- Supporting business and regeneration

LOCAL PLAN POLICIES

- *R13: Enhances the 'attraction' of Reculver*
- *NE1: Enhances SSSI and SPA*
- *C36: Protects the undeveloped coast*
- *R7: Enhances the Area of High Landscape Value*
- *BE7: Enhances the Conservation Area*

CANTERBURY DISTRICT TOURISM STRATEGY

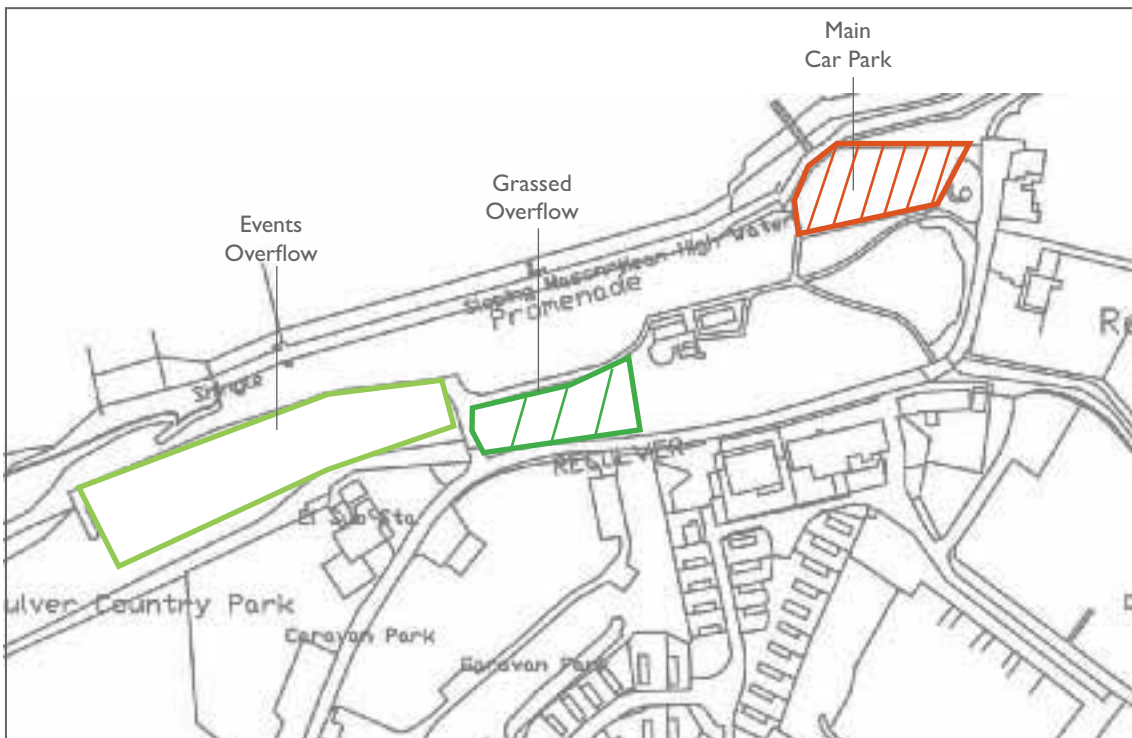
- Protect and improve heritage and local distinctiveness;

RECVLVER COUNTRY PARK MANAGEMENT PLAN

- *Objective 1: To develop Reculver County Park as a quality attraction for tourist markets*
- *Objective 3: To involve the community in the management of the country park*

Relevant Masterplan Principles:

- *providing high quality sustainable facilities, improving the experience for visitors and local residents*
- *improved wayfinding and access*
- *optimising existing assets and strengths such as SSSI and SAM*
- *co-ordinate management of the area bringing together public and private interest*
- *changing current perceptions and the profile of Reculver*



Existing car parks

8.01 Current Position

With approximately 75% of the 100,000-150,000 visitors per annum the existing car park's capacity of 66 spaces plus 3 disabled spaces is limited at peak times. Local businesses have reported potential customers turning away due to lack of space and that new car parking charges have also discouraged them from staying longer.

The current location is also considered to be detrimental to the visual quality of the coastal edge and the Towers, particularly given the number of protective designations that apply.

There is a grassed overflow car park to the immediate south-west of the visitor centre although spaces are not marked. Visiting coaches (mainly school parties) may use this overflow site but visits to the visitor centre are less than they might be due to the rather dis-jointed relationship between the visitor centre and the current car park.



Alternative locations considered for the main car park (refer Volume I)

8.02 Proposal Description

To relocate the central car park to allow the creation of the village green and to improve the setting of the Towers and the coastal edge. The proposed new location would be between the visitor centre and Reculver Lane and would link to the existing but re-organised and re-surfaced grassed overflow and coach park. The capacity of the main car park would be only slightly larger than the existing but greater managed use of the coach/overflow area would help to provide a more flexible arrangement. Subject to detail design it would provide approximately:

- 70 spaces on hardstanding
- 8 disabled spaces on hardstanding (with a further 3 disabled spaces near the Towers)
- 30 spaces on reinforced grass
- 2 coach parking spaces

The existing facility of events overflow on the grassland to the west would also be maintained.

Detail design considerations:

The aim is to create a landscaped car park that does not visually intrude on the country park and breaks up the impression of a large parking area from Reculver Lane. The coach/overflow is likely to get lower usage than the main car park and so a reinforced turf is recommended whilst the main parking area should preferably be a bound gravel or a proprietary 'SuDs' type paving to soften its visual impact. Due consideration must also be given to any water runoff to the Thanet Coast and Swale SSSI's from associated hard surfaces.

The parking layout gives a soft geometry while keeping a high efficiency within the site constraints. Hedge, tree and shrub planting will need to be carefully incorporated to break up the parking bays while retaining key views across the car park to the Towers, visitor centre and country park. A curving pathway along the northern edge links the country park to the village green along the south of the visitor centre. On this route will be a cyclists meeting point and general welcome/information and interpretation panels.

To allow a managed flexibility there are three access points from Reculver Lane. The coach park has an entry and exit point to avoid the need for coaches to turn around or reverse. The main car park has a single entry/exit point. A gated link between the two allows the overflow facility to be managed. Detailed feasibility work on levels and vehicle tracking will be required to 'firm up' the proposals.

Also a review of parking charges is proposed to encourage visitors to stay longer without reducing income.

8.02 Proposal Description continued..

A longer term strategy is to provide an additional satellite car park outside the central area. Usage of this by cyclists/walkers would be encouraged. It is also proposed to provide 3 disabled parking bays at the end of Reculver Lane nearest to the Towers.

In order to enhance the character of the village green, the eastern end of Reculver Lane is to be resurfaced with a bound gravel system. This will highlight the linkage between the public facilities such as cafe shops etc to the village green. The change in treatment is also intended to have a traffic calming effect and to suggest a pedestrian priority in this area.



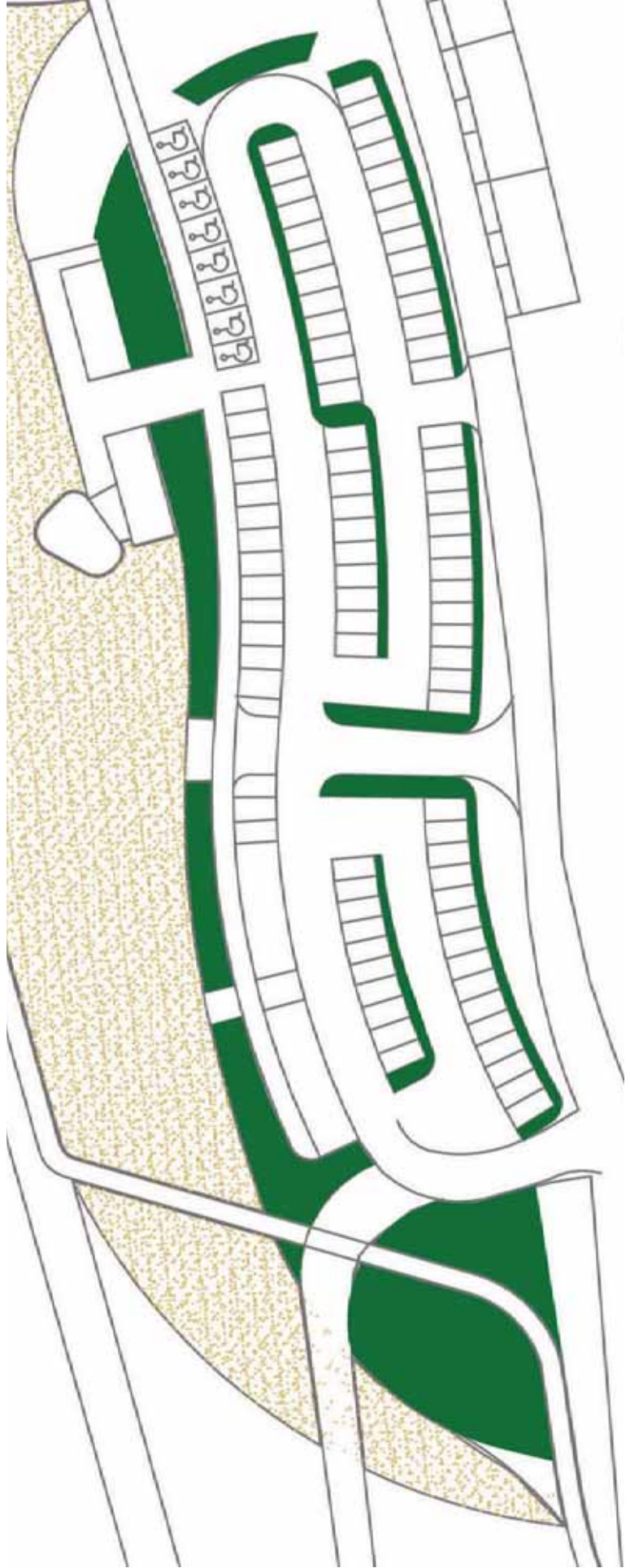
Extract from the masterplan showing the treatment of Reculver Lane and the new car park separated by a change in materials



View east across the proposed site. Note better relationship with visitor centre



Layout and circulation approach



project plan 08 - car parks

8.03 Proposal Budget Allowances

EXISTING CAR PARK* - approx 1850 sqm

Removals - tarmac, kerbs, excavation, services	£ 10,000
Removals - fence, meters, gateway, signs	£ 3,000
Topsoil (from proposed car park site) and grade	£ 6,000
Turf (from proposed car park site)	£ 4,500
6 months maintenance	£ 1,300
Design Fees @ 19% of construction cost	£ 4,700
Other Fees and Expenses	£ 1,500
Design/Site Contingency	£ 3,500
total	£ 34,500

PROPOSED CAR PARK - approx 1900sqm + 1500 sqm(reinfcd grass)

Removals - excavate ground, sleeper fences	£ 20,000
Grade, prepare sub-base, fill and compact Type 1	£ 23,500
Kerbs / edging	£ 5,500
Bound gravel or SuDs surface	£ 55,500
Reinforced grass with rootzone	£ 43,000
Signs, gates, bollards	£ 11,500
Planting	£ 12,500
Design Fees @ 19% of construction cost	£ 31,500
Other Fees and Expenses	£ 2,500
Design/Site Contingency	£ 15,000
total	£ 220,500

- costs based on 2008 prices ie no allowance for inflation
- these are approximate budget allowances and not detailed costings
- VAT excluded
- no allowance made for legal fees or land costs
- no allowance for client staff costs

* Allowance for making good to turf finish. Final formation into Village Green included in Project Plan 09

8.04 Next Steps

Funding Strategy

Funding would be part of an overall bid from a capital funds programme.

Timing

Funding for Phase I of the visitor centre has already been secured through Kentish Flats Windfarm and Canterbury City Council capital budgets. It would provide a positive message for Reculver for the new car park to follow immediately behind to provide improved access and relationship to the upgraded Visitor Centre.

Subject to funding the car park could be constructed in two main phases:

Phase I - Ideally the bound gravel or SuDs part of the car park would follow on from the visitor centre in late spring 2009.

Phase Ia - Removal of the existing car park and restoration of ground once new hardstanding car park is open.

Phase 2 - Subject to funding the reinforced grass part of the car park would ideally be constructed at the same time as the hardstanding area but could follow on at a later date with use being made of the existing grass area for overflow use.

Implementation Sequence

Phase I

- CCC to appoint consultants to develop scheme for planning submission
- Conclude funding/scope discussions
- Assuming planning granted CCC to instruct consultants to progress to tender
- Appoint contractor

Phase 2

Concurrent with Phase I or subject to later funding

- Appoint design consultants
- Development of co-ordinated design
- Attain consents
- Detail design/tender/construction

SUMMARY POINTS

- Key project in enhancement of the coastal edge and village green project
- Early implementation of first phase with visitor centre desirable
- Provides a more coherent parking strategy and overflow capacity



village green

Project Summary:

The creation of a central focus space for Reculver that provides a high quality and uncluttered setting for the Towers, Visitor Centre, King Ethelbert Inn and proposed new frontage accommodation (see Project Plan 11).

The project would also answer concerns of local businesses to do with visibility across the existing space, access and quality of maintenance of the existing shrubby edges.

Strategic Objectives:

SOUTH-EAST COASTAL STRATEGY

- Supporting business and regeneration

LOCAL PLAN POLICIES

- *R13: Enhances the 'attraction' of Reculver*
- *NE1: Enhances SSSI and SPA*
- *C36: Protects the undeveloped coast*
- *R7: Enhances the Area of High Landscape Value*
- *BE7: Enhances the Conservation Area*

CANTERBURY DISTRICT TOURISM STRATEGY

- Promote regeneration
- Develop new facilities and attractions
- Protect and improve heritage and local distinctiveness

RECVLVER COUNTRY PARK MANAGEMENT PLAN

- *Objective 1: To develop Reculver County Park as a quality attraction for tourist markets*
- *Objective 2: Achieve national standards of excellence*
- *Objective 3: To involve the community in the management of the country park*

Relevant Masterplan Principles:

- *providing high quality sustainable facilities, improving the experience for visitors and local residents*
- *improved wayfinding and access*
- *optimising existing assets and strengths such as SSSI and SAM*
- *co-ordinate management of the area bringing together public and private interest*
- *changing current perceptions and the profile of Reculver*



Existing edge. Retaining sleeper wall and shrubby edges restrict free access and obscure views into space

9.01 Current Position

The quality and clarity of the existing grass space is compromised by its planted and raised edges, the existing car park and the unnatural landform. The result is a space that is not connected to its surroundings or as usable and attractive as it should be.



Various views showing edge conditions, landform and lack of clarity



Diagram showing the Village Green's key setting and relationship with other major projects (visitor centre, playground, frontage development).

Masterplan extract of Village Green



9.02 Proposal Description

The proposed enhancement of the green creates a stronger geometry and identity for this central space to allow it to become a focus for the buildings and facilities around it in a clearer and more direct manner. It also creates a landscaped space in front of the SAM rather than a tarmac car park. The space would also have a direct link to the sea through linking with the sea wall structure and raised walkway.

It is intended to be multi-purpose in usage. It should form the focus for events, a stopping point along the walking/cycling routes, a meeting place, a place for orientation before moving to another part of the site, a spill out space from the pub, cafe, playground and visitor centre as well as a general space to relax. It will be open in character and defined by a hierarchy of paths that pick up on main desire lines.

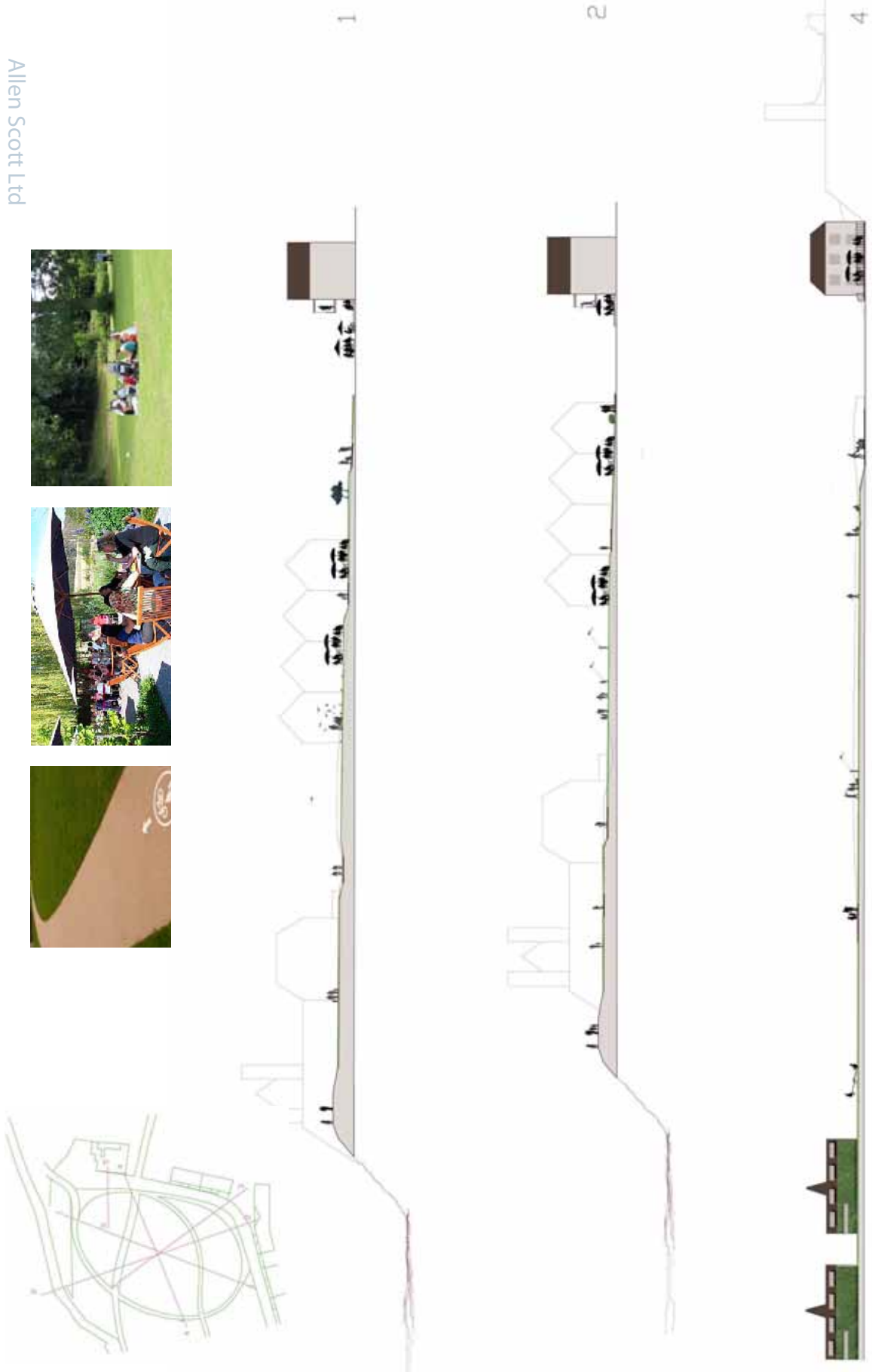
It is proposed as simple maintained terraces including connected wildflower, self-colonising and amenity grassland areas appropriate, with occasional pine tree clusters and bound gravel paths. The cycle link from Herne Bay crosses the centre of the space and ties into the existing Sustrans route to the south of the King Ethelbert Inn. Paths will be generous and open to allow safe usage on a shared basis. It is not proposed to segregate different users.

By re-working the existing topography into three simple terraces a strong physical and visual linkage between the central space and the buildings around such as the King Ethelbert Inn and the proposed 'frontage' buildings (incorporating a new cafe, shop, holiday accommodation and ideally other new businesses such as cycle hire). It allows the road to be 'softened' and safer to pedestrians and cyclists, as existing visual screens on the corner will be removed.

Limited and carefully considered and co-ordinated signage and furniture will keep visual clutter to a minimum while providing safe and useful facilities. There are opportunities for artwork pieces as well as possible kinetic sculptures linked to the sustainable technology from the visitor centre.

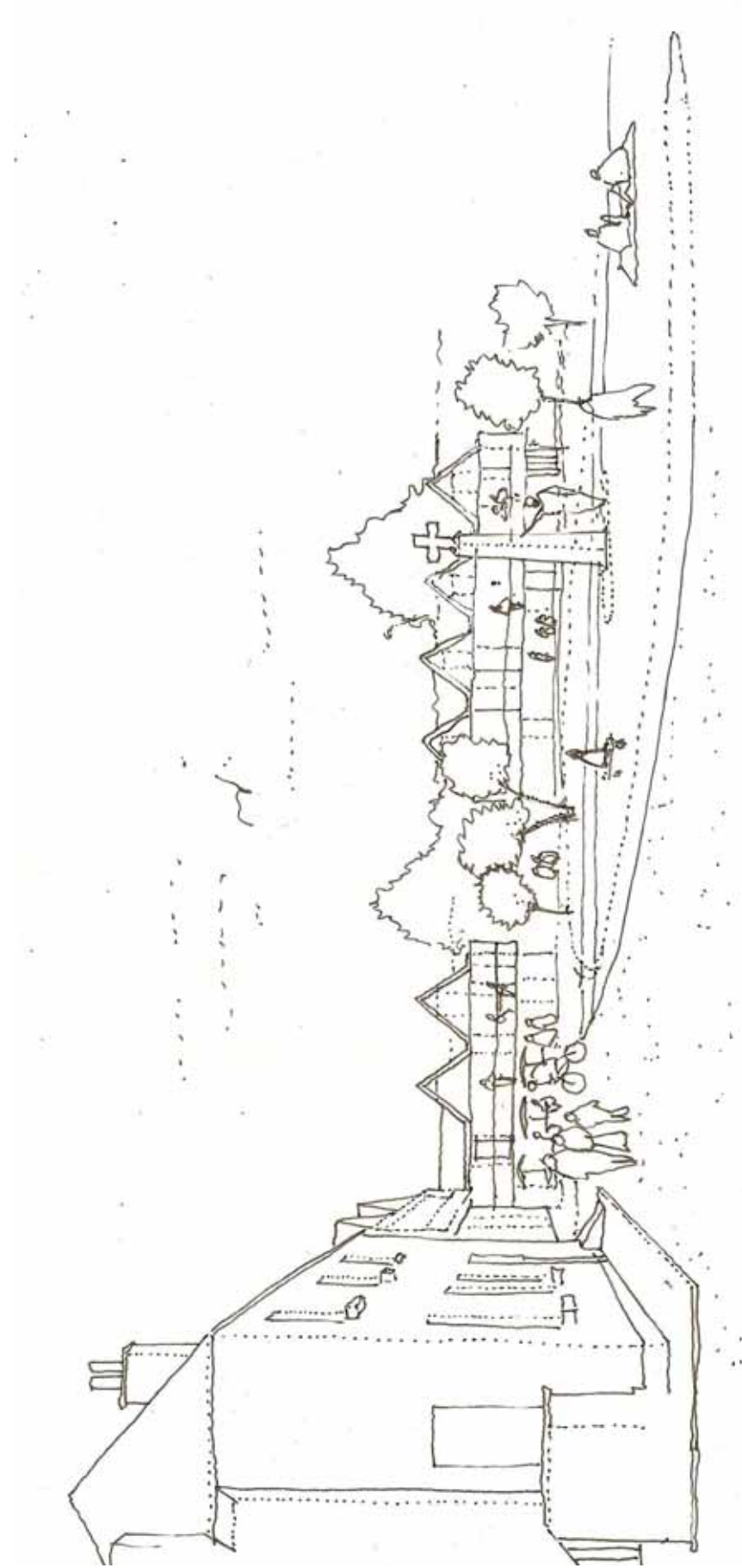
The existing Millennium Cross is retained and given a more defined setting. It should be noted that to allow the village green to be developed as shown the existing car park will need to be moved.

Detailed plans for the Village Green should be developed in consultation with Natural England.



Typical cross sections showing simple terracing and relationships with the sea edge and proposed frontages

project plan 09 - village green



View across village green from north

9.03 Proposal Budget Allowances

REMOVAL OF EXISTING CAR PARK (Refer Project Plan 08)**PROPOSED VILLAGE GREEN**

Removals - clear sleeper walls and vegetation	£	4,500
Removals - existing paths, signs and furniture	£	2,000
New roadside edgings	£	3,500
Strip, re-grade and topsoil from heaps	£	14,000
Turf	£	21,000
New paths	£	25,500
Setting to War Memorial	£	3,000
Signs, furniture	£	6,000
Pine tree planting (re-using existing where possible)	£	5,000
12 months maintenance	£	2,300
Design Fees @ 12% of construction cost	£	17,500
Other Fees and Expenses	£	1,500
Design/Site Contingency	£	8,000
		total
		£ 172,000

- costs based on 2008 prices ie no allowance for inflation
- these are approximate budget allowances and not detailed costings
- VAT excluded
- no allowance made for legal fees or land costs
- no allowance for client staff costs

Note: Some cost savings could be made combining the contract with the removal of the existing car park.

9.04 Next Steps

Funding Strategy

Funding would be part of an overall bid from a capital funds programme.

Timing

It would provide a positive message for Reculver and a catalyst for private sector investment in the frontage projects for the village green improvements to follow immediately behind the removal of the existing car park.

Subject to funding the village green could be constructed in two main phases:

Phase 1 - Removal of the existing car park as part of Project Plan 08 and restoration of the ground to create a larger central space.

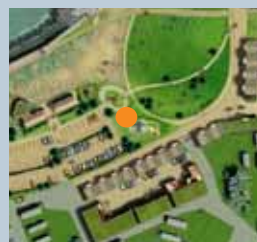
Phase 2 - Removal and re-modelling of edges, new paths, terracing and turfing to whole new space.

Implementation Sequence

- CCC to appoint consultants to develop scheme for planning submission
- Conclude funding/scope discussions
- Assuming planning granted CCC to instruct consultants to progress to tender
- Appoint contractor

SUMMARY POINTS

- Critical catalyst public sector project as part of overall hub improvements and to encourage private sector investment in frontages
- Responds to concerns from local businesses on visibility and current state of green
- Provides a more usable space for visitors to play, picnic and relax
- Creates a real focus to Reculver's hub, improving the setting of the Towers, visitor centre, the surrounding businesses and the coastal edge.



playground

Project Summary:

A new themed play area between the Village Green and Visitor Centre.

The project would answer concerns about lack of visitor attractions raised by local businesses and add a family focused activity in the hub.

Strategic Objectives:

SOUTH-EAST COASTAL STRATEGY

- Raise educational aspiration

LOCAL PLAN POLICIES

- R13: Enhances the 'attraction' of Reculver

CANTERBURY DISTRICT TOURISM STRATEGY

- Develop new facilities and attractions
- Use innovative interpretation & technology to make heritage accessible to all
- Improve local distinctiveness

CANTERBURY DISTRICT COMMUNITY STRATEGY

- Maintain green, clean, safe and active public spaces
- Provide better services for children and young people

RECVLVER COUNTRY PARK MANAGEMENT PLAN

- Objective 1: To develop Reculver County Park as a quality attraction for tourist markets
- Objective 2: Achieve national standards of excellence
- Objective 3: To involve the community in the management of the country park

Relevant Masterplan Principles:

- providing high quality sustainable facilities, improving the experience for visitors and local residents
- co-ordinate management of the area bringing together public and private interest
- changing current perceptions and the profile of Reculver



Proposed location



10.01 Current Position

There are no public play facilities currently in Reculver. Throughout the consultation process many of the local businesses and the Kent Wildlife Trust raised the issue of lack of 'park' attractions that many visitors expect to see and a playground was considered to be one of the best ways of encouraging more families to visit.

10.02 Proposal Description

This would be a new visitor facility at Reculver and has the potential to enhance the experience greatly for children. If designed innovatively and linked in with the work of the visitor centre then the play element can be used to explain or touch on other themes of the site such as sustainability, environment, wildlife and history. It would be a missed opportunity if a standard toddlers playground were installed. However, it is also important to make the play areas fun and attractive to children yet robust enough to cope with the demands of the coastal location and possible abuse by older children.

Some of the initial ideas/themes are as follows:

- Kinetic Sculptures: use of moving sculptures that use renewable energy technology or simply interact with wind or rain.
- Roman or Saxon themes for equipment or a reconstruction of a Roman Fort
- Wildlife
- Bouncing Bomb/aircraft
- Coastal/marine

Elements of the playground for the youngest children will require a boundary enclosure. Design of this and the materials used for surfaces and equipment should be complementary to the other elements of the site. Any planning application required as part of the proposal should include a Site Specific Flood Risk Assessment.



Kinetic sculptures - sun



Wildlife themes



Reculver history themes



Coastal marine themes

10.03 Proposal Budget Allowances

PLAYGROUND

Clearance and excavation	£ 12,500
Edging	£ 2,500
Safety surface	£ 21,500
Equipment x 2 (standard)	£ 10,000
Features x 3 (bespoke)	£ 45,000
Perimeter fencing and gates	£ 7,500
Furniture and signage	£ 3,000
Design Fees @ 15% of construction cost	£ 15,000
Other Fees and Expenses	£ 1,000
Design/Site Contingency	£ 11,000
total	£ 130,000

- costs based on 2008 prices ie no allowance for inflation
- these are approximate budget allowances and not detailed costings
- VAT excluded
- no allowance made for legal fees or land costs
- no allowance for client staff costs
- no allowance for water play features (assume a min addition of £80k)

10.04 Next Steps

Funding Strategy

Funding would be part of an overall bid from a capital funds programme.

Timing

Phase 2 of the masterplan - 2 to 5 years depending on funding

Implementation Sequence

There is no critical path but the project is naturally linked to the new car park and village green projects and there may be savings in construction cost if they were implemented concurrently.

- CCC to appoint consultants to develop scheme for planning submission
- Conclude funding discussions
- Assuming planning granted CCC to instruct consultants to progress to tender
- Appoint contractor

SUMMARY POINTS

- New facility / attraction as part of overall hub improvements
- Education and learning potential
- Non-standard equipment to provide distinction and attraction appeal.



frontage development

Project Summary:

Construction of a series of new buildings facing on to Reculver Lane to replace existing poor quality buildings. This is to improve the quality of building stock facing onto the proposed village green, to provide new accommodation types and to develop existing and new businesses.

All of these buildings are proposed on private land and would be developed by the private sector. Therefore, this project plan is intended as a development brief to encourage and guide the private sector developer as part of the overall masterplan.

Strategic Objectives:

LOCAL PLAN POLICY R13

- Enhances the 'attraction' of Reculver

NATURAL EAST KENT

- Development of green tourism destination

CANTERBURY DISTRICT TOURISM STRATEGY

- Encourage rural regeneration
- Encourage local visitors and VFR market

RECVLVER COUNTRY PARK MANAGEMENT PLAN

- Objective 1: To develop Reculver County Park as a quality attraction for tourist markets
- Objective 3: To involve the community in the management of the country park

Relevant Masterplan Principles:

- providing high quality sustainable facilities, improving the experience for visitors and local residents
- co-ordinate management of the area bringing together public and private interests
- optimising existing assets and strengths
- changing current perceptions and the profile of Reculver



Existing cafe, shop, arcades and Reculver club



Existing buildings/play area on King Ethelbert site



Existing static caravans opposite visitor centre

11.01 Current Position

- single storey buildings with poor appearance facing on to Reculver Lane
- all buildings/sites in private ownership - 3 different owners
- cafe/shop/arcades not prospering as businesses and not attracting use by visitors
- Reculver club for use by waterways residents
- King Ethelbert former tea shop now used as storage
- the King Ethelbert site is within the boundaries of the conservation area and the scheduled ancient monument and so will be subject to much stricter planning controls

11.02 Proposal Description/Development Brief

The proposal is to encourage development by the private sector of new buildings facing onto Reculver Lane. A series of 2-3 storey buildings with a common architectural palette with business usage at ground level and short term holiday let accommodation above is believed to be appropriate from a masterplanning point of view.

Possible business use classes could be A1 (shops), A3 (food and drink), C1 (hotels and hostels), D1 (non-residential institutions) and D2 (Assembly and Leisure). Class B1 could be considered, although it is less likely to directly support the wider aims of the main masterplan unless linked to tourism or regeneration. However, it may be useful if it enables the business case to be workable and progress the overall development.

A Strategic Flood Risk Assessment has been carried out through Canterbury City Council. This suggests that the type of development indicated is feasible although further detail work would be required to gain Environment Agency approval (any planning application would need to be accompanied a Site Specific Flood Risk Assessment, to comply with part C of the Exception Test, as outlined in Planning Policy Statement 25). This may be a special case where regeneration objectives can be used to offset potential issues relating to flood risk. The key points are as follows:

- 'vulnerable' use classes as defined in PPS25 may be possible if supporting a key regional strategy
- ground floor levels should be 2.8m AOD minimum - note potential access issues
- no sleeping accommodation should be on the ground floor
- other flood mitigation measures will need to be considered and incorporated such as flood proofing details, flood warning, management of water runoff, land raising.

Reference should be made to the Flood Risk Assessment for Reculver by Herrington Consulting Ltd March 2008 for further detail on these issues.

The external form, materials, quality of design and detailing of the new buildings will be fundamental to the success of the masterplan objectives. The buildings are a key element in creating a 'sense of place' in the centre of Reculver. They must have a strong relationship with the village green and offer activity to the public realm through the usage and design.

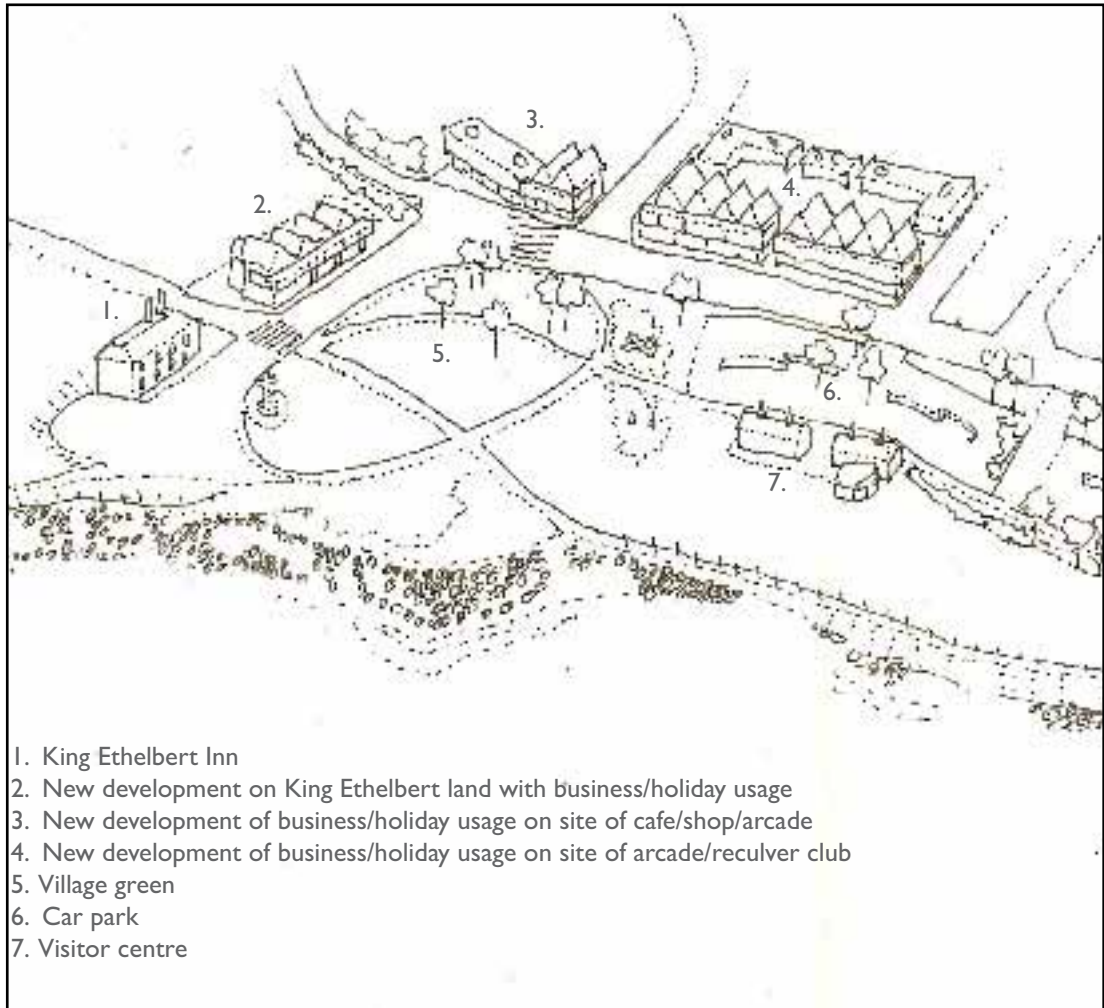
Car parking allocated to these buildings should be at the rear and access points should be carefully sited.

The materials should be appropriate for the location and be sensitive to the historic setting and qualities of the Reculver Towers, the King Ethelbert Inn and the original elements of the Blue Dolphin. General recommendations for conservation areas would be appropriate in this area (eg UPVC windows/cladding should be not be used) although a sensitive contemporary approach would be recommended. In line with Policy CC8 of the South East Plan, green infrastructure including green roofs should be considered.

A level of public activity at the ground floor level is essential and the streetscape design must be co-ordinated with other areas such as Reculver Lane and the village green. Balconies, canopies, glazed facades and carefully designed signage could further enhance the appearance and attractiveness of the buildings and the positive regeneration they promote.

It would be appropriate for the development to be carried out in phases as clearly the success of the businesses etc will be tied to a robust business plan. The Reculver Partnership (see project plan 02) would be a useful vehicle to help co-ordinate the proposals in an informed and responsive manner, tying them in with the wider masterplan. Some initial cost feasibility work has been explored in project plan 06 but would need developing in detail.

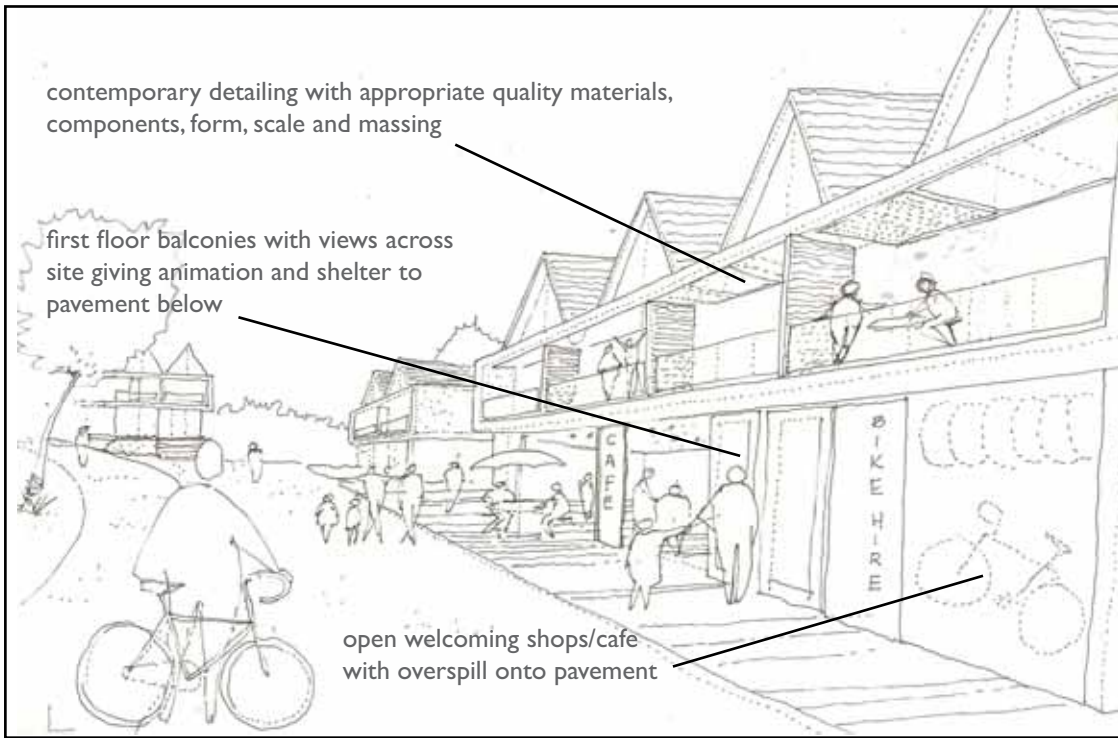
It is envisaged that a variety of units could be provided with different facilities responding to the general need for visitor facilities as well as market niches. Flexibility in the design for future changes in market trends should be a critical element of the design brief.



Masterplan phase 2 proposals



Site plan in relation to wider masterplan



Proposed view looking east along Reculver Lane



lively attractive cafe with weather protection



new business opportunities



Innovative coastal architecture



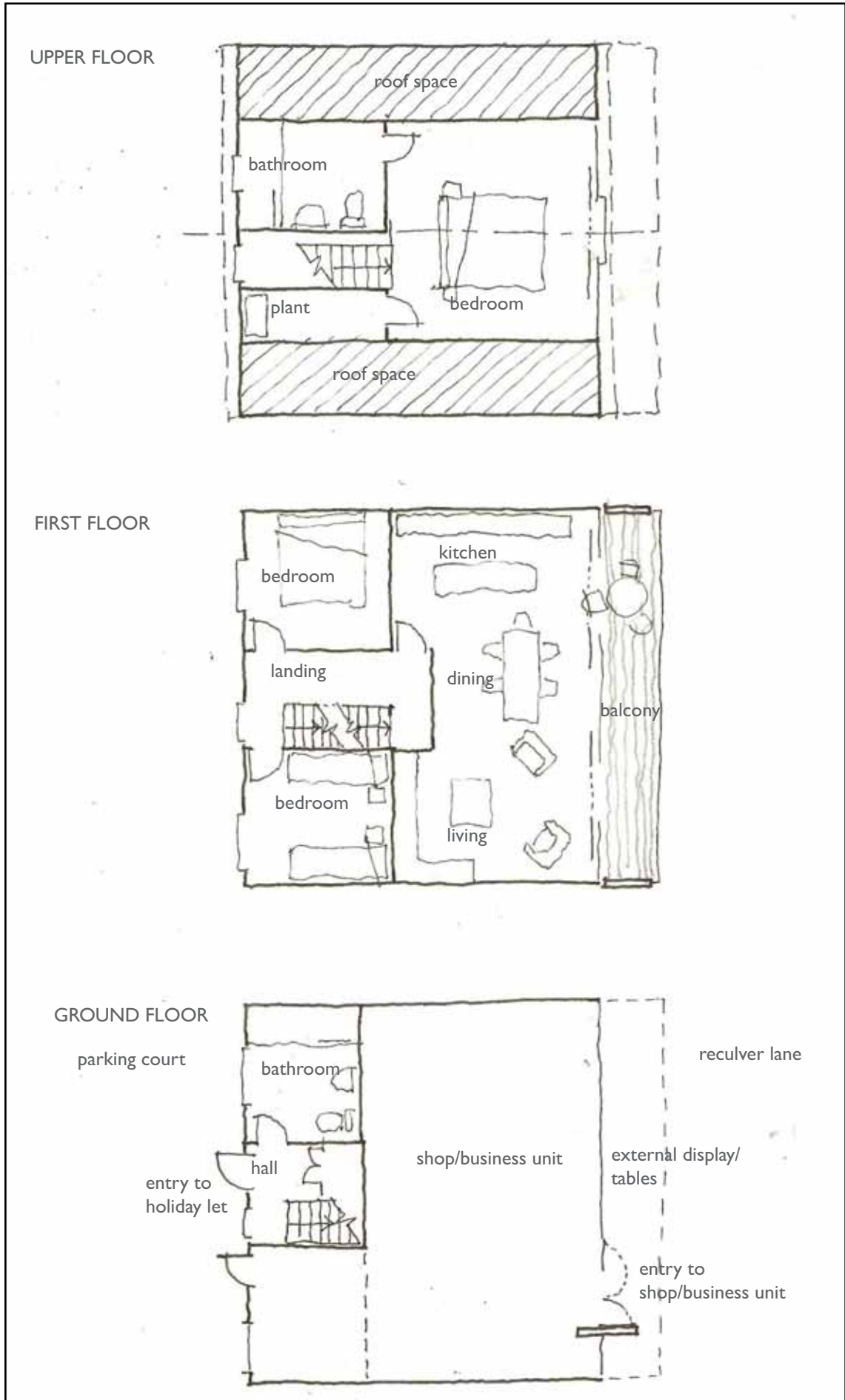
Strong form to create sense of place



Animation at upper floors facing village green



Co-ordinated signage, graphics and lighting



Feasibility sketch plan of typical unit

11.03 Proposal Budget Allowances

These are intended only as a very rough guide and could vary greatly depending upon the area constructed, level of specification, usage and site abnormals. Read in association with Project Plan 02 and 06.

King Ethelbert Site

Demolitions/Site Clearance	£ 15,000
Construction costs say 4 units @ 100sqm @£1200/sqm	£ 480,000
Construction costs - External works	£ 25,000
Design Fees @ 12% of construction cost	£ 60,600
Other Fees and Expenses - surveys, planning etc	£ 15,000
Design/Site Contingency	£ 40,000
FFE for holiday lets	£ 6,000
total	£ 641,600

Waterways/Shop/Cafe/Arcades Site

Demolitions/Site Clearance	£ 40,000
Construction costs say 10 units @ 100sqm @£1200/sqm	£ 1,200,000
Construction costs end unit 200sqm @ £1200/sqm	£ 240,000
Construction costs - External works	£ 50,000
Design Fees @ 12% of construction cost	£ 178,800
Other Fees and Expenses - surveys, planning etc	£ 30,000
Design/Site Contingency	£ 100,000
FFE for holiday lets	£ 18,000
total	£ 1,856,800

- costs based on 2008 prices ie no allowance for inflation
- these are approximate budget allowances and not detailed costings
- VAT excluded
- no allowance for business fit out costs - assumed by lessee
- no allowance made for legal fees or land costs
- alterations/rebuilding of waterways club/admin etc not included

11.04 Next Steps

Funding Strategy

Private sector funding

Timing

As it requires investment from the private sector to develop this project it is difficult to control timing. However, subject to market conditions the aim of the masterplan would be to complete this element during Phase 2, ie 2 - 5 years.

Implementation Sequence

- Encourage further detailed interaction with existing business owners through Reculver Partnership
- Developers to develop business models and design briefs
- Early Consultations with Environment Agency and CCC Planning
- Developers to employ consultants to draw up feasibility schemes based on masterplan principles
- Prepare planning applications
- Detail design, tender and construction

Contingency Plan

- In the event that prevailing market conditions/business models cause the concept to not be feasible then a co-ordinated review of the frontage 'area' should be carried out. Alternative lower cost improvements through refurbishment/recladding/landscaping could be explored in order to progress some level of visual improvement to the centre of Reculver. The Reculver Co-ordinator could drive this process through the Reculver Partnership.

SUMMARY POINTS

- critical private sector project to enhance Reculver as a destination through visual and facility improvements
- flood risk assessment carried out to assist developers
- key element within Reculver Partnership's role to encourage this development
- development independent of village green/car park etc - no critical linkage



caravanning & camping club

Project Summary:

Working in partnership with the leaseholders, The Camping and Caravan Club, and using planning powers as required, to ensure the proposed improvements add value to the green tourism approach, secure wider environmental gains and act as an exemplar to the other caravan sites.

Strategic Objectives:

LOCAL PLAN

- *RI 3: Enhances the 'attraction' of Reculver*
- *BEI 4: Protection and enhancement of the SAM and archaeological interest*

NATURAL EAST KENT

- *Development of green tourism destination*

CANTERBURY DISTRICT TOURISM STRATEGY

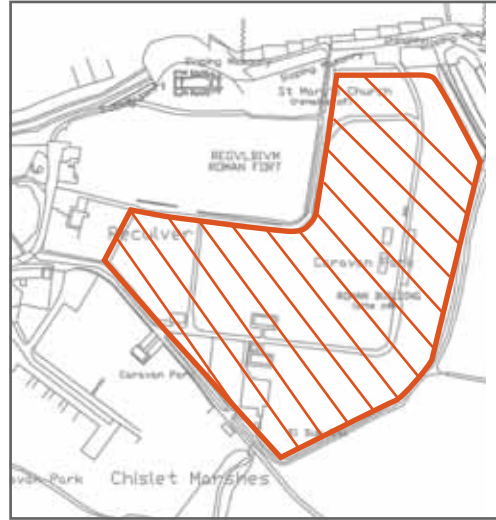
- *Encourage rural regeneration*
- *Develop new infrastructure, facilities and attractions*
- *Include partners in tourism*

RECVLVER COUNTRY PARK MANAGEMENT PLAN

- *Objective 1: To develop Reculver County Park as a quality attraction for tourist markets*
- *Objective 2: To achieve national standards of excellence for the country park*

Relevant Masterplan Principles:

- *providing high quality sustainable facilities, improving the experience for visitors and local residents*
- *optimising existing assets and strengths*
- *co-ordinating the management of the area bringing together public and private interests*
- *changing current perceptions and the profile of Reculver*



The Council owned caravan site

12.01 Current Position

This Council owned caravan site has recently been leased by the Caravanning and Camping Club who aim to make significant investment in the site. Although change is now on the way the caravan site has comprised many dilapidated static caravans and has been associated locally with anti-social behaviour.

The site itself has a high visual profile and a direct relationship with the historic towers as well as sea views and views across West Wantsum.



View south-east from Roman Fort footpath



RECVLVER CARAVAN PARK : AS PROPOSED



RECVLVER CARAVAN PARK : PHASING

Caravanning and Camping Club outline proposals



Masterplan extract showing some minor modifications to CCC proposals

'Alternative' static caravans would support the green tourism approach, open up new visitor markets and help to create local distinctiveness

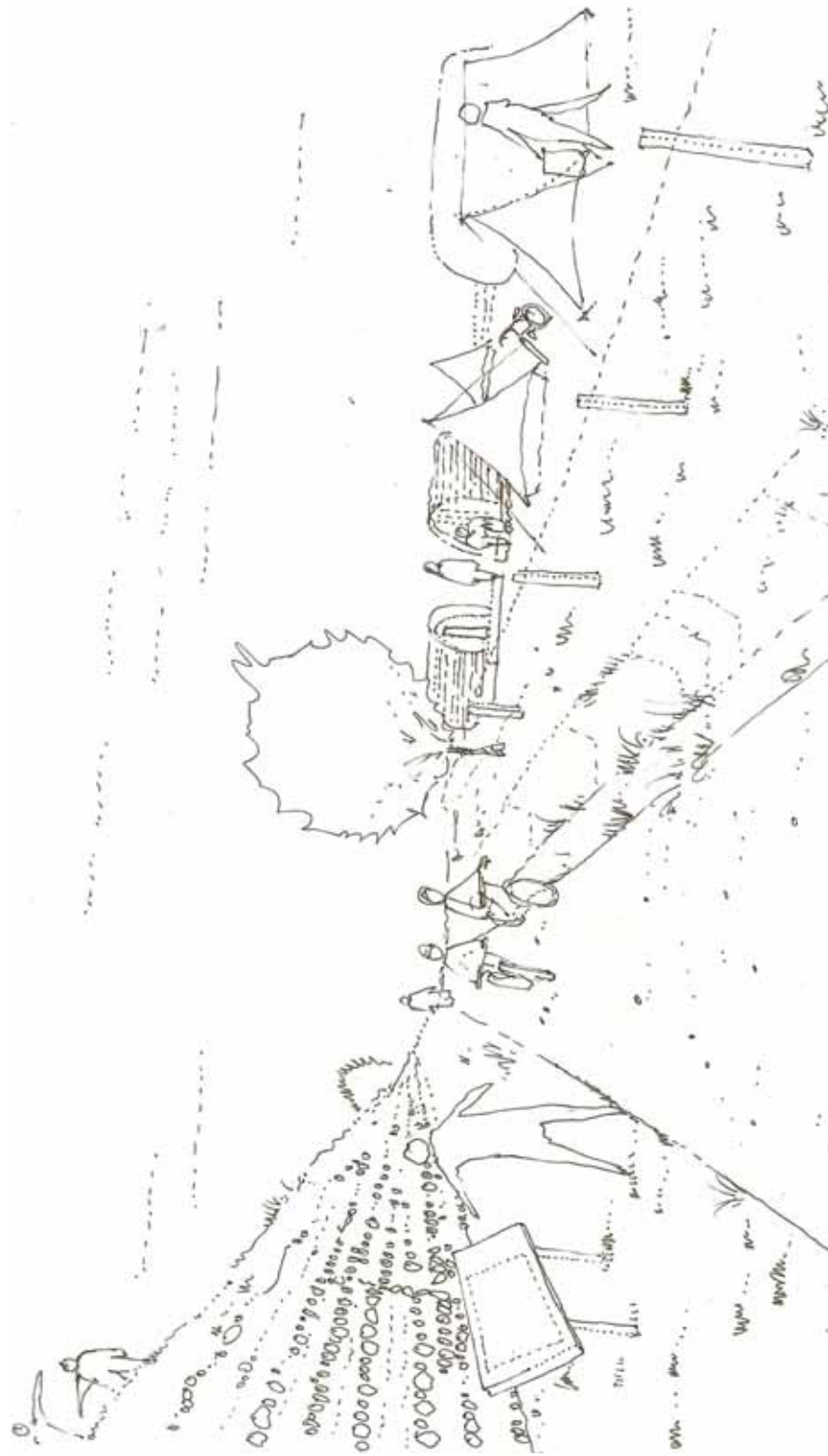
12.02 Proposal Description

As for the visitor centre, the Caravanning and Camping Club site is a catalyst to the regeneration of Reculver and a critical opportunity. The current Caravanning and Camping Club proposals replace existing static caravans only on the eastern and southern edges. The area adjacent to the SAM is proposed for tents and touring caravan pitches, users of which are considered to contribute more to the local economy than statics.

To support the masterplan's principle of promoting 'green tourism', the higher visibility of the site and the reputation of the Caravan and Camping Club suggests a real opportunity for experimental accommodation types such as fixed camping 'pods'. Alternatively examples of classic caravan types and/or future caravan design prototypes could be showcased to draw on the long history of caravanning at Reculver. The optimum site for this would be at the north as a buffer between the 'standard' caravans and the public routes.

Treatment of the north and western edges should be carefully designed. Retention of existing vegetation would be advantageous if acceptable to English Heritage. Excavation of one of the Roman ditches would give a greater separation from the Environment Agency Road/Cycle route and open up a further avenue of historic interpretation. The area between the site fence and the sea wall needs a positive treatment while retaining the access point. A zone of vegetated shingle would soften the appearance and give a clearer definition of the pedestrian/cycle route and greater privacy to the camp site.

Further environmental improvements to the site access road, such as the removal of telegraph poles and tidying of verges, may also be secured through development of the site. In addition the proposals for touring caravans, whilst supported due to their potential positive impact on the local economy, will add to the difficulties experienced on Reculver Lane, and some contribution to passing places should be considered.



Sketch of view along Roman Fort edge - showing interpretation of wall, new boundary to caravan site with re-creation of Roman ditch and open edge, touring pitches and alternative static 'pods'.

12.03 Proposal Budget Allowances

The general improvements to the caravan site will be paid for and implemented by the Caravanning and Camping Club as part of their existing proposals.

The additional 'added value' items that are considered critical to the site being seen as a catalyst for change are as follows. The budget costs are for general guidance as further design work and negotiations with the CCC on their contributions will need to be conducted.

Additional Items

Static 'pods' (each): CCC to advise based on their Cumbria scheme

Fort edges (Interp, Roman ditch and boundary, 280m)	£ 17,500
Eastern boundary - screen planting on and off site (4000sqm)	£ 32,000
Access road improvements	£ 20,000
Reculver Lane contribution	£ 7,000

- costs based on 2008 prices ie no allowance for inflation
- these are approximate budget allowances and not detailed costings
- VAT excluded
- no allowance made for legal fees or land costs
- no allowance for client staff costs

12.04 Next Steps

Funding Strategy

Funding to be secured from negotiation with and/or Section 106 agreement with Caravanning and Camping Club with gap funding from Canterbury City Council capital budgets.

Timing

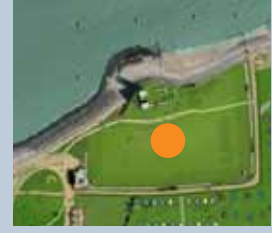
It is understood that the Caravanning and Camping Club are due to submit a planning application in 2010 and are proposing a 4 phase programme of improvements.

Implementation Sequence

Canterbury to continue to discuss and negotiate added value elements through the planning application process.

SUMMARY POINTS

- Critical catalyst private sector project
- Early implementation possible to support vision for the country park
- Added value elements include:
 - Alternative accommodation types
 - Interpretation of archaeology
 - Boundary improvements and creation of Roman ditch
 - Indigenous screen planting to east
 - Access road improvements



heritage improvements

Project Summary:

To significantly enhance the iconic status and tourism value of the Towers and the Roman Fort through innovative interpretation and improved intellectual and physical access.

Strategic Objectives:

SOUTH-EAST COASTAL STRATEGY

- *Raise educational attainment and aspiration*
- *Create cultural change to bring back civic pride*

LOCAL PLAN

- *R13: Enhances the 'attraction' of Reculver*
- *BE14: Protecting and enhancing the heritage*
- *BE7: Enhancing the Conservation Area*

NATURAL EAST KENT

- *Development of green tourism destination*

CANTERBURY DISTRICT TOURISM STRATEGY

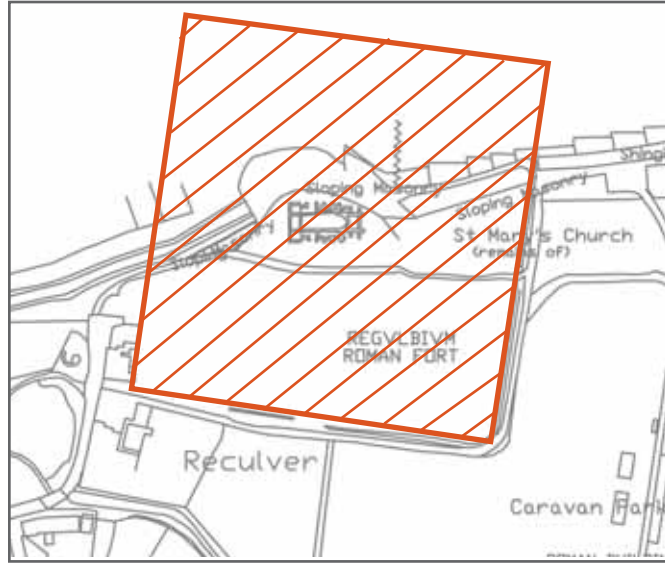
- *Develop new attractions*
- *Use innovative interpretation and technology to make the heritage accessible to all*
- *Protect and improve heritage and local distinctiveness*
- *Include local people and partners in tourism*

RECVLVER COUNTRY PARK MANAGEMENT PLAN

- *Objective 1: To develop Reculver County Park as a quality attraction for tourist markets*
- *Objective 2: To achieve national standards of excellence for the Country Park*

Relevant Masterplan Principles:

- *improving the experience for visitors and local residents*
- *improved wayfinding and access*
- *optimising existing assets and strengths*
- *coordinate management bringing together public and private interests*
- *changing current perceptions and the profile of Reculver*



Location and extent of original Roman Fort

13.01 Current Position

The Late-Norman Towers are the key attraction and draw for visitors and provide Reculver with its unique identity. The Towers are owned by English Heritage.

However, during consultation with local businesses it was clear that there is some level of concern with English Heritage's commitment to the Towers due to the perceived lack of maintenance, access and interpretation which is considered to reduce the amount of visitors and their length of stay.

The Roman Fort appears to be generally less well known and recognised for what it once was and there seems a lack of understanding that much of it has disappeared due to coastal erosion. The perimeter Roman wall is in also in poor condition and the grassed top provides little interest and is little used.



The Towers with the Roman wall in foreground



The grassed top to the fort - provides little interest and interpretation for visitors



Extract from masterplan - showing improved interpretation of the seaward extent of the Fort and its original layout.

13.02 Proposal Descriptions

There are a number of proposals for this element based around the desire to increase access and interpretation of the historic monument. Some will be permanent while others could be temporary as an event or an arts installation over a season.

Access to the Towers

Developing the experience and accessibility of going up the Towers is a key project. Even though the Towers are not particularly high the process of climbing up and seeing the views of the rest of the site and beyond is a specific draw to visitors. Interpretation within the Towers themselves and opening up new views by changing the current acrylic window panels to a clear and maintainable window will greatly improve the experience. Some simple safety modifications would also allow a lower intensity of staffing which currently restricts opening to once a year. Key aims are:

I: Increase public access into and up Towers on Easter to Summer school holidays possibly increasing this to all seasonal weekends if successful. A small charge will be required to cover paid local staff and/or volunteer costs. Physical improvements will be subject to a more detail survey of the Towers but will include:

- Improved but sympathetic security at ground floor;
- Replace acrylic window covers with bespoke windows, hinged to allow cleaning of outside glass;
- Sympathetic edge restraints on the external parapets to allow safe access to views;
- Access information regarding numbers of steps etc for disabled persons and for those with children; and,
- Consider floodlighting to east facing side to highlight from Margate.

13.02 Proposal Descriptions continued..

2. Improve interpretation and understanding of the Towers:

- Improved management of the Towers to enable physical and educational access - possibly through a Friends group with assistance from English Heritage and Canterbury City Council;
- Return of the Reculver Columns and other artefacts back to the site from museums and/or Canterbury Cathedral;
- Use the above as the focus of a small exhibition in the ground floor of the Towers;
- Smaller interpretation boards at first and second storey showing how the views across the Wantsum have changed; and,
- Telescope to view the surroundings, possibly including Richborough Castle.

Interpretation of the Fort and History of the Reculver Towers Site

More explanation of the actual fort, what lies beneath and out to sea could again be a key draw to visitors. Whilst interpretation options should be further formulated with English Heritage the key ideas which met with a positive response in consultation with them were:

- Identification of the fort layout and five major Roman buildings on the ground through non-invasive landscape treatment and/or more exposure of the Roman buildings;
- Reconstruction images from key viewpoints to link the remains to the original geography of the area;
- Further information on the cycle route around the Roman wall at the perimeter.
- Restoration of the wall to prevent further erosion (see also Project Plans 12 and 16 - improvements to the Roman Wall footpath and re-creation of Roman ditch following archaeological excavations;
- Restore the East and South Gates and clear the fort wall of intrusive vegetation.
- Re-excavate the unique corn drying oven on the east caravan site.
- Excavate short lengths of two defensive ditches close to the corn drying oven.
- Create an exhibition for archaeological finds and interpretation in conjunction with the Phase 3/4 Visitor Centre (Refer PP07)
- An artwork, graphic installation, possibly promoted through a design ideas competition to raise further awareness of the site, for interpreting the original extent of the fort, buildings and history of erosion. This could include placing a series of markers out to sea and could be formed in many different ways. Similar ideas have been explored at Dunwich, a submerged village in Suffolk through the 'Waterlog' project.
- Interpretation of the Palace of Reculver built by King Ethelbert of Kent and links with Canterbury.

Given the potential for such an installation to result in significant effects on the Thanet Coast and Sandwich Bay SPA, and other European coastal sites, if it were to be pursued as an option particular consideration will need to be given to visual disturbance, the effects of the structures on coastal processes and the risk of a pollution incident affecting the marine environment. The proposed design and location of any art work will be agreed in consultation with Natural England. Only an art installation that can be demonstrated to have no impact on the integrity of a European Site either alone or acting in combination will be supported.



The more interesting and educational remains at Richborough Castle

13.02 Proposal Descriptions continued...

Events and promotion

More explanation of the actual fort, what lies beneath and out to sea could again be a key draw to visitors. Whilst interpretation options should be further formulated with English Heritage the key ideas which met with a positive response in consultation with them were:

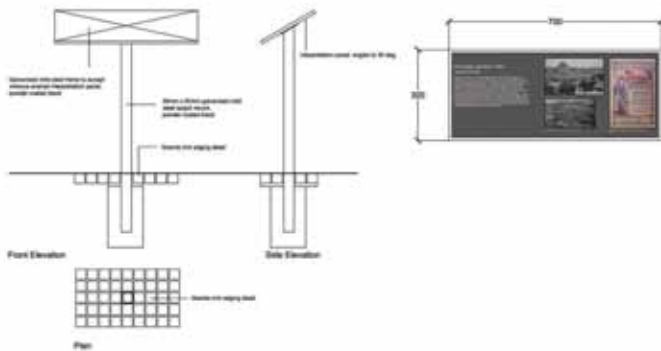
- Events are planned by the country park and these continue to raise awareness of the site and its heritage. Not all however have been very successful and consideration needs to be given to perhaps just one major event a year or every other year where greater emphasis can be made on all aspects of the site and the park. A weekend of events including re-enactment battle groups, dambuster flyovers, wildlife walks, open day of the Towers and market stalls may be better than spreading these attractions too thinly over the year. Refer also to Proejct Plans 03, 04 and 05.
- Promotion to the public of any planned archaeological excavations or research - possibly as part of the visitor centre's exhibition; and,
- Extension of an arts brief to include temporary installations highlighting aspects of the heritage.



Re-enactment events



More access inside the Towers



Increase in interpretation boards



13.03 Proposal Budget Allowances

ACCESS & INTERPRETATION TO TOWERS

Doors and security - budget	£	5,000
Windows	£	8,000
Edge restraints	£	6,500
Access information	£	500
Floodlighting to east face	£	12,000
Miscellaneous internal	£	10,000
Exhibition and interpretation - budget	£	25,000
Design Fees @ 19% of construction cost	£	13,000
Design/Site Contingency	£	8,000
total	£	88,000

INTERPRETATION OF FORT

Fort layout (minimal intervention grass inserts & mowing)	£	10,000
Reconstruction images and interp boards	£	8,000
Restoration of wall - budget	£	30,000
Restoration of East and South Gates	£	15,000
Excavation of corn drying oven and defence ditches	£	3,000
Art competition and budget for installation	£	50,000
Design Fees @ 12% of construction cost	£	12,000
Design/Site Contingency	£	11,000
total	£	139,000

- costs based on 2008 prices ie no allowance for inflation
- these are approximate budget allowances and not detailed costings
- VAT excluded
- no allowance made for legal fees or land costs
- no allowance for client staff costs
- no allowance for events budge

13.04 Next Steps

Funding Strategy

Funding could be a contributory package from English Heritage and Canterbury City Council with some wider interpretation costs possible coming via an overall bid for capital funds. Specific DDA access improvements in the Towers may be available also from CCC.

Timing

Phase I - Subject to discussions with English Heritage, funding and planning permission the project could be developed in tandem with general environmental improvements and interpretation projects through the site by late spring 2009.

Implementation Sequence

- CCC to head up and organise a working group in partnership with English Heritage to develop the ideas and the funding package.
- Involve and establish a Friends Group with EH volunteers and local businesses.
- Conclude funding/scope discussions
- Appoint design consultants
- Development of co-ordinated design
- Attain consents
- Detail design/tender/construction
- Assuming planning granted CCC to instruct consultants to progress to tender
- Appoint contractor

SUMMARY POINTS

- enhances the iconic status of the Towers, maximising the assets of the site
- responds to local business's criticisms
- will increase visitor numbers and length of stay
- supports emphasis on green tourism and education

The maximum potential extent of managed realignment will need to be explored further during the SMP review process as this would significantly reduce discharge capacity during flood events. The Rushbourne Wall may be an alternative appropriate line of maximum retreat, as this would make use of the existing wall, thus reducing the need for additional defences, and would also allow the North Stream and Chislet Pump Channels to continue to function.



west wantsum

Shoreline Management Plan (SMP)

The Isle of Grain to South Foreland Shoreline Management Plan currently sets a policy to 'hold the line' in the short term (0-20 years – until at least 2028) for the Reculver to Minnis Bay section of coast and 'managed realignment' for the medium term (20-50 years) and long term (50-100 years).

The Reculver Masterplan seeks to make an assessment of the existing policies relating to Reculver but **does not seek to further develop the SMP process itself**. (Development of the SMP will be via the SMP process and its outcomes, and not through the Reculver Masterplan).

SMP policy

The Reculver Masterplan project area is split into 3 parts under the SMP (refer to policy, Vol 1, 3.8)

From Herne Bay to Bishopstone Manor (4a12 of the SMP) the policy is to hold the line to protect the Herne Bay seafront, property, infrastructure, amenity and other urban assets along this section of the coast.

Reculver Country Park (4a13 of the SMP) refers to the eroding cliffs west of the Blue Dolphin to Bishopstone Lane, which are of high conservation, landscape and recreational importance. The long-term recommendation is to allow continued erosion of the cliffs, which will maintain the geological exposures and landscape quality of the frontage.

West Wantsum (4a14 of the SMP) includes properties, local industries, footpaths, agricultural land and freshwater habitats. The short-term policy is 'hold the line' by maintaining and upgrading defences and management practices, despite anticipated ongoing sea level rise and limited feed of beach building material. The short-term policy is also to develop a more sustainable approach to intensive beach maintenance at Coldharbour. In the medium and long term (in excess of 20 up to 100 years) the plan is to realign the defences east of Reculver Towers, allowing the shoreline to retreat in a controlled manner, under a policy of managed realignment. No specific realignment 'line' has been defined but a maximum extent has been identified (see map). Managed realignment assumes the construction of a secondary seawall to prevent the risk of large scale flooding to backing hinterland, and to protect the railway line, the A299 Thanet Way and the residential area in Boyden Gate and Marshside. In the long term the realigned defences will require appropriate periodic maintenance.

At Reculver Towers and the small section of coast west to the Blue Dolphin, the plan is to continue managing the erosion and flood risks, under a policy of 'Hold the line'. This will maintain the international heritage assets and manage the risk of inundation. Reculver Towers will remain defended for as long as is technically, financially and environmentally viable.

For a full description of the policies of the SMP, please refer to the SMP.

Managed realignment issues yet to be fully considered for future implementation of SMP policy

The SMP recognises that realignment in the West Wantsum area could involve the loss of built assets; namely residential properties, tourist facilities, local industries (such as the oyster farm), agricultural land, saline lagoons, freshwater habitats and potentially unknown buried heritage. Realignment would however, create a coast that will help to negate the effects of coastal squeeze and create important brackish and saline habitats.

Consultation for the Reculver Masterplan resulted in the raising of concerns about a number of issues relating to potential managed realignment and changed management of the Coldharbour Lagoon area, that will, in time, need to be fully and properly considered as an outcome of, or as part of, the SMP review process. These consultation comments are summarised as:

- Further study into the shoreline's response to managed realignment, the scale of realignment, amount of sea level rise, future supply of sediment, and impact of changes in sediment supply to adjacent areas
- Requirement for wide-ranging and detailed consultation and approval from landowners, statutory organisations including Thanet District Council and other stakeholders
- Provisions needed to allow for development/amendment of connected walking and cycling routes in accordance with Natural East Kent and Kent County Council's (KCC) Countryside Access Service (CAS) and Countryside Access Improvement Plan (CAIP) policies D3 and K7 (see policy section 3.0, vol 1), in particular affecting the route from Birchington to Reculver and using the Viking Trail
- Assessment of potential adverse effects to farming businesses, and to productive arable land, of capital land value loss of up to 500 acres (200 hectares) of high yielding arable land, including long term consequences of land loss, reduced crop yield and environmental impacts of the need to import an equal volume of lost product
- Detailed planning for a secondary defence and the required capital investment to protect the railway line and land beyond the River Wantsum to Sandwich. Estimated costs of this work will need to be established and published in order for a comprehensive assessment to be made in respect of viability of this proposal. Liability for these costs will need to be established
- Consideration of the impact of the re-location of the existing Coldharbour Lagoon, and necessary measures to improve sea defence in this location (due to the lack of revetment (concrete apron) either side of the existing lagoon, making this a comparatively weak section of the existing coastal defence)
- Consideration of the potential level of water level rise, and the method and exact location of breaching the sea defences, in detail sufficient to establish potential effects on the remainder of the Chislet marshes, properties and infrastructure
- Consideration of the costs, viability and liability of constructing a new pumping station and improvements to the main watercourses and water level control structures to manage upstream water levels and flood risk. (Currently the Reculver Pumping Station, alongside Northmouth Sluice, pumps water from the Chislet Pump Channel and is used to reduce levels in the North Stream, when it is tide locked, in order to minimise flooding to the Boyden Gate and Marshside residential areas)

- Consideration, protection and/or mitigation, of the impact of raising water levels on upstream water levels and flood risk, in particular to the River Wantsum, North Stream and Chislet Pump Channel watercourses, that run through the West Wantsum area, and the three Internal Drainage Board maintained watercourses, the Reculver Lead Dyke (IDB133), Rushbourne Wall Lead Dyke (IDB134) and Twelve Foot Dyke (IDB 136). (These watercourses receive and convey water from the Chislet Marshes, including the residential areas of Boyden Gate and Marshside. There are approximately 40-50 properties in close proximity to the North Stream)
- Provision for freshwater discharge to prevent fluvial flooding from the Wantsum, Sarre Penn, North Stream, Brooksend Stream and Wademarsh Stream
- Detailed assessment of impacts on the existing local and wider environment, flora and fauna, including consideration of impacts upon existing freshwater habitats in the Chislet Marshes, saline lagoons, and other coastal habitats. Consideration is likely to be via a process of Environmental Impact Assessment.



Connectivity of walking and cycling routes needs to be considered as part of any developed plans for managed realignment.

- There is a need to note that if there is managed retreat to the east as a result of implementation of the mid-long term policies of the Shoreline Management Plan, then the cycling link from Birchington will be lost and should be relocated. This will require joined up working with Thanet to keep the Viking Coastal Trail.

Managed Realignment is, at present, indicative only

The Shoreline Management Plan is the leading document for coastal defence and a substantial component in coastal flood protection strategies. Whilst these mid-to-long-term policies may in future be proved to be appropriate, further detail is required. The SMP and the Reculver Masterplan acknowledge the fact that significant further detailed studies will need to be completed before final decisions about policy implementation can be taken.

The Reculver Masterplan acknowledges the SMP process of regularly revising existing policy, potentially resulting in abandonment of the current medium to long term managed realignment policy. SMPs are reviewed on a regular basis, currently in the order of every ten years. More detailed studies will be carried out as part of the scheduled SMP reviews. The Environment Agency will also take a strategic approach to long-term management of the coast, over time undertaking more detailed studies about how management of the coast could be developed in a sustainable way.

The role of the Masterplan is to assess the interrelation between existing long-term policies and the nature of the site, to be revised and updated as these policies change - considering potential impacts in accordance with the other restrictions and priorities pertinent to the area, including food production, threat of flooding and conservation management. Without acknowledging these interests on the site we would not be properly considering the Masterplan area.

Project Summary:

Arising from the Shoreline Management Plan’s proposal for ‘managed coastal retreat’ in this area this is a long term project for the creation of a new nationally recognised and managed wetland habitat as a major extension to the country park. Attracting a wide range of bird species and enhancing the existing conservation designations West Wantsum has the potential to become a significant focus for the growth of a new ‘green tourism’ market.

Strategic Objectives:

SOUTH-EAST COASTAL STRATEGY

- Supporting business and regeneration
- Raising educational attainment and aspiration
- Creating cultural change

LOCAL PLAN POLICIES

- *R13: Enhances the ‘attraction’ of Reculver*
- *NE1: Enhances SSSI and SPA*
- *C36: Protects and enhances the undeveloped coast*
- *R7: Enhances the Area of High Landscape Value*

CANTERBURY DISTRICT TOURISM STRATEGY

- Developing new facilities and attractions
- Encouraging responsible tourism
- Protecting and improving local distinctiveness;
- Including local people in tourism

RECVLVER COUNTRY PARK MANAGEMENT PLAN

- *Objective 1: To develop Reculver County Park as a quality attraction for tourist markets*
- *Objective 3: To involve the community in the management of the country park*
- *Objective 4: To manage the country park sustainably*

Relevant Masterplan Principles:

Overview objective:

‘To develop Reculver as a high quality regional hub for green tourism and education’

- *providing high quality sustainable facilities, improving the experience for visitors and local residents*
- *improved wayfinding and access*
- *optimising existing assets and strengths such as SSSI and coastal location*
- *co-ordinate management of the area bringing together public and private interest*
- *establish clear linkages to the surrounding area and the wider regional context*
- *changing current perceptions and the profile of Reculver*

Isle of Grain to South Foreland Shoreline Management Plan
 Policy Unit 4a 14: Reculver Towers to Minnis Bay - Map 1



Policy		
From Present Day:	Medium-Term:	Long-Term:
Hold the Line	Managed Realignment & Hold the Line	Managed Realignment & Hold the Line

<p>Erosion Lines</p> <ul style="list-style-type: none"> — 0-20 year erosion — 20-50 year erosion — 50-100 year erosion — Current shoreline Hold the Line (0-100 years) Policy Unit Boundary 	<ul style="list-style-type: none"> Potential sustainable long-term realignment option 2005 Salinence Database © Environment Agency Defence Structure 	<p>Environmental/Cultural Heritage</p> <ul style="list-style-type: none"> National Nature Conservation Designation International and National Nature Conservation Designation Important Heritage Sites (Scheduled Monuments)
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West Wantsum area -view east from the Fort



Plumpudding Lagoon

14.01 Current Position

The West Wantsum area is currently flat, drained, low-lying agricultural land protected from coastal flooding by the Northern Sea Wall and Rushbourne Counter Wall. The Oyster Hatchery lies in the north-west corner of the area and it is bounded to the south by the railway line.

The SSSI, Ramsar and SPA conservation designations abut the area to the north.

There is already good public access along the sea walls and on the west and east boundaries as part of the Wantsum Walk and there is some reported bird interest on the fields. There is also a small salt water lagoon, known as Coldharbour Lagoon, which is recognised by Natural England as being an important habitat but is threatened by erosion of the stone berm which protects it.

The Shoreline Management Plan (SMP) is the catalyst for this project which identifies a policy of possible **Managed Realignment** after 20 years or so, of the area east of the Northmouth Sluice (West Wantsum). The viability of the project will be entirely dependant on the implementation of SMP policy, and the exact timescale will depend on storm severity and damage and will mean a controlled retreat of parts of the shoreline and the probable requirement of secondary defences. The maximum area of retreat within the study area could be as far as up to the existing railway line.

Proposals for managed realignment will be supported within the vision of the Masterplan, provided that during construction or operation they will not result in any impact on the integrity of a European Site either alone or acting in combination. In developing an appropriate scheme particular consideration will need to be given the effects of managed realignment on coastal processes and the risk of a pollution incident affecting the marine environment.

The Environment Agency, RSPB and Natural England have provided their formal support that if managed realignment is progressed through the SMP, a West Wantsum wetlands creation scheme is in line with organisational aspirations for connected habitats, coastal wetland and improved public access to these habitats, and the Environment Agency's Regional Habitat Creation programme.

14.02 Proposal Description

In the short-medium term, as part of the Masterplan Phase 2, there is the potential to re-locate an enhanced Coldharbour Lagoon near to the existing lagoon and to provide some temporary bird hides on the existing public footpath network, especially overlooking the Oyster Hatchery, the owners of which have been consulted and are supportive of the proposals.

Subject to further consultation with statutory agencies and landowners a further series of interventions may take place in the existing landscape to improve bird habitat and further promote bird-watching. This would include improving access through better maintenance of existing pathways and the creation of new walkways and permanent hides. As for other parts of Reculver an increased level of interpretation on key routes is to be provided with information on the oyster hatchery and bird watching on the sea wall.

In the longer term, Masterplan Phase 4, a much larger scale development of a saltwater and reedbed marshland habitat could be enabled by the strategic change in the location of sea defences. This, directed by SMP policies, would take many years to develop, and should involve Thanet District Council, KWT, Environment Agency, Natural England, the River Stour (Kent) Internal Drainage Board and RSPB.

The principle is that if managed retreat is to occur, it can be used to significantly widen existing rivers and ditches over the low lying land, and use the fill to make bunds and areas of higher ground. This has the potential to create a rich mosaic of habitats to attract a wide range of birds (especially waders and other wetland birds) with a network of hidden paths allowing peripheral access to all habitats, creating opportunities for public enjoyment of the bird reserve in the long term.

The proposal shows a network of raised paths, based largely on existing routes, and interlinked areas of open water including:

- Lowland scrub and coppice - on the west edge to create natural networks with the existing hedgerows and trees and to screen the caravan parks;
- Scrub - managed willow scrubland for dense bird habitat;
- Reedbeds - allowing some areas of water to be colonised for wetland species habitat; and,
- Saltmarsh - additional mud flats and tidal zone to attract waders.

This proposal would need to be assessed in detail as part of the assessment for the potential of managed realignment, and as such the proposal is subject to the outcome of such an assessment.

14.03 Biodiversity Action Plans (BAP)

The project would also help deliver against the following habitat targets in the UK BAP:

- Coastal saltmarsh: Expansion (T2); Create by the year 2015, 3,600 ha of intertidal sediment habitat to offset historical losses of which [90%] should be in England and 10%] in Wales. This breaks down to: 40 ha/year for vegetated intertidal sediment and 200 ha/year for unvegetated intertidal sediment. (Cross-plan target with mudflats).
- Mudflats: Expansion (T2); Create by the year 2015, 3,600 ha of intertidal sediment habitat to offset historical losses of which [90%] should be in England and 10%] in Wales. This breaks down to:
 - 40 ha/year for vegetated intertidal sediment and 200 ha/year for unvegetated intertidal sediment. (Cross-plan target with coastal saltmarsh).
- Saline lagoons: Maintaining extent (T1); There should be no further net loss in extent of saline lagoons, subject to natural change. Any loss due to anthropogenic pressures should be offset with habitat enhancement / creation.
- Saline lagoons: Expansion (T4); Create, by the year 2015, 120 ha of saline lagoon to offset estimated historical losses.

In addition, the BAP bumblebee, *Bombus sylvarum*, does occur on land at the western end of the country park, and would benefit from appropriate management of the project site, particularly if it led to creation of rough grassland with abundant bird's-foot trefoil and red clover. The BAP mining bee, *Colletes halophilus*, almost certainly occurs on the site, and would benefit from saltmarsh creation/restoration that resulted in an increase in abundance of sea aster. Other BAP species may also be potential beneficiaries, as would the rare (non-BAP) hog's fennel, which occurs at Coldharbour.

14.04 Proposal Budget Allowances (post managed realignment)

PHASE 2a

Interpretation and signage	£	5,000
Temporary hides	£	7,000
Footpath upgrades (assume 1500m)	£	54,000
Coldharbour Lagoon (by Environment Agency)	£	0
Design Fees @ 19% of construction cost	£	12,500
Other Fees and Expenses	£	1,500
Design/Site Contingency	£	8,000
total	£	88,000

PHASE 2b

New footpaths (assume 1000m)	£	162,500
Permanent bird hides	£	15,000
Design Fees @ 7% of construction cost	£	12,500
Other Fees and Expenses	£	1,500
Design/Site Contingency	£	5,000
total	£	196,500

PHASE 4

Construction costs (including preliminaries)	£	5,000,000
Consultant Fees @ 10% of construction cost	£	500,000
Other Fees and Expenses	£	20,000
Design/Site Contingency	£	250,000
total	£	5,800,000

- costs based on 2008 prices ie no allowance for inflation
- these are approximate budget allowances and not detailed costings
- some volunteer labour may be appropriate at all stages
- VAT excluded
- no allowance made for legal fees or land costs
- no allowance for client staff costs

14.05 Next Steps

Funding Strategy

Funding for Phase 2 of the scheme could be part of an overall bid for European monies with some additional funding possible from the Environment Agency, Kent Wildlife Trust, Natural England and possibly RSPB funds.

Phase 4 funding source would need to be reviewed nearer the time subsequent to a confirmed implementation of the necessary policy, as part of an overall feasibility exercise with the possible inclusion of major charitable bodies such as the KWT and RSPB.

Timing

Phase 2: 2 to 5 years depending on funding

Phase 4: 5 - 25 years depending on funding and overall success of strategic objectives

Implementation Sequence

Phase 2

No critical path identified but links to Environment Agency proposals for the re-location / enhancement of Coldharbour Lagoon would be advantageous. It is likely that the Environment Agency would be the lead body for phase 2 proposals.

Phase 4

- Liaise with RSPB and other agencies / landowners
- Liaise with Shoreline Management Group
- Review implementation as part of feasibility study at later stage

SUMMARY POINTS

- Major green tourism project but without critical path
- Multi-agency and jurisdictional group to plan the way forward
- Early implementation of modest first phase possible with EA
- Contribution to BAP targets
- Later review and liaison with KWT / RSPB for feasibility of Phase 4 wetland, subject to a confirmed implementation of SMP policy



walking & cycling facilities

Project Summary:

A range of routes and small facilities to encourage more walking and cycling to support the green tourism approach and to attract more visitors to increase the potential of small local businesses.

Strategic Objectives:

SOUTH-EAST COASTAL STRATEGY

- Support business start-ups and collaboration
- Release the enterprise potential of creative and tourism industries and expand the cultural offer
- Maximise the connectivity along the coast.

THE KENT AND CANTERBURY WALKING AND CYCLING STRATEGIES

- Improved cycle signing, marking and parking
- Implement a network of routes

LOCAL PLAN

- R13: Enhances the 'attraction' of Reculver

NATURAL EAST KENT

- Development of green tourism destination
- Reculver as a cycling hub

CANTRYSIDE ACCESS IMPROVEMENT PLAN

- Policies described at Volume 1 3.5

CANTERBURY DISTRICT TOURISM STRATEGY

- Develop new infrastructure and facilities
- Encourage rural regeneration through walking and cycling
- Include local people and partners in tourism

RECVLVER COUNTRY PARK MANAGEMENT PLAN

- Objective 1: To develop Reculver County Park as a quality attraction for tourist markets
- Objective 2: To achieve national standards of excellence for the country park

Relevant Masterplan Principles:

- improving the experience for visitors and local residents
- improved wayfinding and access
- optimising existing assets and strengths
- Establish clear linkages to the surrounding area
- coordinate management bringing together public and private interests
- changing current perceptions and the profile of Reculver

15.01 Current Position and Proposals

Reculver is already popular with cyclists and walkers and the various policies that support further encouragement and growth is an important aspect of the masterplan and the emphasis on green tourism.

Kent County Council currently promotes a circular walk from Reculver Country Park within its 'East Kent' circular walks pack, and are also already putting in a cycling route with earmarked locations for cycle parking and signage as shown in the diagram below.

During consultations, cycling and walking was recognised as a growing activity but there was perhaps not an appreciation by some local businesses as to the significance and potential that this visitor market could bring to the local economy.

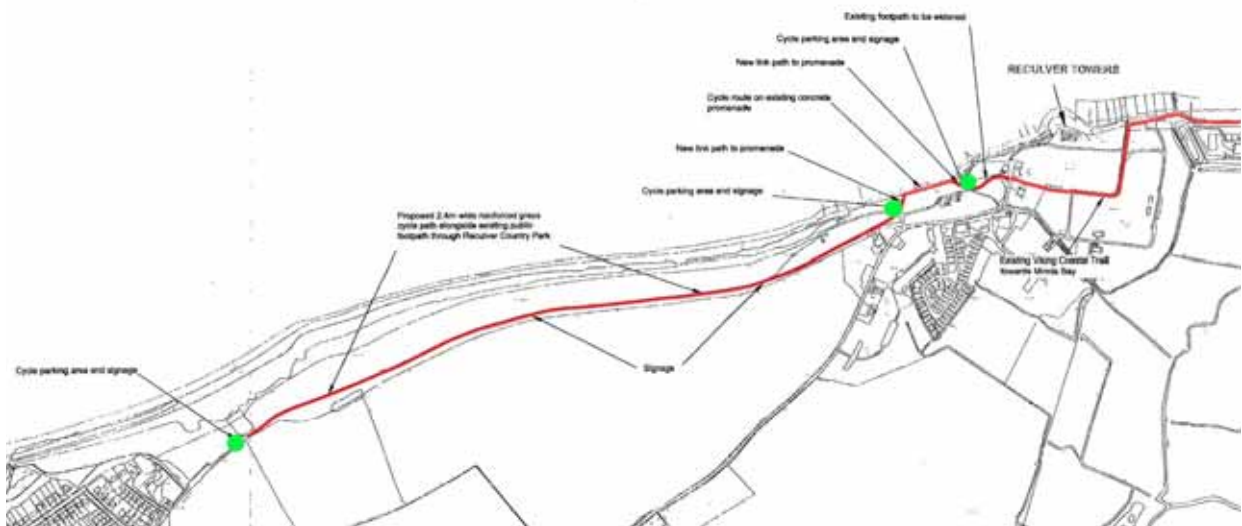
This project plan aims to reinforce the current public sector commitment towards cycling and walking (refer diagrams below and Volume 1, Chapter 3) with the intention that the private sector may be encouraged to consider additional facilities and the potential synergy with alternative accommodation types (refer Project Plan 11) and the retail and cafe provision for such a potentially large market (refer also Project Plans 1-6). Pedestrian access will be retained wherever new/ amended cycle routes are proposed.

Specific additional proposals are:

- deliver connected cycling opportunities by Herne Bay
- the upgrade, maintenance and promotion of circular walks based on the Wantsum Walks;
- assist and be included in promotional material produced by Explore Kent and Sustrans;
- high quality cycle racks associated with the hub; and,
- the potential for inclusion of a bike hire / sales / repair outlet within the frontage development.

Development at the proposals should be in consultation with Natural East Kent, Kent County Council's Countryside and Access Service (CAS) and in accordance with CAIP guidelines.

Although not part of this project plan consideration should be given of cycle hire/storage for local residents and holiday makers in conjunction with opportunities for cycle hire for day visitors to/from Herne Bay

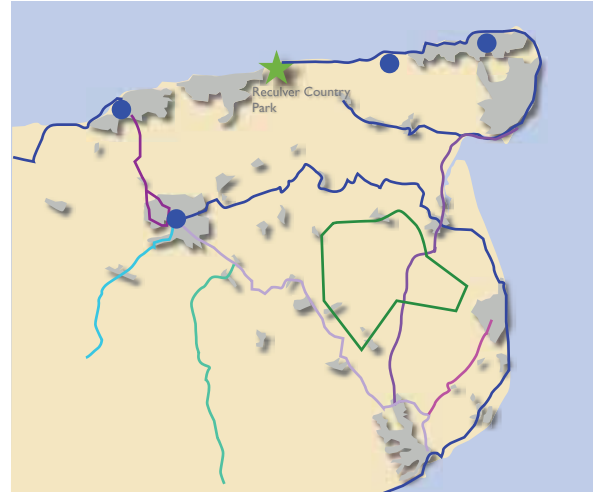


Canterbury City Council's committed cycle route, cycle parking and signage proposals through Reculver Country Park

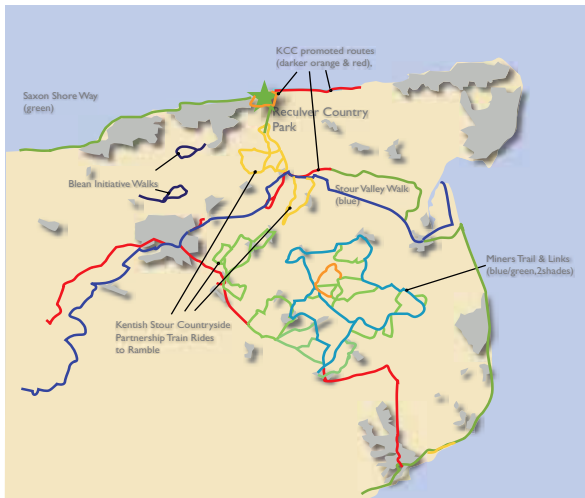
2: Extracts from Natural East Kent's and the draft Access Plan



Kent countryside sites showing Reculver



Current known cycle hire outlets - note Reculver's central position



Promoted walking routes



Unmaintained walking routes highlighting Wantsum Walks and Kentish Stour routes around Reculver

NEK's draft Access Strategy raises the Wantsum Walks (a series of circular routes produced by KCC in 1995) as a key issue. Whilst still on OS maps they are no longer maintained and promotional material is limited. NEK are currently discussing whether they should be reinstated. The development of Reculver as a 'hub' really requires that there are circular walks around it, and with a limited rights of way network any new promoted routes would likely follow much of the same routes as the Wantsum Walks anyway.

15.02 Reinstatement of the Wantsum Walks

A range of circular walks of different lengths will assist and attract a wide range of visitors of different abilities. The diagram below proposes 5 circular routes around Reculver based on the Wantsum Walks network (These go beyond KCC's Countryside Access Service have committed to maintain as promoted routes. CAS should be included in discussions for all route proposals to meet joint objectives)

It should be noted that if, in the long term, there is a managed retreat to the east as a result of the Shoreline Management Plan, then the cycle link from Birchington will be lost and should be relocated, in consultation with Thanet District Council to keep the Viking Coastal Trail. The promotion of these are covered in Project Plan 5.

- Light yellow: Short routes 5.5 km - 6.5 km
- Dark yellow: Medium route 12 km
- Orange: Medium-long 16 km
- Red: Long 28 km



Proposed circular routes from Reculver



Walking routes for all



15.03 High quality cycle racks in the 'hub'

In accordance with CCC's plans the provision of high quality and arts based cycle racks in the hub area would increase the sense of commitment to cycling and to local distinctiveness.

15.04 Cycle hire / repair / sales facility in the 'hub'

The proposal to establish cycle hire supports the development of leisure cycling within east Kent as set out in the Natural East Kent Area Access Plan and is welcomed by NEK and some interaction is encouraged to develop these plans.

Reculver should also be considered in conjunction with Herne Bay when looking at opportunities for cycle hire facilities. KCC supports on site cycle hire provision for users of local accommodation, but encourages day visitor provision from Herne Bay, to encourage sustainable transport to Reculver.

To support the public commitment to cycling it is hoped that the private sector may invest in additional facilities for cyclists. More detail on this project is contained in Project Plan 6; Business Opportunity Plan.



Diagram of CCC route and potential locations of cycle parking and hire shop



High quality and distinctive cycle racks



Cycling at Reculver



Proposed view looking east along Reculver Lane with Bike Hire - refer Project Plans 6 and 11



Lively attractive cafe with weather protection



New business opportunities

15.05 Proposal Budget Allowances

The proposed circular walking routes need to be ratified through NEK's Access Strategy and fall mainly outside of the study area so no budget costs are considered at this stage.

Cycle racks costs are included within CCC's current commitments although costs for enhanced racks as shown are indicated below.

Costs for a bike hire business are dependant on scope and size. Overall costs of the business and of the frontage development are considered in Project Plans 6 and 11.

CYCLE RACKS

Racks	£	4,500
Paved surrounds	£	1,500
Design Fees @ 20% of construction cost	£	1,200
Design/Site Contingency	£	1,000
total	£	8,500

15.06 Next Steps

Funding Strategy

Some Sustrans funding is already in place for the cycle link and facilities proposed by KCC/Jacobs for cultural trail cycle route from Whitstable to Margate using the Viking Coastal trail and a new path along the Wantsum Walk and Saxon Shore Way via Marshside and St Nicholas at Wade.

Any increase in use from business related traffic would generate a requirement for S106 contributions.

Timing

Cycle route is due for completion late summer 2008.

The cycle hire facility will be subject to planning permission and market forces but it would be hoped to go forward with the frontage development in Phase 2 of the masterplan - 2 to 5 years depending on funding.

Implementation Sequence

The cycle way is currently underway and NEKs strategy is due for completion this year.

SUMMARY POINTS

- Key walking and cycling visitor market fully supported by the public sector
- Projects underway
- Potential for private sector opportunities



environmental upgrade

Project Summary:

A series of mini projects to generally improve the general environment of Reculver and the country park. These fall outside some of the main physical projects but are equally important to raise the visual and amenity quality of the townscape and landscape.

Strategic Objectives:

LOCAL PLAN POLICY R13

- Enhances the 'attraction' of Reculver

NATURAL EAST KENT

- Development of green tourism destination

CANTERBURY DISTRICT TOURISM STRATEGY

- Encourage rural regeneration
- Encourage local visitors and VFR market

RECVLVER COUNTRY PARK MANAGEMENT PLAN

- Objective 1: To develop Reculver County Park as a quality attraction for tourist markets
- Objective 3: To involve the community in the management of the country park

Relevant Masterplan Principles:

- providing high quality sustainable facilities, improving the experience for visitors and local residents
- improved wayfinding and access
- optimising existing assets and strengths
- changing current perceptions and the profile of Reculver



redundant services



unwelcoming entrance



poorly located and unattractive



disability access



caravan locations



redundant structure



uninspired furniture



low aspiration



clutter and maintenance

16.01 Current Position

The general environment at Reculver is very varied. Some areas are extremely attractive, while others are extremely poor and detract from the experience of visiting. The following are some of the items that need addressing to create a high quality hub for East Kent:

- poor signage and interpretation generally
- unco-ordinated and uninspiring street furniture and lighting
- roadway safety issues (especially at eastern corner)
- limited access for wheelchairs to country park, and Scheduled Ancient Monument
- caravans very close to road opposite Blue Dolphin
- view of caravan sites from country park detracts from enjoyment of view of Towers
- obtrusive overhead cables/posts for services
- varied maintenance of soft landscape

16.02 Proposal Description

The proposals are spread across the site and it is beyond the scope of the masterplan to look at every area in detail. However the following 'mini-projects' cover some of the key areas requiring general improvement. These are illustrated and described on the following pages.

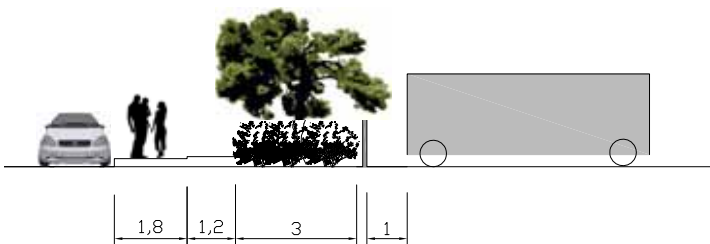
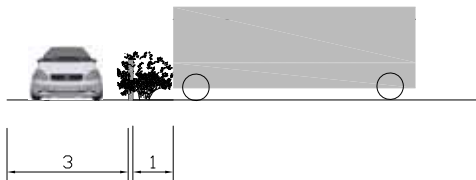
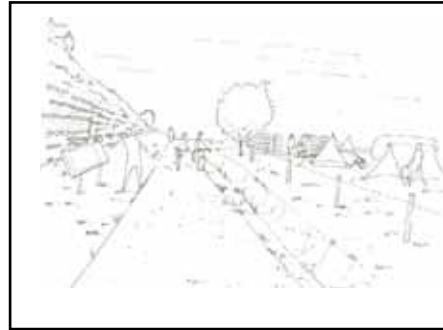
- Reculver Lane and 'Roman Wall' lane:
- Eastern Corner of Reculver Lane:
- Area to east of Scheduled Monument:
- Landscape Screening to Blue Dolphin and Camping and Caravanning Club Site
- Picnic Areas at Bishopstone
- Interpretation Trail
- Furniture, lighting, services and signage across site

Reculver Lane and 'Roman Wall' Lane

Both of these roads are currently tarmac finish with variable provision of pavement. The lane around the perimeter of the Roman Wall is a private road owned by the Environment Agency but is identified as the key cycling route to and from the east of Reculver. A rolled or sprayed gravel surface would enhance to this and the eastern end of Reculver Lane would highlight to vehicles that these are 'special' areas where pedestrians, cyclists and vehicles will mix. Visually the appearance would also suggest a rural park rather than a basic road. The southern pavement to Reculver Lane is proposed to be enhanced in width and treatment. Some sale of private land would be required to achieve this. Also landscape screening of the caravans that face the road in this location will increase privacy and sound protection while improving the visual aspects of central Reculver.



Location



eastern corner of reculver lane

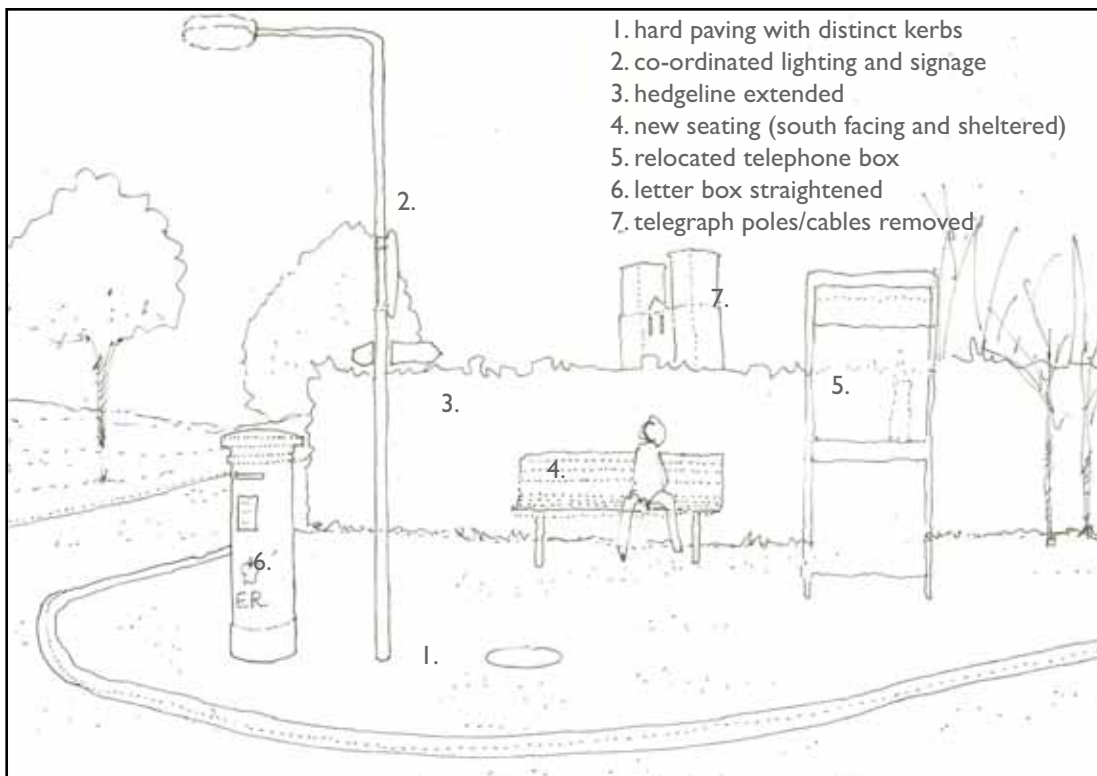
This is a key corner and marks the Wantsum Walk as well as the entrance to the Camping and Caravanning Club Site. Being opposite the shop and incorporating public telephone and post box means this will be well used by pedestrians. The current area is cluttered, unmaintained and uninviting. It is proposed to create a positive paved space that can be used to meet or wait or use the facilities. Subject to utility company approvals, the telegraph poles would be removed, revealing a view of Reculver Towers. The telephone box would be located and seating added facing south.



Location



Current view



Proposals (note frontage development not shown)

Area to east of scheduled monument

This is a key gateway to Reculver for people arriving by bicycle or on foot from the east. The burnt listed building is clearly an eyesore and is unlikely to be renovated. The area between the sea wall and the northern edge of the camping and caravanning site is an unresolved area with no apparent usage. Subject to approval from the Environment Agency and Southern Water it is proposed to clear all the structures in this area and create an area of vegetated shingle, similar to that adjacent to the visitor centre, whilst maintaining the access roads. The proposed vegetated shingle area would need to have a clear management plan to avoid any garden invasive plants growing in the area. This would create a more positive gateway to Reculver (if combined with quality heritage interpretation and orientation panels) and create a better setting for the camping site which will hopefully be 'showcasing' innovative and sustainable accommodation at this northern edge.



Location



View from east



View from west



Proposed new area of vegetated shingle



Landscape screening CCC and Blue Dolphin sites

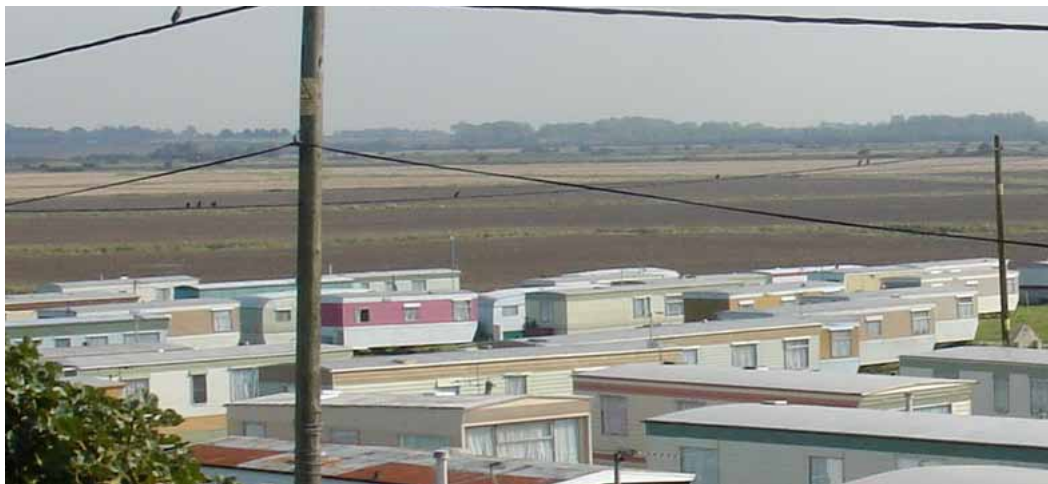
Native tree and shrub screening belts are proposed to the northwest edge of the Blue Dolphin site and the east and south east edges of the CCC site. The purpose of this is for visual amenity purposes and to enhance the setting and vistas to and from the Reculver Towers and the country park. These vegetation belts will also increase biodiversity and give shelter to birds and small mammals. (Any maintenance works related to tree or bush cutting should be avoided in bird nesting season, where health and safety is not an overriding concern. However, in instances where vegetation has been previously checked for bird use and found to be clear, vegetative works may still be carried out within nesting bird season).



Location



Blue Dolphin with Waterways beyond from country park - screening proposed



View to eastern edge of CCC site - screening proposed

Picnic areas at Bishopstone

This is a key viewing point and entry to the country park from the west. Currently there is a green field with a few picnic tables scattered in no particular location. Paths and routes are not clearly marked and the steps down heading to Bishopstone Glen are poor with no handrails. The car park being located at this point opens up the opportunity for wheelchair users to enjoy part of the park and the vistas to the wind farm and back to the towers. It is proposed to enhance the usage of this area for picnic and general amenity by improving the layout, quantity and specification of furniture. Reinforced turf for wheelchair usage would allow greater access and this could be a key location for part of the interpretation trail proposed on the next sheet. This would be a good location to site a telescope or binoculars to further enhance the enjoyment of all and to optimise the raised location.



Location



Uninspiring furniture



Step improvements



Great potential



Key vistas



Picnic and amenity



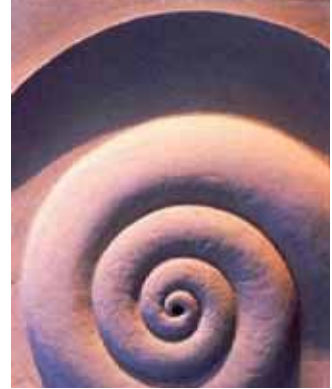
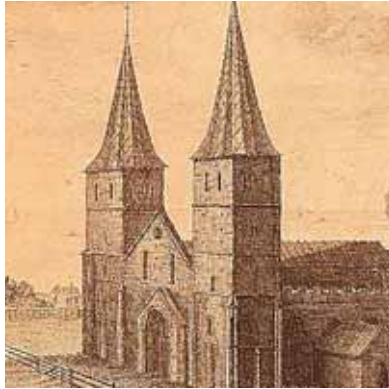
Disabled access

Interpretation trail

There are many interesting aspects to Reculver and its environs with its rich human and natural history, the ongoing battle with the sea, the changing leisure and tourism elements and an oyster hatchery. Currently the key aspects are summarised on information boards at certain points around the site - mainly at car park entrances. Project Plan 04 explores an overall interpretation strategy. This will be critical to understand fully how to express and communicate the information, hopefully in an entertaining and inspiring way with a wider variety of media. An interpretation trail across the site would be an excellent way to draw this together with the existing cycle and walking routes as well as creating route in itself.



Location



Furniture, lighting and signage 'palette' across the site



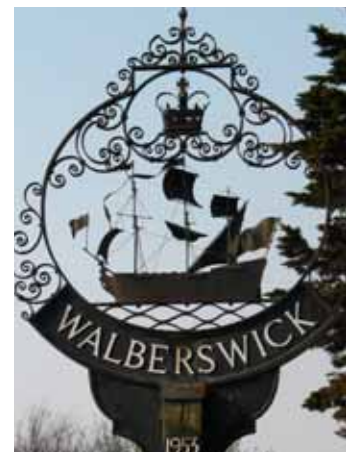
Interpretative signage - hierarchy, clarity, branding, co-ordination of materials



Proprietary lighting - low key, robust, varied sources



Proprietary furniture - simple, contemporary, robust, co-ordinated sustainable materials



Bespoke furniture at key locations co-ordinated with artwork/interpretation

16.03 Proposal Budget Allowances

RECVLVER LANE IMPROVEMENTS

Removals - clear old fencing and vegetation	£	2,500
Removals - clear old signs and furniture	£	1,000
Re-surface existing road with bound gravel	£	26,000
Allowance for raised cross-overs in concrete units	£	4,500
Signage and markings	£	2,500
Design Fees @ 12% of construction cost	£	4,500
Other Fees and Expenses	£	1,500
Design/Site Contingency	£	4,000
total	£	46,500

ROMAN WALL FOOTPATH IMPROVEMENTS

Removals - clear old fencing and vegetation	£	2,500
Re-surface existing road with bound gravel	£	26,500
Refurbish gated access and paved threshold	£	1,500
Interpretation - priced in Project Plan 13		
Restoration of wall - priced in Project Plan 13		
Caravan club boundary and ditch - priced in Project Plan 12		
Design Fees @ 12% of construction cost	£	3,500
Design/Site Contingency	£	3,500
total	£	37,500

EASTERN CORNER VERGE (OPPOSITE CAFE)

Removals - clear old fencing and vegetation	£	2,500
Seating area and minor landscape improvements	£	7,000
New hedge planting and fence	£	1,500
Re-site letter box	£	500
New lighting column	£	3,500
Design Fees @ 20% of construction cost	£	3,000
Design/Site Contingency	£	2,500
total	£	20,500

AREA TO EAST OF S.A.M. (BURNT-OUT COTTAGE AREA)

Removals - clear burnt-out cottage and paving surrounds	£	7,000
Re-surface paved area	£	4,000
Formation of colonising stone habitat	£	7,500
Signage and interpretation - priced elsewhere		
Design Fees @ 20% of construction cost	£	4,000
Design/Site Contingency	£	2,500
total	£	25,500

16.03 Proposal Budget Allowances continued

BLUE DOLPHIN CARAVAN PARK FRONTAGE**-subject to discussion with landowner**

Removals - clear old fencing and vegetation	£	2,500
Kerbing and grass verge - turfed	£	5,000
Pine trees and planting strip including topsoil	£	16,000
New 1.8m close board fence	£	3,000
Allowance for moving caravans	£	2,000
Design Fees @ 15% of construction cost	£	4,500
Other Fees and Expenses	£	1,000
Design/Site Contingency	£	3,500
total	£	37,500

PICNIC AREA - BISHOPSTONE

New tar spray chip pathways to start of glen path	£	4,000
Improvements to existing steps	£	5,000
4 no. Picnic tables and hardstandings	£	10,500
Signage and interpretation - priced elsewhere		
Design Fees @ 15% of construction cost	£	3,000
Design/Site Contingency	£	2,500
total	£	25,000

INTERPRETATION TRAIL

12 no Interpretation boards inset in surround	£	10,000
Design Fees @ 35% of construction cost	£	3,500
Design/Site Contingency	£	1,000
total	£	14,500

FURNITURE, LIGHTING, SERVICES

4 no main welcome signs	£	4,000
8 no directional signs	£	6,000
10no benches	£	12,000
Allowance for other furniture	£	3,000
Allowance for additional lighting	£	6,000
Removal of telegraph poles & re-siting of overheads - budget	£	18,000
Design Fees @ 25% of construction cost	£	12,500
Design/Site Contingency	£	6,000
total	£	67,500

- costs based on 2008 prices ie no allowance for inflation
- these are approximate budget allowances and not detailed costings
- VAT excluded
- no allowance made for legal fees or land costs
- no allowance for client staff costs

Note: Some cost savings could be made combining contracts and using tar spray chip surfacing instead of bound gravels

7.04 Next Steps

Funding Strategy

Funding would be part of an overall bid from capital funding programmes with some potential contributions from highways maintenance budgets and Section 106 agreements arising from frontage developments and Caravanning and Camping Club proposals.

Timing

It would provide a positive message for Reculver and a catalyst for private sector investment in the frontage projects if these environmental improvements were implemented at the same time as the village green construction or as a series of stage projects relating to frontages.

Phase 1 and 2 depending on funding sources

Implementation Sequence

- CCC to consult with local businesses, highways and Southern Water (cottage)
- CCC to appoint consultants to develop schemes
- Conclude funding/scope discussions
- Assuming planning granted CCC to instruct consultants to progress to tender
- Appoint contractor

SUMMARY POINTS

- Co-ordinated environmental improvements will raise the quality of the site and add value to all the other projects
- They can be implemented together, in groups or individually as funding permits
- Prioritise 'hub' improvements.



road improvements

Project Summary:

Small scale improvements to the approach to Reculver including signage and passing places on Reculver Lane.

Strategic Objectives:

SOUTH-EAST COASTAL STRATEGY

- *Maximise the connectivity along the coast.*

LOCAL PLAN

- *R13: Enhances the 'attraction' of Reculver*

CANTERBURY DISTRICT TOURISM STRATEGY

- *Develop new infrastructure*
- *Include local people and partners in tourism*

Relevant Masterplan Principles:

- *improving the experience for visitors and local residents*
- *improved wayfinding and access*



Strategy to resolve traffic problems at Reculver School



Creation of passing places on Reculver Lane

17.01 Current Position and Proposals

Although the masterplan study area is set by the R13 policy area from the Local Plan, there are certain projects that need to go beyond this particular boundary.

Reculver Lane

The width of Reculver Lane is perceived as a problem by local businesses in attracting greater numbers of visitors, particularly towing caravans, due to lack of passing places. The primary school in Hillborough exacerbates this problem at parents drop-off and collection times due to parking down Reculver Lane.

On a basic access level, improvements to the road to Reculver would assist flow of traffic. Whilst major road improvements are very unlikely to be funded there is reasonable opportunity to create at least two passing places along Reculver Lane subject to CCC highways approval. This would allow larger vehicles to get past each other.

Because much of the access routes to Reculver is in 'Sunken lane' with high grass banks, creating effective passing bays will require some regrading or retaining elements. Funding for such improvements should be sought through S106 contributions from increases in business related traffic and additional maintenance funding sought from Kent Highway Services.

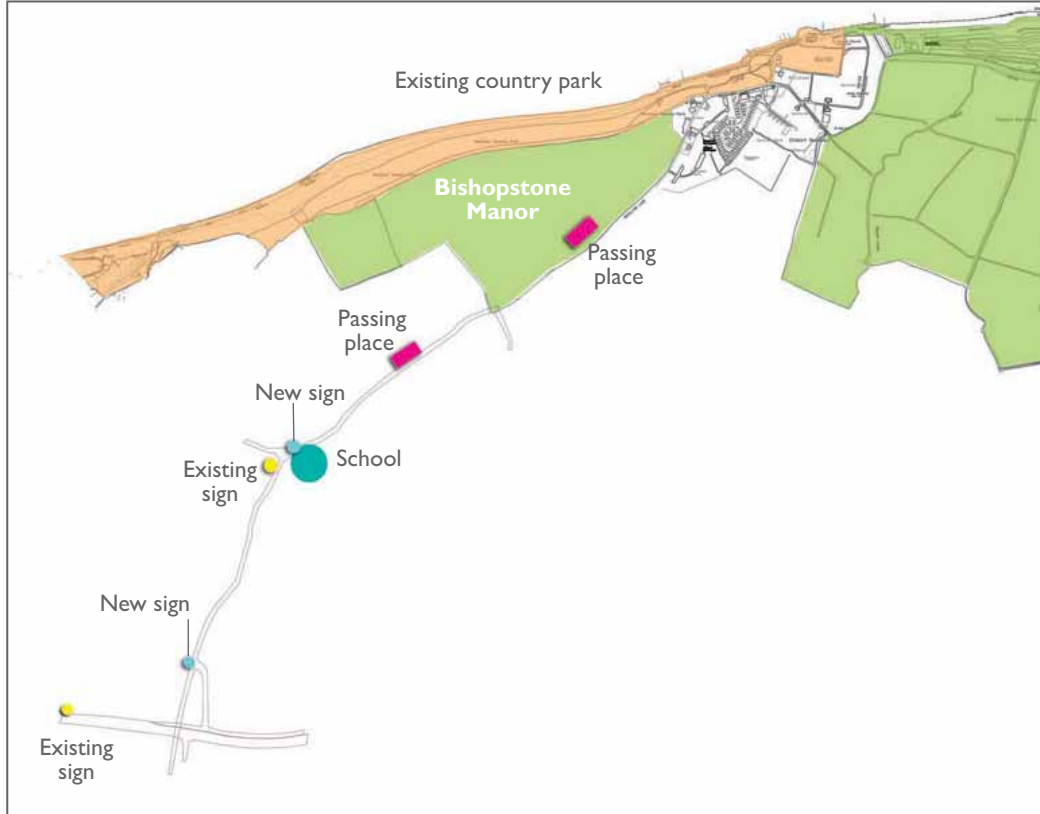
With the likely increase in traffic generated by the proposed touring pitches as well as general development of the site as a strategic hub, carrying out a more detailed transport study would be appropriate. This could tie into other elements of public transport/green travel plans in other areas.

Reculver School

The other traffic problem at Reculver School clearly impacts on movements to and from Reculver at certain times of the day during termtime. The School has already tried moving certain proposals forward and it is expected that the proposed Reculver Co-ordinator (refer Project Plan 1) would continue to assist/monitor to help resolve this issue.

Signage

There is signage to the country park from the Thanet Way but it is considered lacking at the Maypole Road junction and at Hillborough.



Signage and passing places and a strategy for resolving traffic problems at Reculver School is required

17.02 Proposal Budget Allowances

PASSING PLACES AND SIGNS	
Construction costs (including preliminaries)	£ 7,000
Design Fees @ 20% of construction cost	£ 1,500
Other Fees and Expenses	£ 1,000
Design/Site Contingency	£ 1,000
total	£ 10,500

- costs based on 2008 prices ie no allowance for inflation
- these are approximate budget allowances and not detailed costings
- VAT excluded
- no allowance made for legal fees or land costs
- no allowance for client staff costs

17.03 Next Steps

Funding Strategy

Funding is most likely secured from KCC or Canterbury City Council highway budgets with some potential top-up from 106 agreements for the touring pitches from the Caravanning and Camping Club.

Timing

Subject to highway permissions and discussions with landowners the project would hopefully go forward prior to the opening of the Caravanning and Camping Club touring pitches opening.

Implementation Sequence

- Discuss with highways departments
- Discuss and agree locations and land acquisition with landowners
- Discussion and negotiation with Caravanning and Camping Club
- Conclude funding/scope discussions
- Assuming planning granted CCC to instruct consultants to progress to tender
- Appoint contractor

SUMMARY POINTS

- Minor improvements but would answer many concerns from local businesses, residents and visitors concerning access problems on Reculver Lane.
- Signage from the Thanet Way would assist and encourage more visitors to come to the country park.