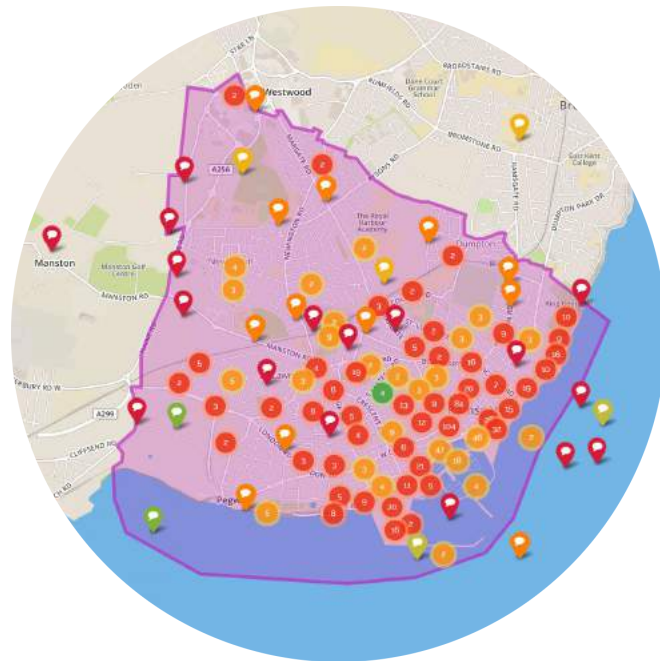


# Ramsgate

## Commonplace report

July 2017



powered by  
**Commonplace**

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## Observations by Commonplace

This Commonplace provides a wealth of information and insight into how residents feel about their town. There is information that is operationally useful - sites that need cleaning or hazards removed in the short-term, as well as information to help underpin and guide longer-term investment and grant applications.

There is much that people appreciate about Ramsgate - especially the historic value and fine old buildings. Several users commented that the town has room for improvement, but deserves to be improved. A lot of complaints are tactical - litter and neglect (see pages 25-28) - if addressed these can represent a quick win and build confidence.

The most controversial topics were the former Manston Airport and former Pleasurama site. Each in a different way represent the past blighting or potentially blighting the future. While the former airport is outside Ramsgate, people are concerned with the impact on quality of life if flights there are resumed or if it becomes a major freight hub.

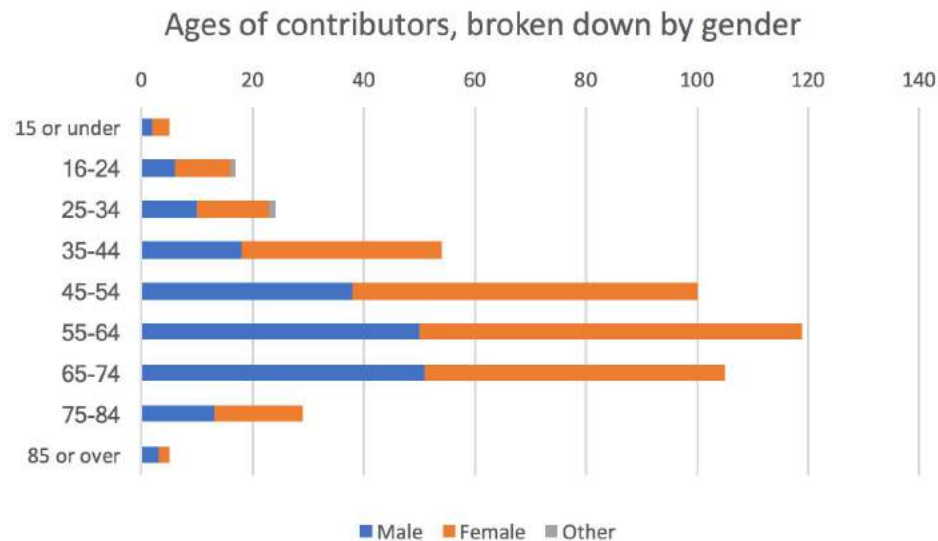
The top five improvements that people would like to see (pages 14-15) underpin the sense of potential waiting to be realised: there is a clear link of civic concern between 'More community feeling' which was the most indicated improvement, and the next four in the ranking - fewer empty buildings, better design and construction, more local character and more greenery.

## Engagement summary

- 1,756 people visited the site
- 1,245 (**71%**) of them interacted with the site in some way
  - For example, by visiting multiple pages, or reading the information on the "About" page
- 351 (**20%**) were engaged enough to add or agree with a comment - a higher rate than average.
- Between these 351 people, 4,518 total contributions were made, of which:
  - 743 were comments made by users
  - 104 were comments added via survey mode
  - 3,671 were agreements
- 920 visitors came to the site via social media - **86%** of these came from Facebook

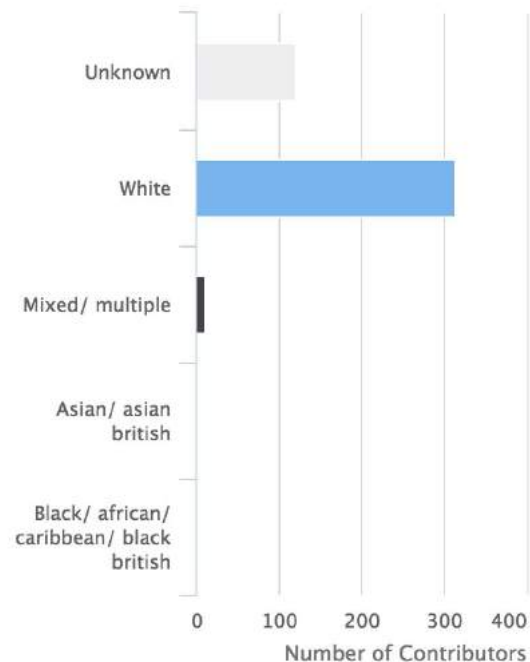
## Who contributed? - Age and gender

Most contributors were aged between **55 and 64** years old. More women were reached than men, in nearly all age categories.



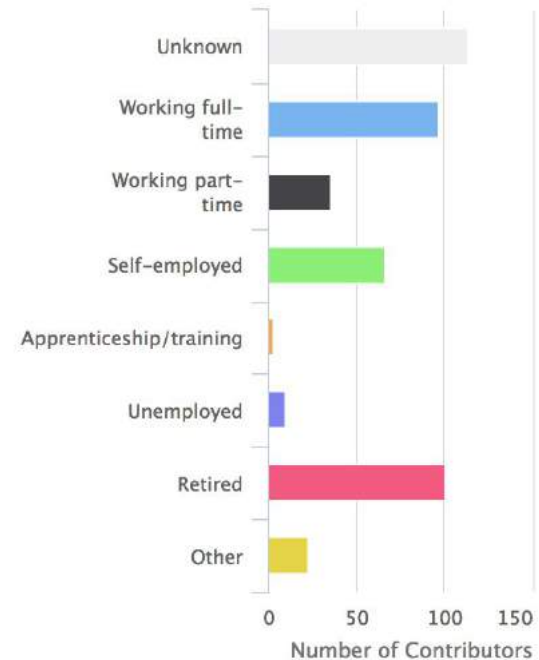
## Who contributed? - Ethnicity

The majority of contributors were of a white background. **11** people identified themselves as being of mixed ethnicity, and there were no contributors who identified themselves as being of black or asian backgrounds.



## Who contributed? - Employment status

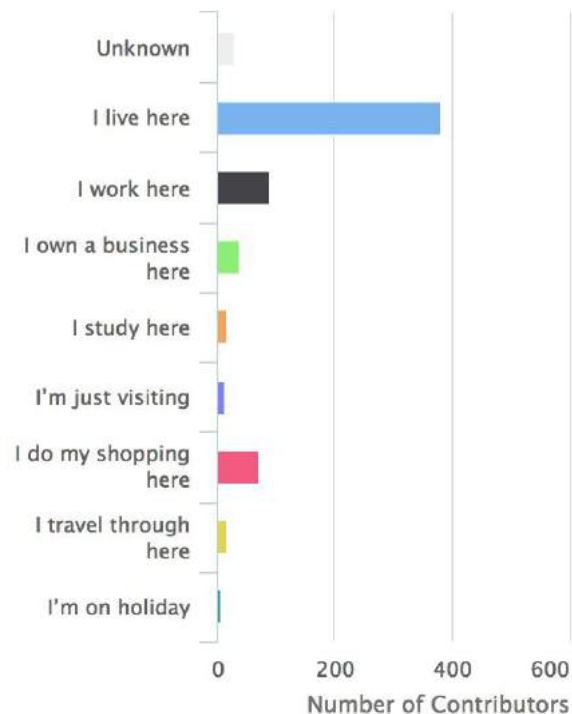
Most of the contributors who chose to answer the question about employment status were retired, closely followed by people in full-time employment.



## Who contributed? - Connection to area

383 contributors said they live in the area.

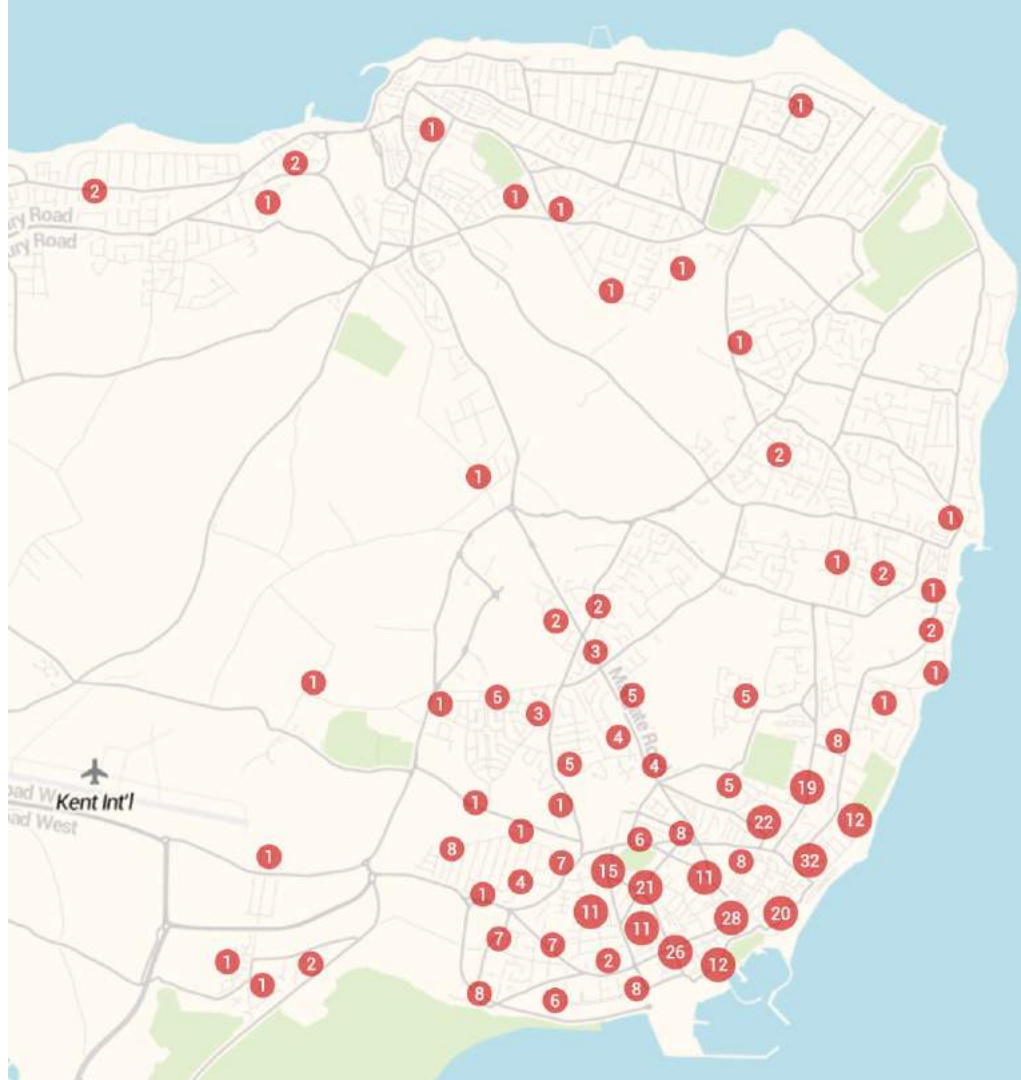
Just 5 contributors were holidaymakers - but the project took place mostly early in the year.

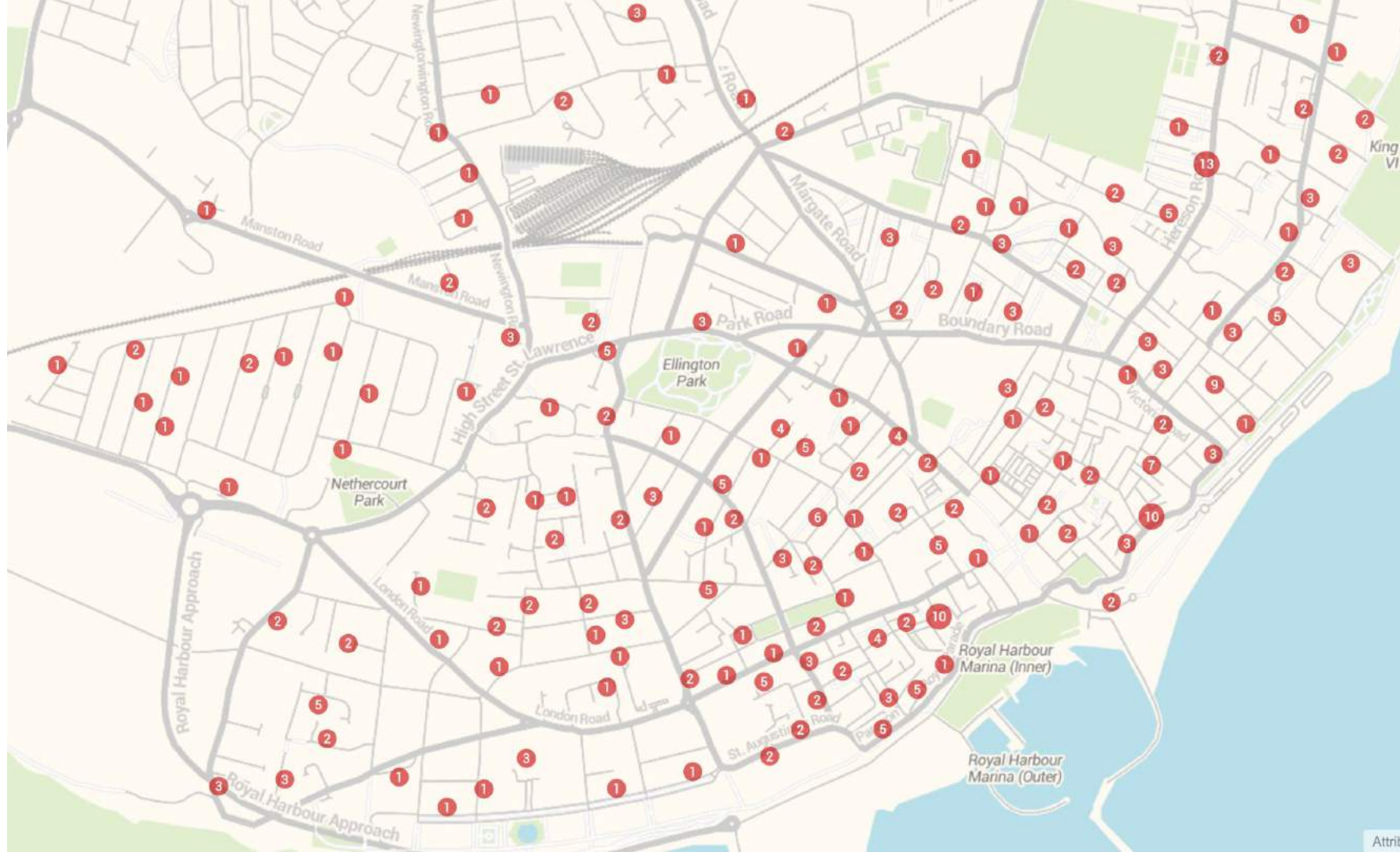




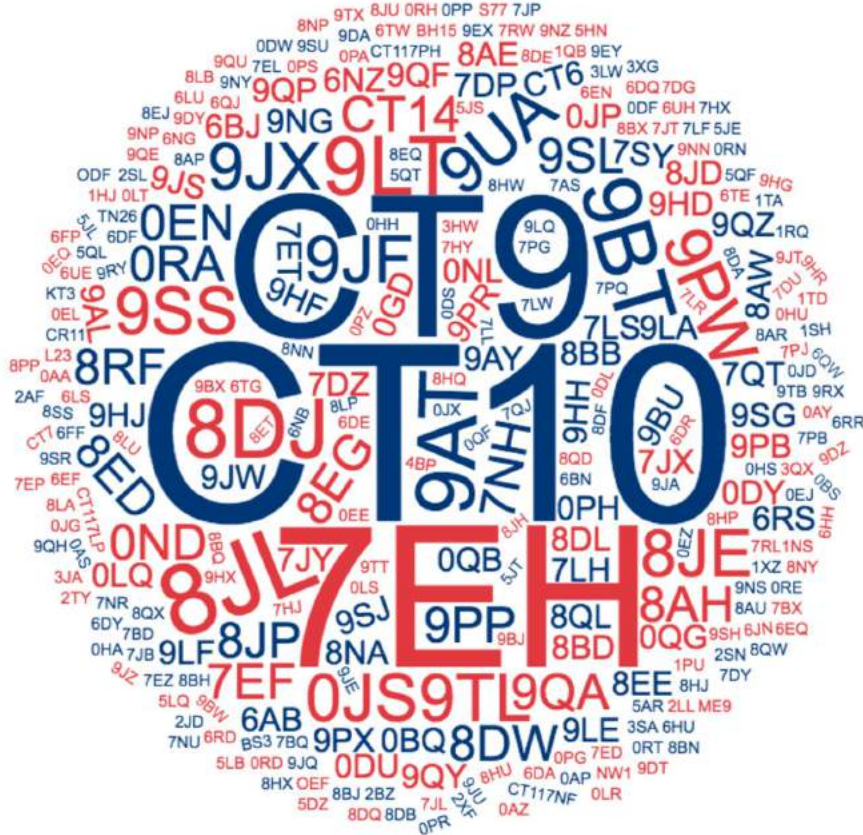
## Who contributed? Postcode map

Following page: zoomed in view





## Who contributed? Postcode word cloud



# CT11

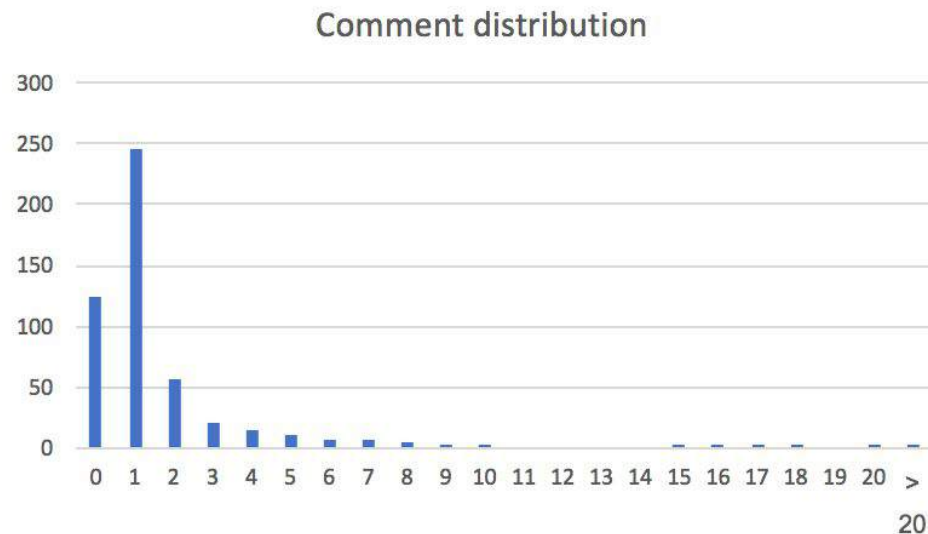
Please note - CT11 and CT12 were by far the most common postcodes, and thus would have dwarfed the other postcodes (word cloud on the left) - they are displayed to scale with other codes on the word cloud above.

## Top contributors - Comment distribution

Of those who signed up, nearly twice as many users added at least one comment as those who did not - however, there was a fall-off in users adding more than one comment.

Eight users added more than 10 comments each - two of these users commented mostly on the Manston Airport.

Only two users added more than 20 comments - one of whom added 44 comments - their comments do not appear to have any particular agenda.



## Top contributors - Users who added the most comments

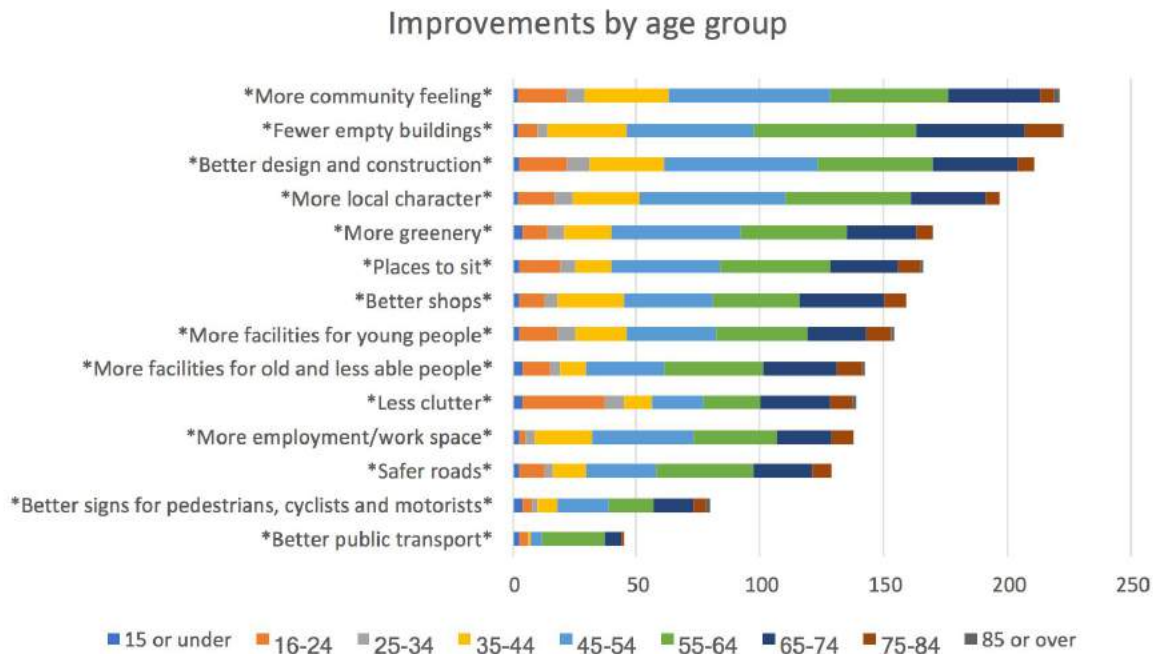
| Comments added | Link to comments  |
|----------------|---|
| 44             | <a href="https://ramsgatetown.commonplace.is/timeline/58dcf9b771344a00121cc009">https://ramsgatetown.commonplace.is/timeline/58dcf9b771344a00121cc009</a> |
| 24             | <a href="https://ramsgatetown.commonplace.is/timeline/58edf6998f1b420012053a33">https://ramsgatetown.commonplace.is/timeline/58edf6998f1b420012053a33</a> |
| 20             | <a href="https://ramsgatetown.commonplace.is/timeline/58fbb77b362cd80012569536">https://ramsgatetown.commonplace.is/timeline/58fbb77b362cd80012569536</a> |
| 18             | <a href="https://ramsgatetown.commonplace.is/timeline/58d1922a4e249f001280b269">https://ramsgatetown.commonplace.is/timeline/58d1922a4e249f001280b269</a> |
| 17             | <a href="https://ramsgatetown.commonplace.is/timeline/58e40b928781e90012b8298e">https://ramsgatetown.commonplace.is/timeline/58e40b928781e90012b8298e</a> |
| 16             | <a href="https://ramsgatetown.commonplace.is/timeline/58d69e4e1502c70012a2cc8d">https://ramsgatetown.commonplace.is/timeline/58d69e4e1502c70012a2cc8d</a> |
| 15             | <a href="https://ramsgatetown.commonplace.is/timeline/58de502a98aee40012351431">https://ramsgatetown.commonplace.is/timeline/58de502a98aee40012351431</a> |
| 15             | <a href="https://ramsgatetown.commonplace.is/timeline/58e23d997907480012ffb6fb">https://ramsgatetown.commonplace.is/timeline/58e23d997907480012ffb6fb</a> |



# Tag analysis - Top improvements by age group

Overall, the top five improvements people wanted to see were:

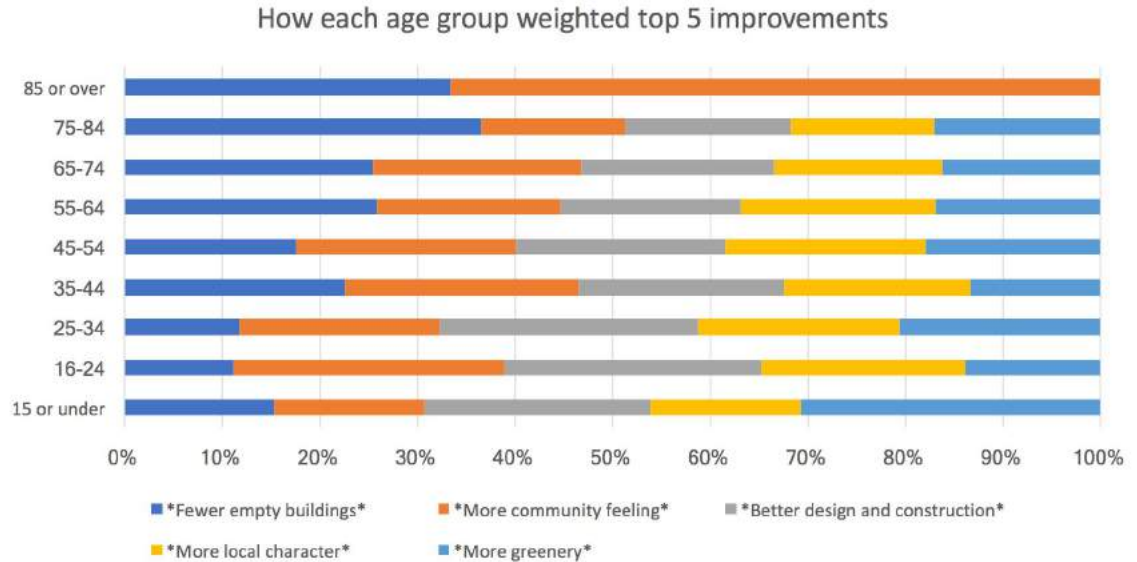
- More community feeling (226)
- Fewer empty buildings (226)
- Better design and construction (217)
- More local character (198)
- More greenery (172)



# Tag analysis - How different age groups weighted top 5 improvements

**55-64** year olds were the group that contributed the most to the project - the most important improvement to this group was to have fewer empty buildings. This was also the most important improvement to **65-75** year olds and **75-84** year olds. (The 85 or over group is a small sample size).

Younger age groups were more divided in what they considered the most important improvement.



## **Locations of interest**

The following pages present the range of comments on specific locations, all of which drew considerable attention. Many comments focused on the former Manston Airport. Although it is outside the consultation area, there was concern over impacts on the town were it to become active - such as noise under the flight path.

Other sites of interest are the Port, the Town Centre and the former Pleasurama site and we present a detailed analysis of comments relating to these locations.



## Other locations

Some locations seemed to be of note, but did not receive enough comments to justify aggregate analysis - they are linked below.

| Location           | Link  |
|--------------------|---|
| Train station      | <a href="https://ramsgatetown.commonplace.is/comments?filterNames=%22train-station%22">https://ramsgatetown.commonplace.is/comments?filterNames=%22train-station%22</a>           |
| Western Undercliff | <a href="https://ramsgatetown.commonplace.is/comments?filterNames=%22western-undercliff%22">https://ramsgatetown.commonplace.is/comments?filterNames=%22western-undercliff%22</a> |
| Harbour            | <a href="https://ramsgatetown.commonplace.is/comments?filterNames=%22harbour%22">https://ramsgatetown.commonplace.is/comments?filterNames=%22harbour%22</a>                       |

2 Harbour St  
Ramsgate, England

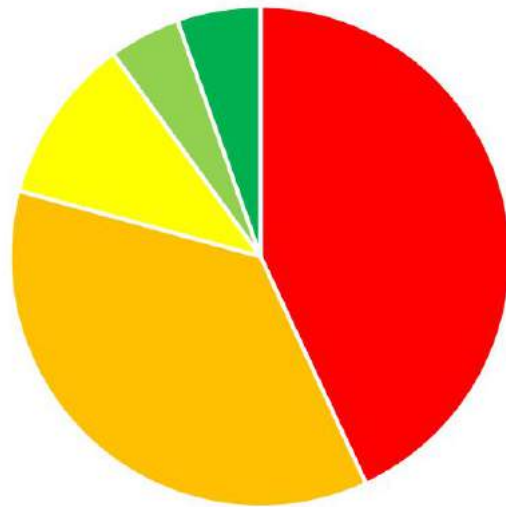
Street View - May 2014

## Town Centre

For the town centre we analysed comments in an area covering Queen St., King St., Harbour St., High St. and York St.

Sentiment towards the town centre was mostly negative, with contributors highlighting anti-social behaviour and litter as particular issues.

Sentiment towards town centre

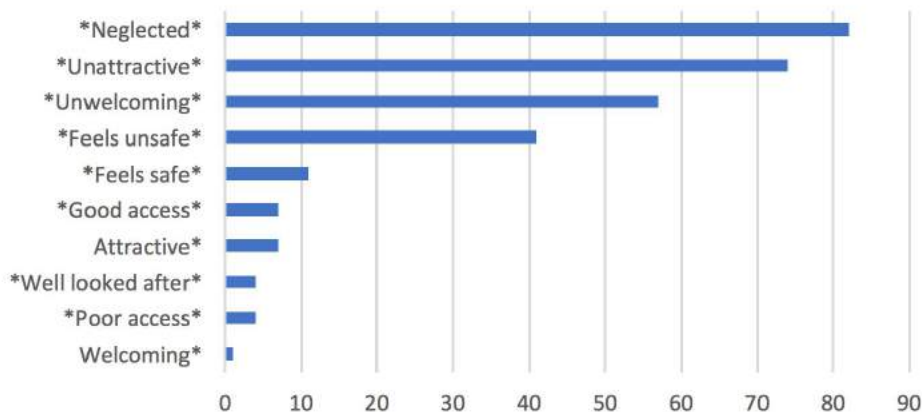


# Town Centre

Summarising the tags for 'Why do you feel this way?' shows that most people feel the town centre is:

- Neglected
- Unattractive
- Unwelcoming
- Feels unsafe
- Feels safe

Why do people feel this way towards the town centre?

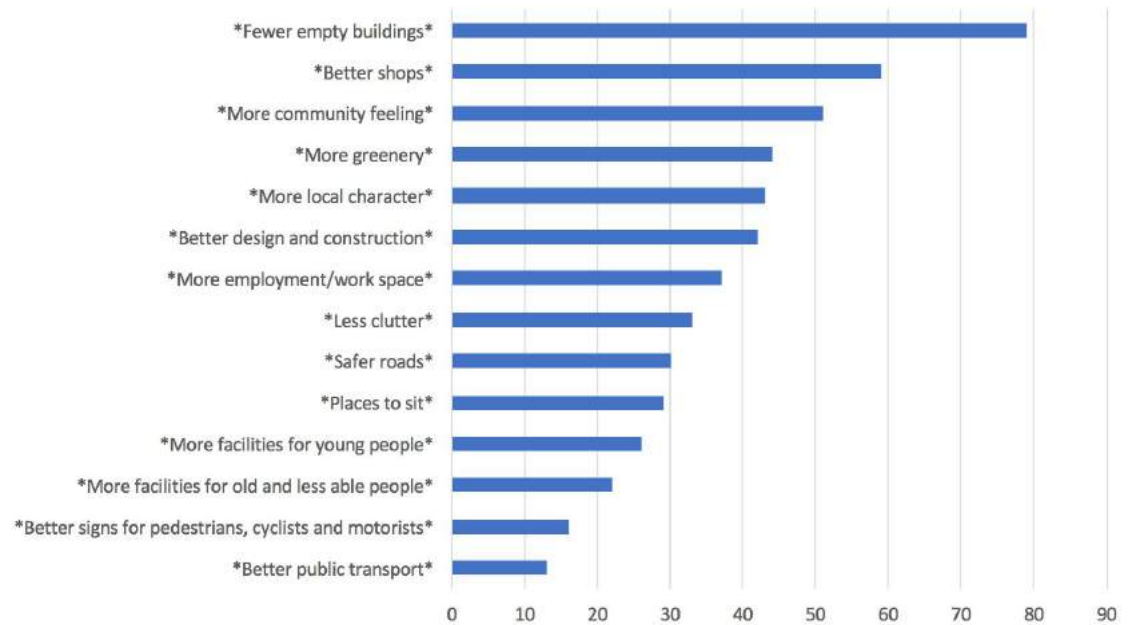


# Town Centre

Summarising the tags for 'What would you like to see improved?' shows that people most wanted:

- Fewer empty buildings
- Better shops
- More community feeling
- More greenery
- More local character

Improvements people would like to see in the town centre



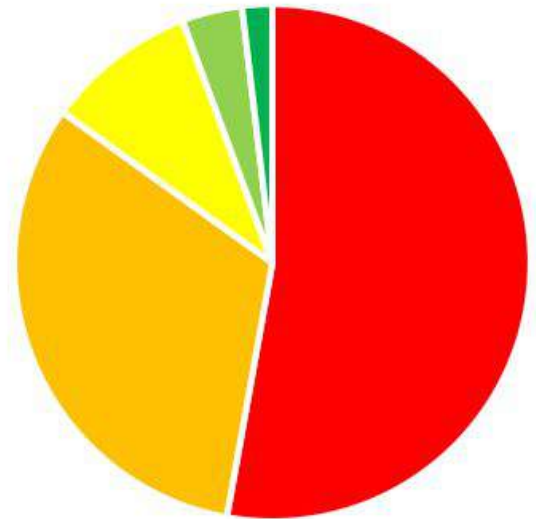
Military Rd  
Ramsgate, England

Street View - Jul 2015

Port

53 comments were added that mentioned the port - sentiment was mostly negative.

Sentiment towards the port

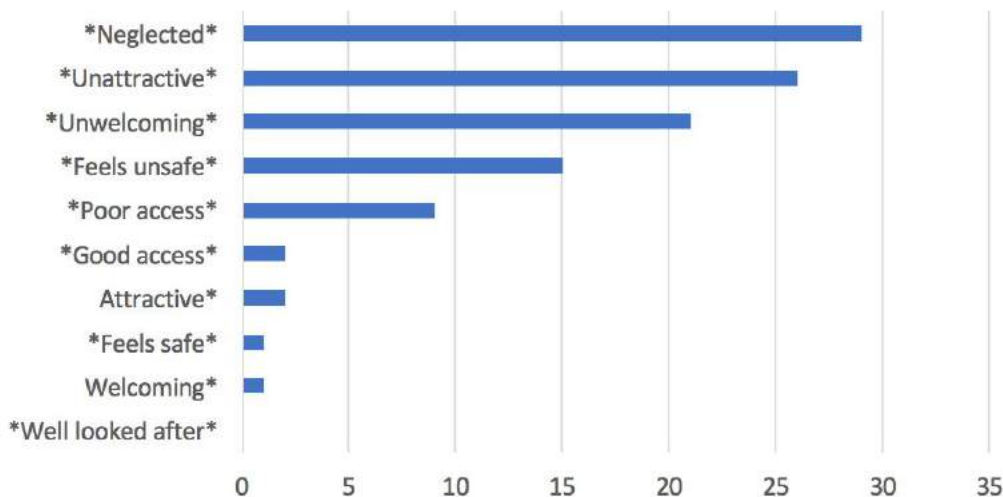


# Port

Summarising the tags for 'Why do you feel this way?' shows that most people feel the port is:

- Neglected
- Unattractive
- Unwelcoming
- Feels unsafe
- Poor access

Why do people feel this way towards the port?

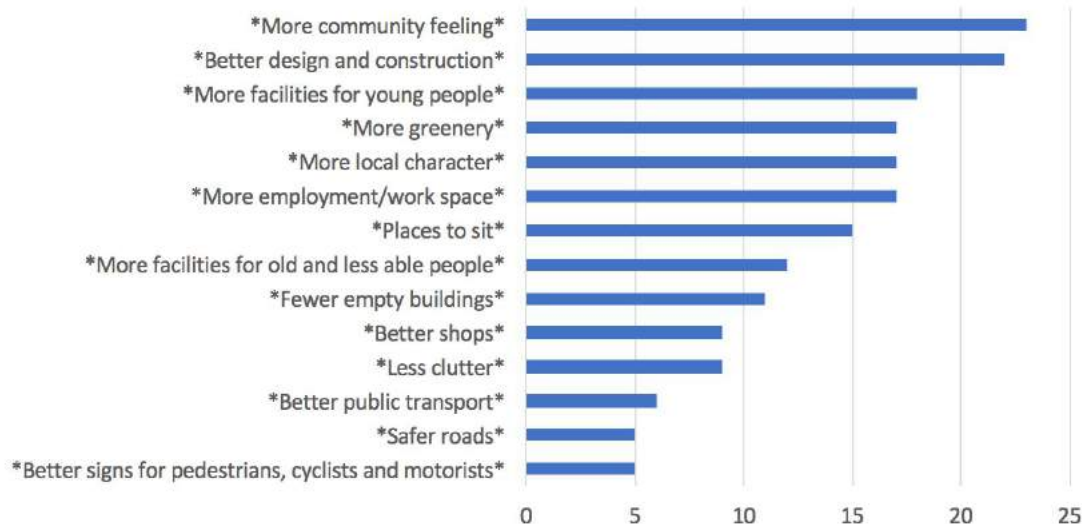


# Port

Summarising the tags for 'What would you like to see improved?' shows that people most wanted:

- More community feeling
- Better design and construction
- More facilities for young people
- More Greenery
- More local character

## Improvements people would like to see in the port

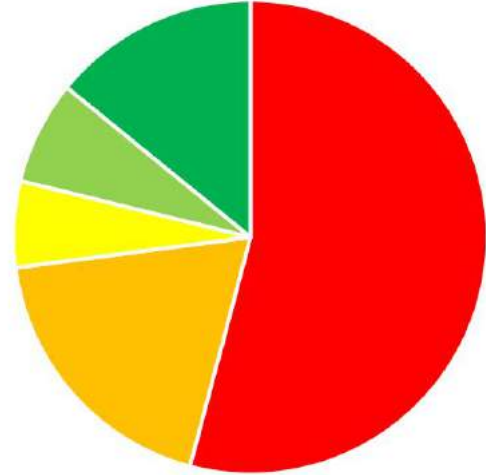




## Former Manston Airport

85 comments were added that mentioned the former Manston airport. While it lies outside the boundaries of the project, many comments mention the effects they feel it will have on the town of Ramsgate itself, specifically noise and pollution.

Sentiment towards former Manston Airport



Google

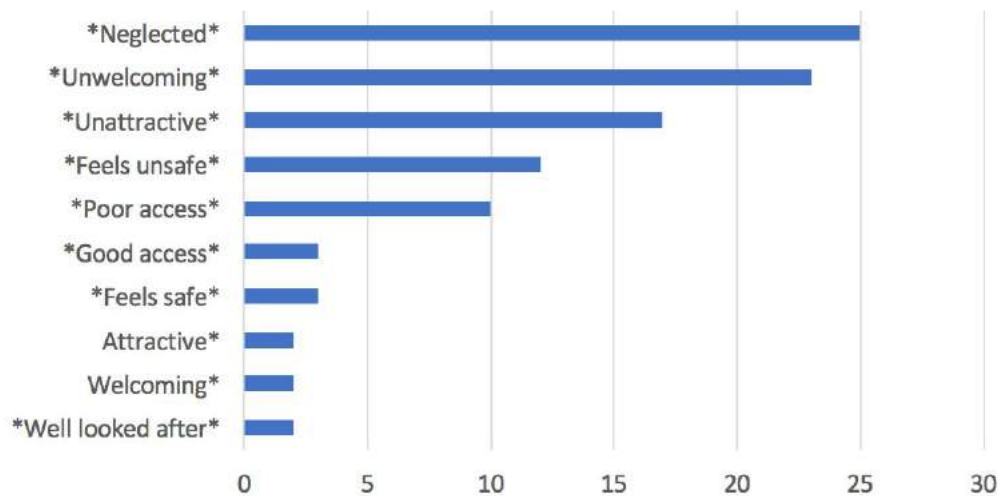


## Former Manston Airport

Summarising the tags for 'Why do you feel this way?' shows that most people feel the former Manston airport is:

- Neglected
- Unwelcoming
- Unattractive
- Feels unsafe
- Poor access

Why do people feel this way towards the airport?

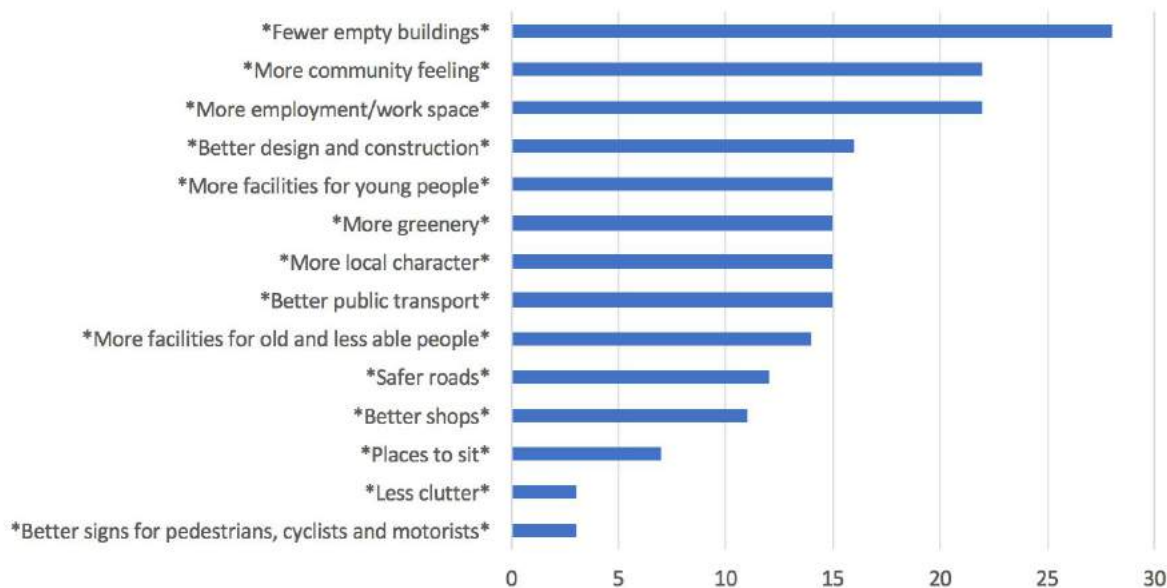


# Former Manston Airport

Summarising the tags for 'What would you like to see improved?' shows that people most wanted:

- Fewer empty buildings
- More community feeling
- More employment/work space
- Better design and construction
- More facilities for young people

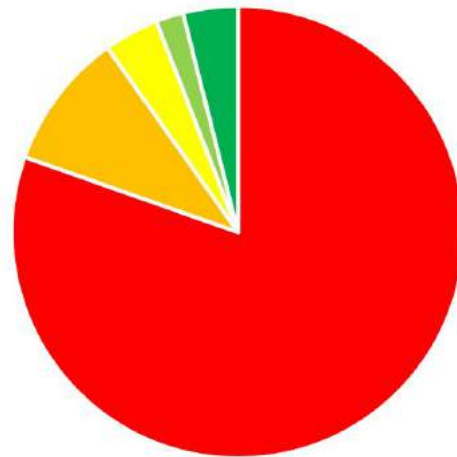
Improvements people would like to see at former Manston airport



## Former Pleasurama site

51 comments were added that mentioned 'Pleasurama'. Comments about the former Pleasurama site were mostly negative.

Sentiment towards 'Pleasurama' site

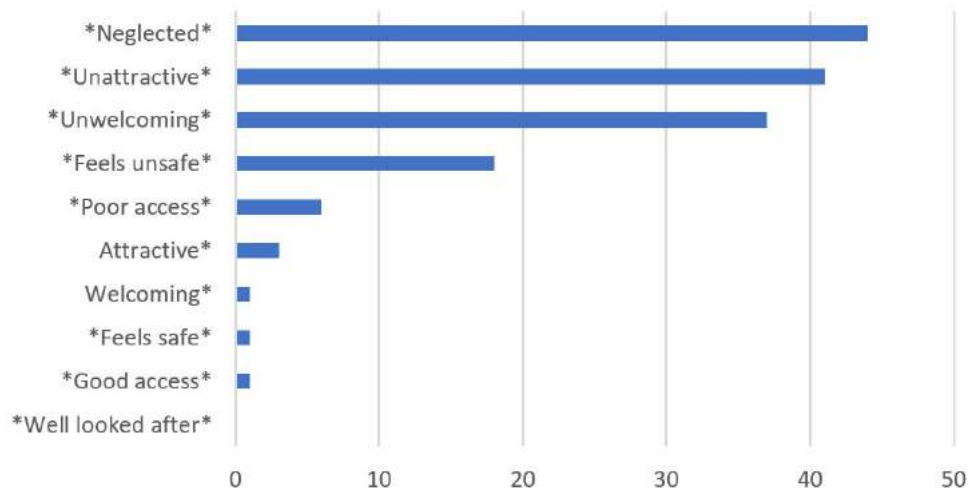


## Former Pleasurama site

Summarising the tags for 'Why do you feel this way?' shows that most people feel the former Pleasurama site is:

- Neglected
- Unattractive
- Unwelcoming
- Feels unsafe
- Poor access

Why do people feel this way toward the site?

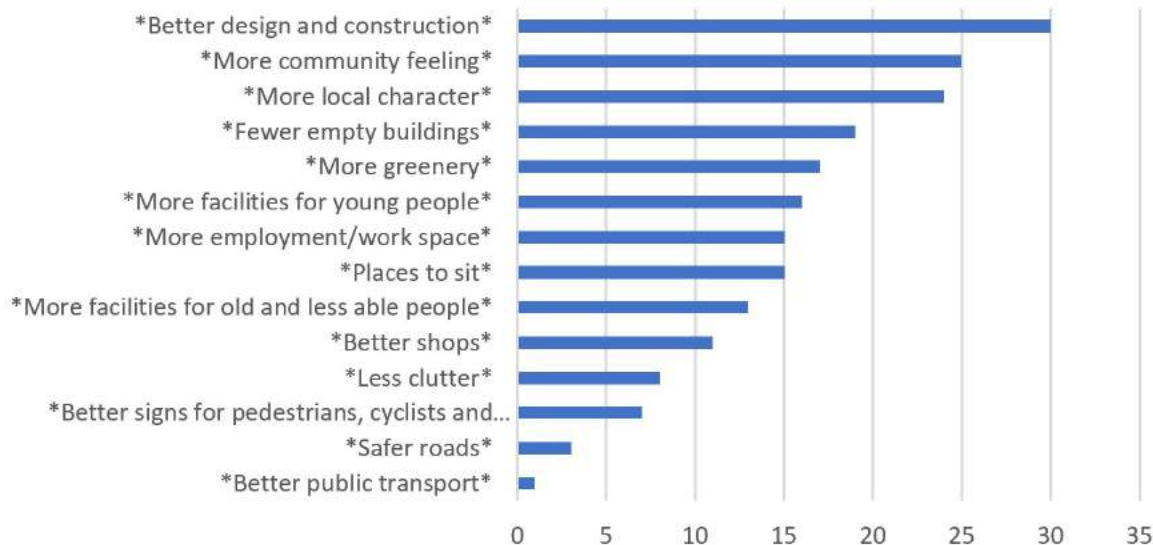


## Former Pleasurama site

Summarising the tags for 'What would you like to see improved?' shows that people most wanted:

- Better design and construction
- More community feeling
- More local character
- Fewer empty buildings
- More greenery

Improvements people would like to see on 'Pleasurama' site



## Immediate issues

The table below highlights immediate issues that come to light as being significant to respondents. Whilst not being 'strategic', these indicate areas where the local authority can intervene and have a 'quick win'. Spreadsheets of comments mentioning these issues are attached to the final report.

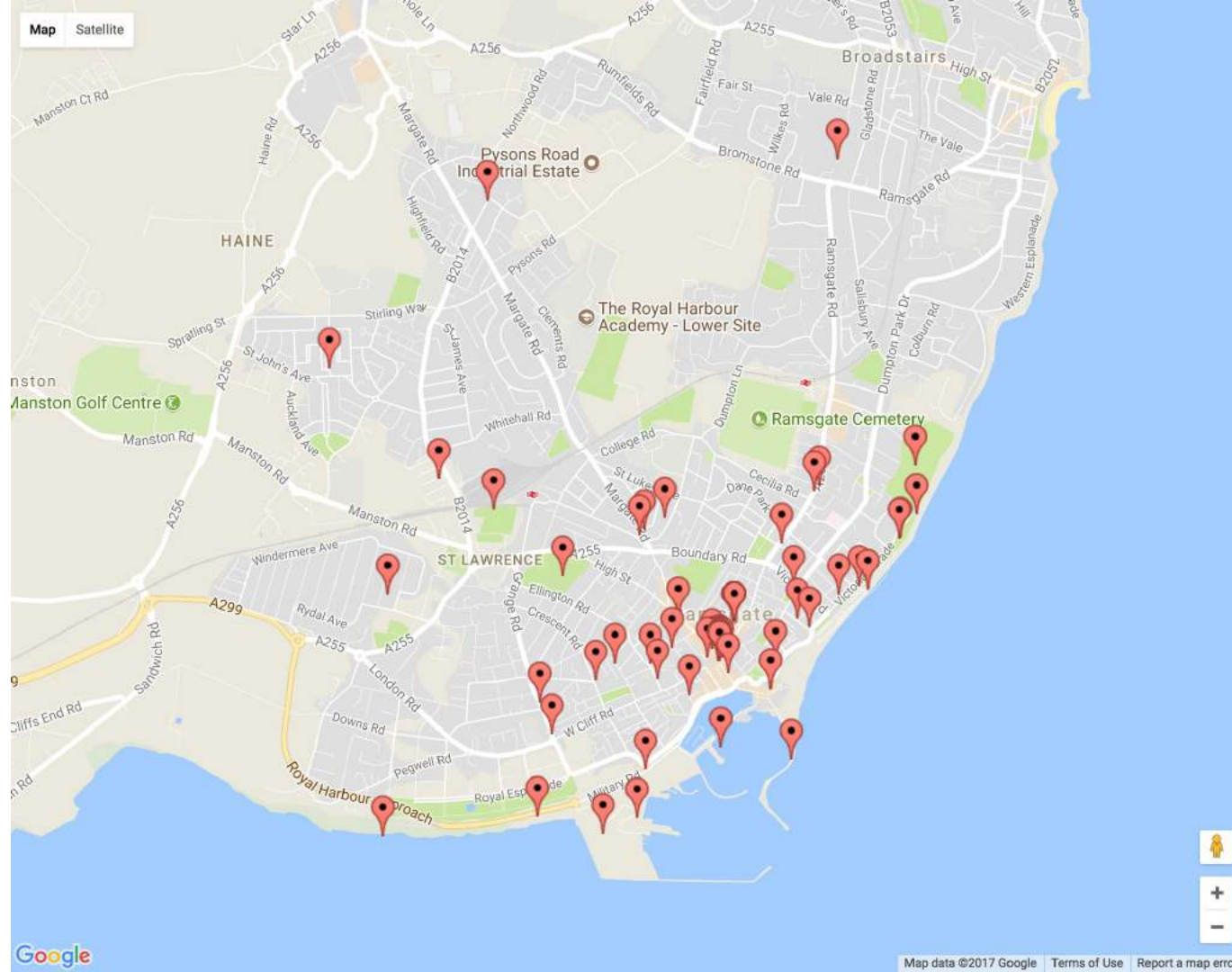
| Issue       | Number of comments |
|-------------|--------------------|
| Litter      | 59                 |
| Dog mess    | 55                 |
| Graffiti    | 23                 |
| Vandalism   | 7                  |
| Fly-tipping | 2                  |

# Litter

Locations of comments that mention litter - 59 comments total.

**View comments at:**

<https://ramsgatetown.commonplace.is/comments?filterNames=%22litter%22>





# Dog mess

Locations of comments that mention dog mess - 55 comments total.

View comments at:

<https://ramsgatetown.commonplace.is/comments?filterNames=%22dog-mess%22>



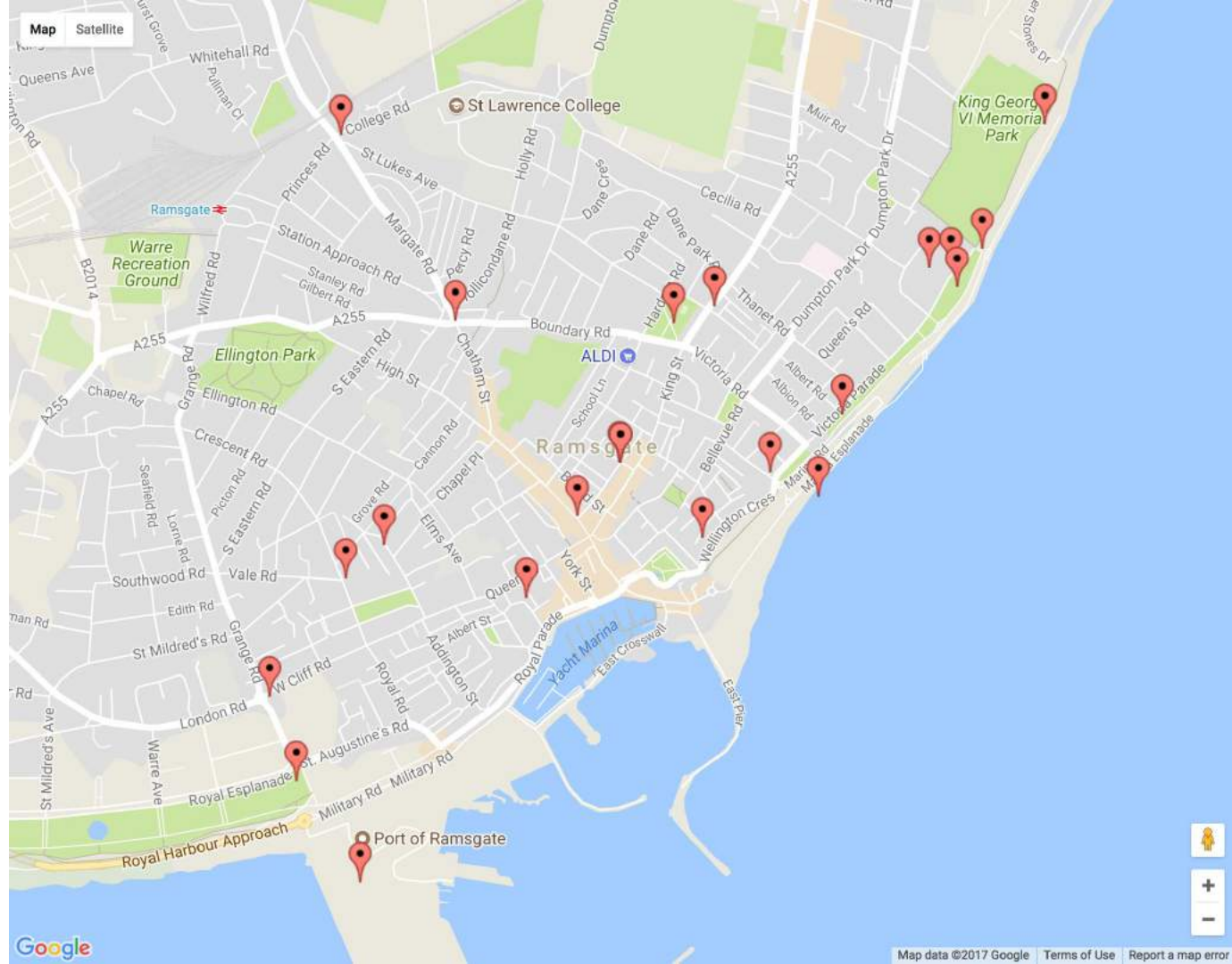


# Graffiti

Locations of comments that mention graffiti - 23 comments total.

**View comments at:**

<https://ramsgatetown.commonplace.is/comments?filterNames=%22graffiti%22>

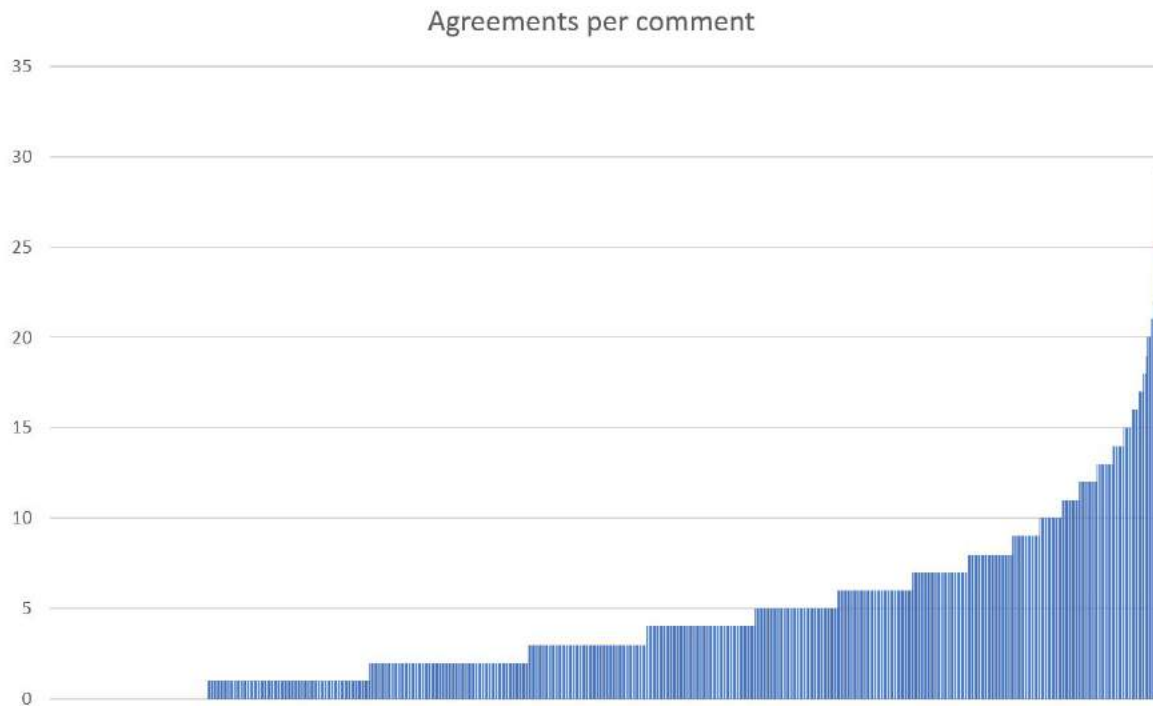


# Agreements

**86%** of comments on this Commonplace received one or more agreements - 10 comments had 20 or more agreements.

Several of the most agreed-with comments focus on the plans for a 24-hour cargo hub at the Manston airport, as well as promoting tourism to the town.

(Note - each user is able to “agree” just once with any comment - and not at all with their own - hence a large number of “agreements” is a genuine indication of popular concern)



**Comments with most agreements**



29

"Support the present plans for the Motorhouse to help regenerate the West Cliff"

<https://ramsgatetown.commonplace.is/comments/58d199284e249f001280b270>





25

"The port should be offered for leisure pursuits. The current concrete/aggregate washing facility is dangerous and should be removed asap. Its piles of concrete dust being allowed to blow over the town and into nearby homes is a health hazard. Leisure is the way to go if we cannot attract a ferry service."

<https://ramsgatetown.commonplace.is/comments/58d1a7404e249f001280b27b>



25

"Don't let Ramsgate be destroyed by the threat of a freight hub. Just the idea that the airport might re-open is preventing investment and regeneration of this beautiful, historic town."

<https://ramsgatetown.commonplace.is/comments/58de9d05bc67d300122eebc6>





25

"We in Ramsgate who are on the flightpath feel totally let down,... the lack of consultation from TDC and RTC is appalling..."

<https://ramsgatetown.commonplace.is/comments/58de6c26d57273001213da19>



"The beach always looks neglected, the Pleasurama site needs to be given back to Ramsgate, with beach huts, landscaping and maybe some pop up shops. Also if you look at Broadstairs beach that always looks welcoming, we need this at our beach in Ramsgate."

<https://ramsgatetown.commonplace.is/comments/58e73eb1d456560012c8aae4>





22

21

"Everyone in Ramsgate needs to be protected from any threat of a return of an airport at Manston. The proposed compulsory repurchase to create a major cargo airport [...] would destroy the health and wellbeing of residents and would destroy our local tourist and leisure economy."

<https://ramsgatetown.commonplace.is/comments/58de5fe6d57273001213da09>

"Allowing a 24 hour cargo hub will destroy Ramsgate's tourism and the health of the Ramsgate people."

<https://ramsgatetown.commonplace.is/comments/58e3cf998781e90012b82980>





21

"Get rid of all horrible, polluting stuff on the port and invest in windsurfing, Kayaking, canoe and dinghy clubs (not jet skis of course) by encouraging entrepreneurship for people to set these clubs up and street food huts like in Copenhagen which has 500K visitors a year and 200 jobs related to it."

<https://ramsgatetown.commonplace.is/comments/58e558696fac810012320f5e>



20

"The harbour is absolutely stunning, whatever the season the harbour is a credit to Ramsgate, but I feel as a town we need to promote it more, have more attractions down there like a regular market where local businesses could maybe have stalls to promote their shops in town, some sort of fun fair or other attraction to try and grab some of the visitors headed for Margate"

<https://ramsgatetown.commonplace.is/comments/58e3e4b08781e90012b8298b>





20

"This is sadly neglected. The cafe has been closed since repairs to sewage works. Either pull it down and clear the mess away. Improve or better still have new toilets built. This is a necessity for people, both swimmers and walkers. Use your imagination and make the area more attractive for boats and canoeists..."

<https://ramsgatetown.commonplace.is/comments/58ea8b77ea92750012d04859>



20

"Ramsgate is such a neglected jewel. It has the potential and so does its community to tidy itself up and open for business. If TDC isn't going to develop Pleasurama why not just clear the whole site and put some beach huts in and landscape the area? You'd make plenty of revenue from the huts and residents wouldn't have to suffer another decade of an eyesore. The harbour is beautiful but it could be outstanding. The High Street and Harbour Street are historic and of great interest to so many people and yet it's shabby, neglected and sad."

<https://ramsgatetown.commonplace.is/comments/58ed304e8f1b420012053a0a>

**Tags selected as a response to the “Why do you feel this way?” question (displayed by location)**

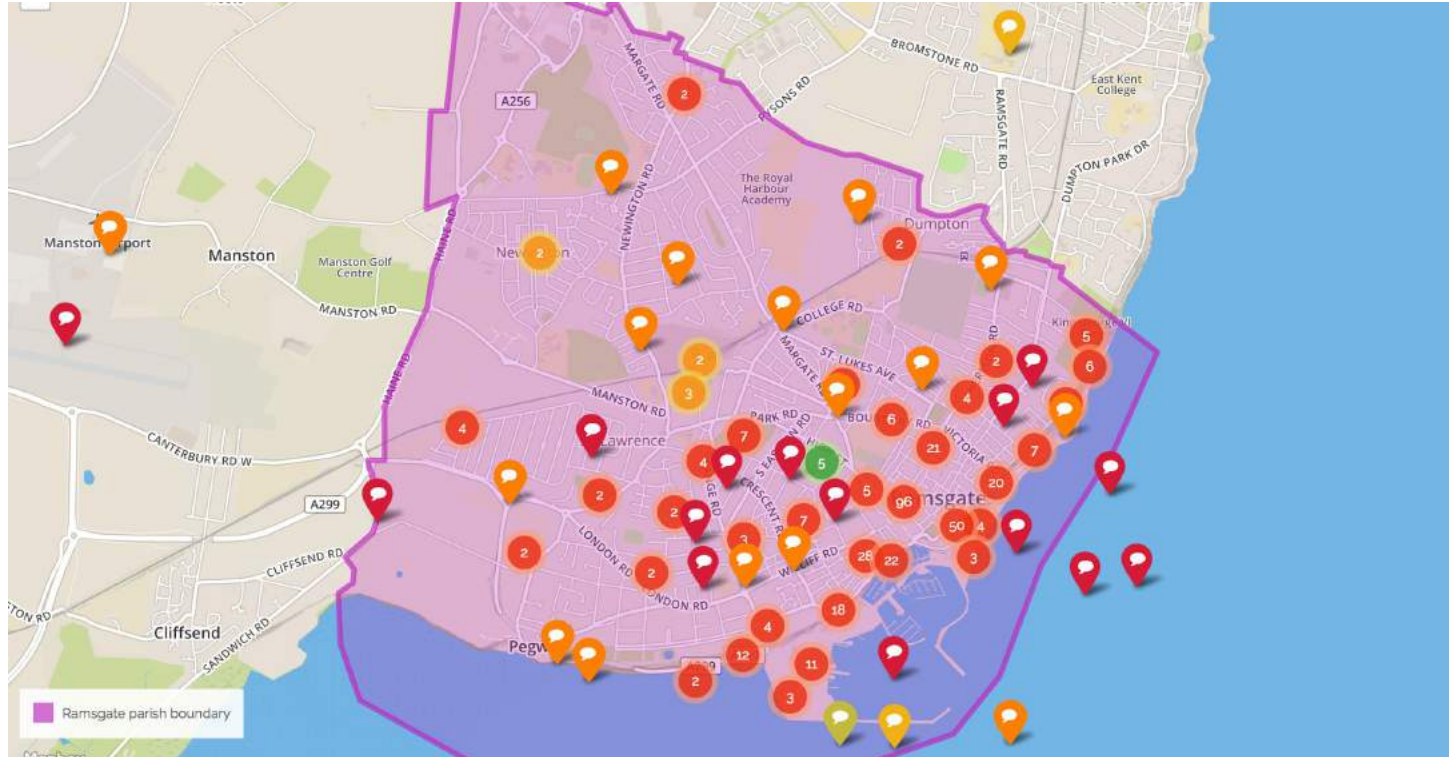
## Locations tagged with 'Well looked after'



View comments at: <https://ramsgatetown.commonplace.is/comments?filter=%22whyFeel:Well%20looked%20after%22>

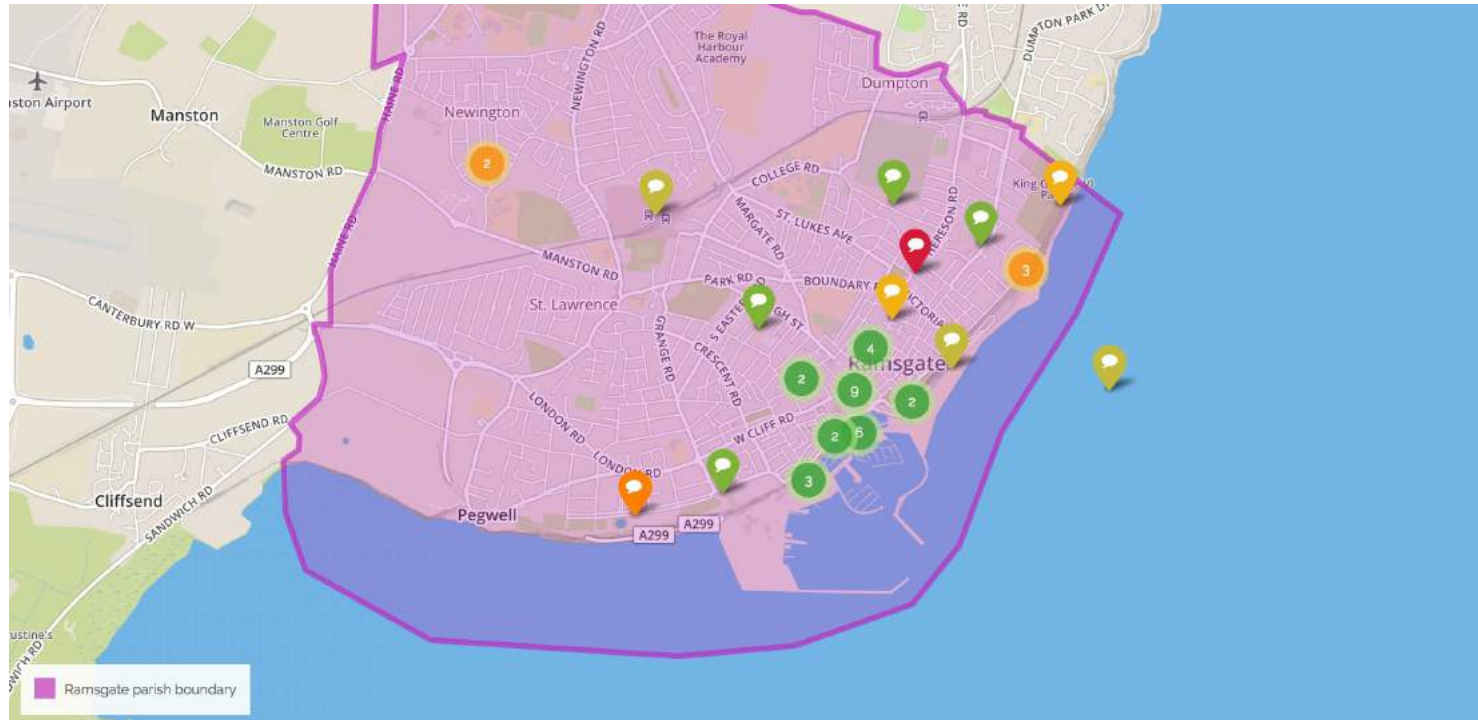


# Locations tagged with 'Neglected'



View comments at: <https://ramsgatetown.commonplace.is/comments?filter=%22whyFeel:Neglected%22>

## Locations tagged with 'Good access'



View comments at: <https://ramsgatetown.commonplace.is/comments?filter=%22whyFeel:Good%20access%22>

## Locations tagged with 'Poor access'



View comments at: <https://ramsgatetown.commonplace.is/comments?filter=%22whyFeel:Poor%20access%22>

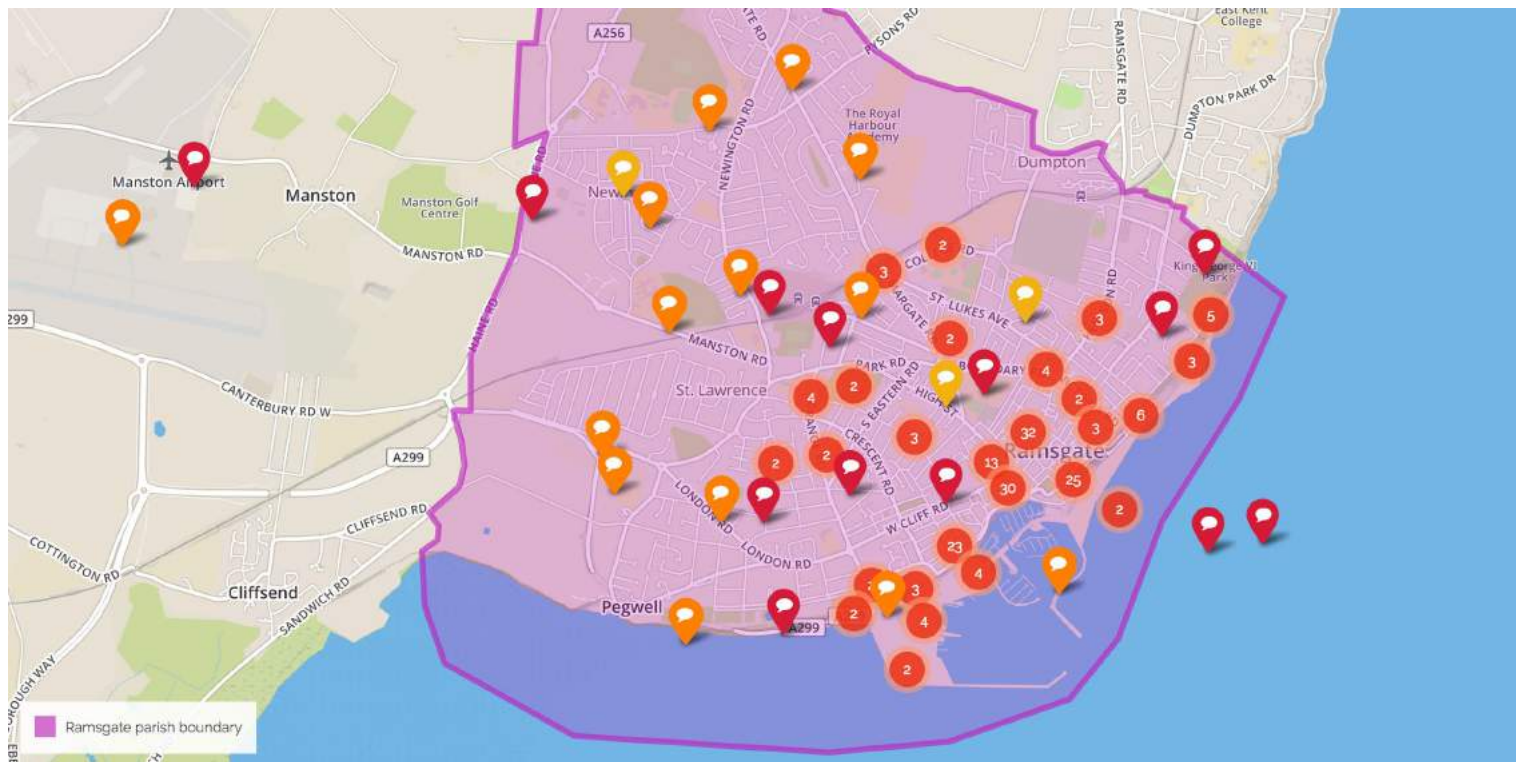
# Locations tagged with 'Feels safe'



View comments at: <https://ramsgatetown.commonplace.is/comments?filter=%22whyFeel:Feels%20safe%22>

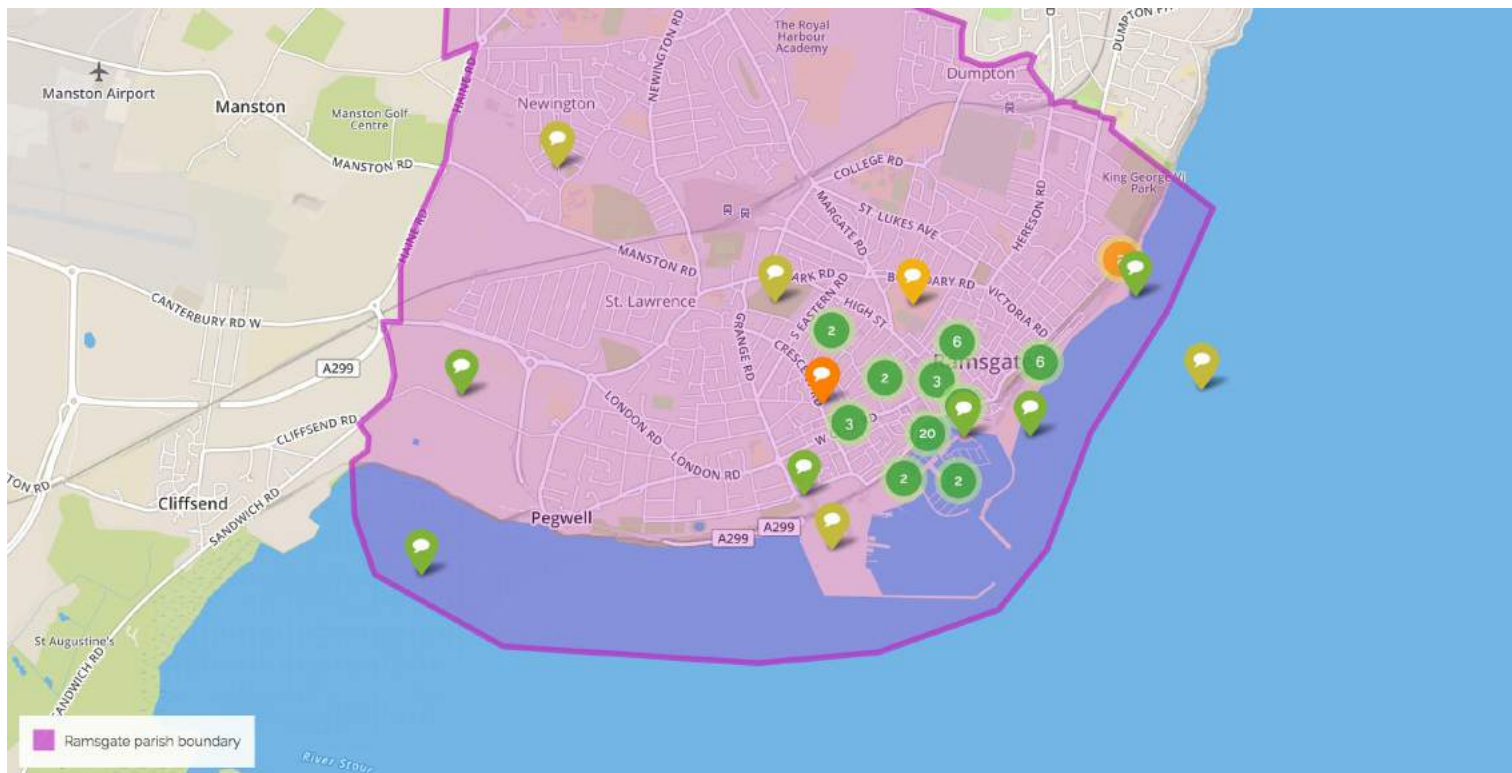


## Locations tagged with 'Feels unsafe'



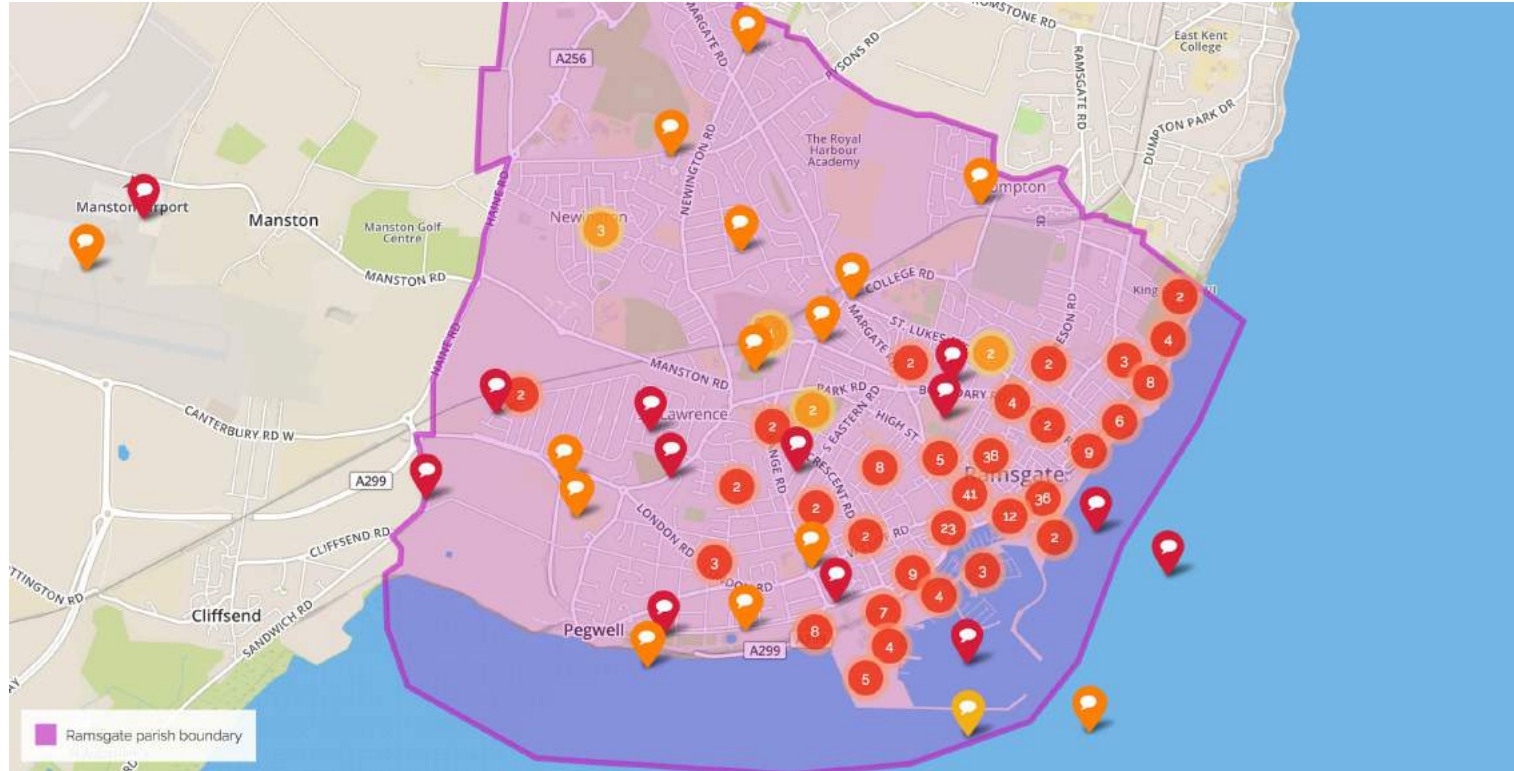
View comments at: <https://ramsgatetown.commonplace.is/comments?filter=%22whyFeel:Feels%20unsafe%22>

# Locations tagged with 'Welcoming'



View comments at: <https://ramsgatetown.commonplace.is/comments?filter=%22whyFeel:Welcoming%22>

# Locations tagged with 'Unwelcoming'



View comments at: <https://ramsgatetown.commonplace.is/comments?filter=%22whyFeel:Unwelcoming%22>

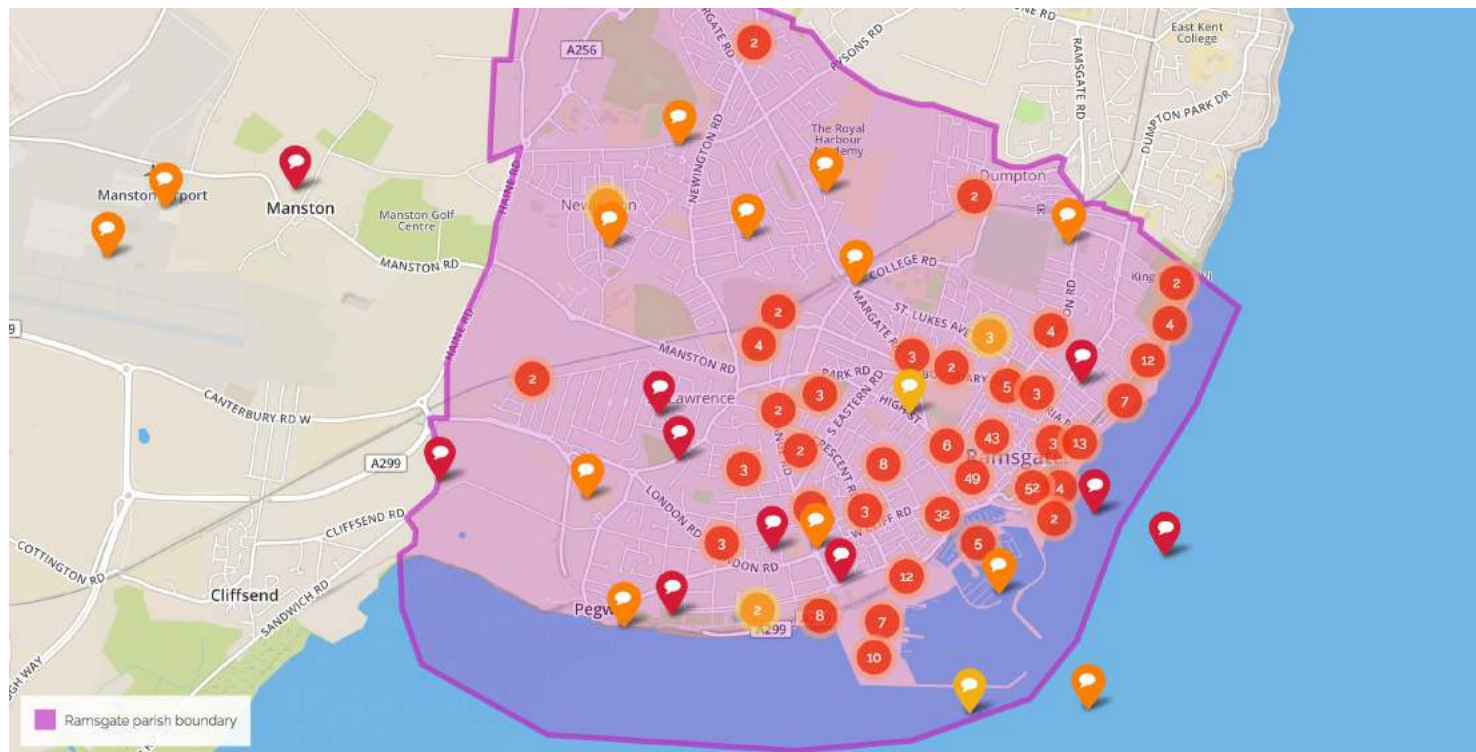


## Locations tagged with 'Attractive'



View comments at: <https://ramsgatetown.commonplace.is/comments?filter=%22whyFeel:Attractive%22>

## Locations tagged with 'Unattractive'



View comments at: <https://ramsgatetown.commonplace.is/comments?filter=%22whyFeel:Unattractive%22>

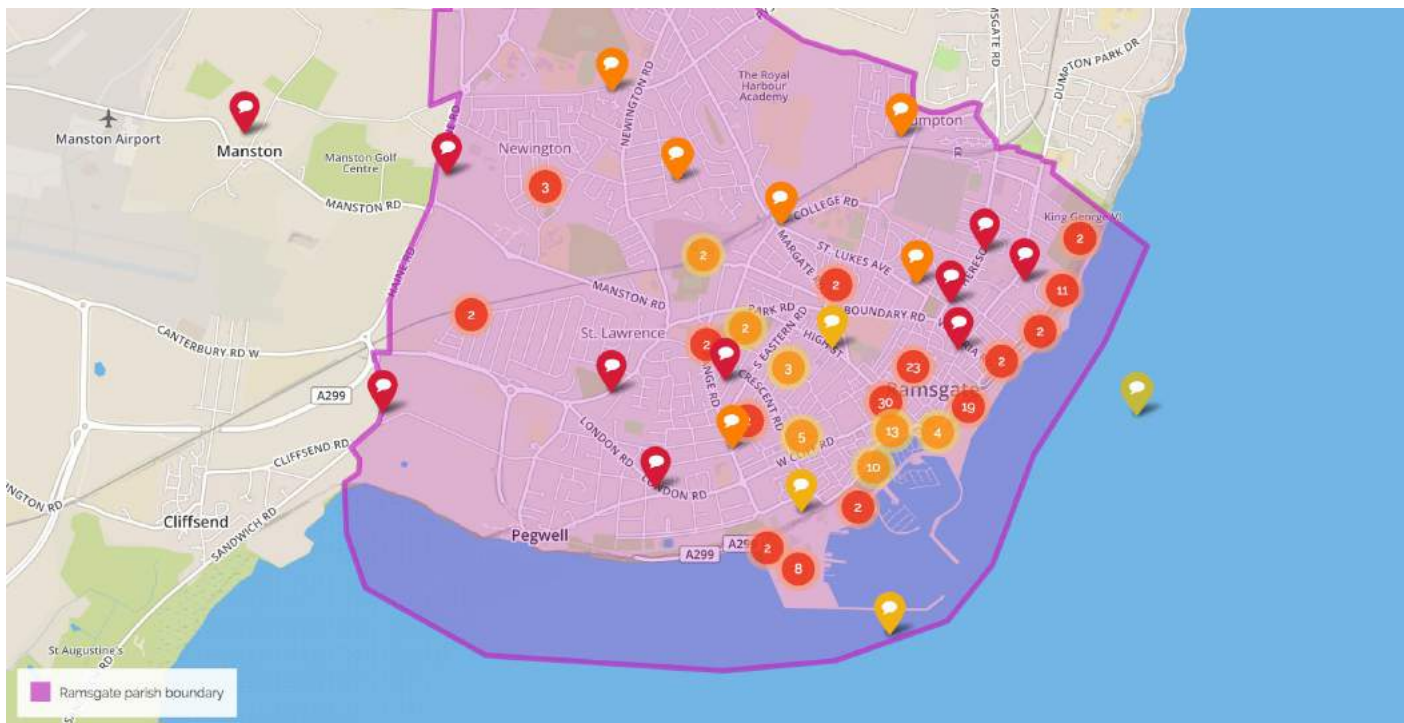
**Tags selected as a response to the “What improvements would you like to see?” question (displayed by location)**

## Locations tagged with 'Places to sit'



View comments at: <https://ramsgatetown.commonplace.is/comments?filter=%22howImprove:Places%20to%20sit%22>

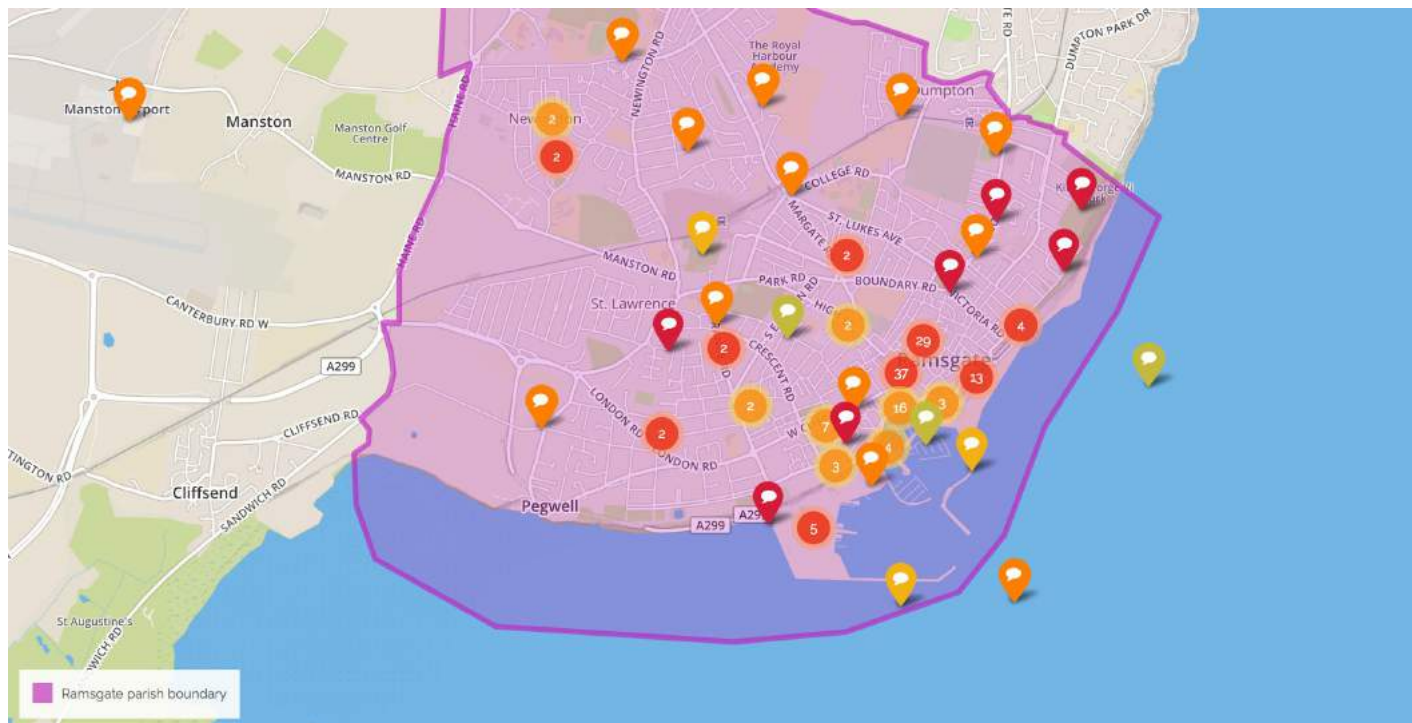
## Locations tagged with 'More greenery'



View comments at: <https://ramsgatetown.commonplace.is/comments?filter=%22howImprove:More%20greenery%22>

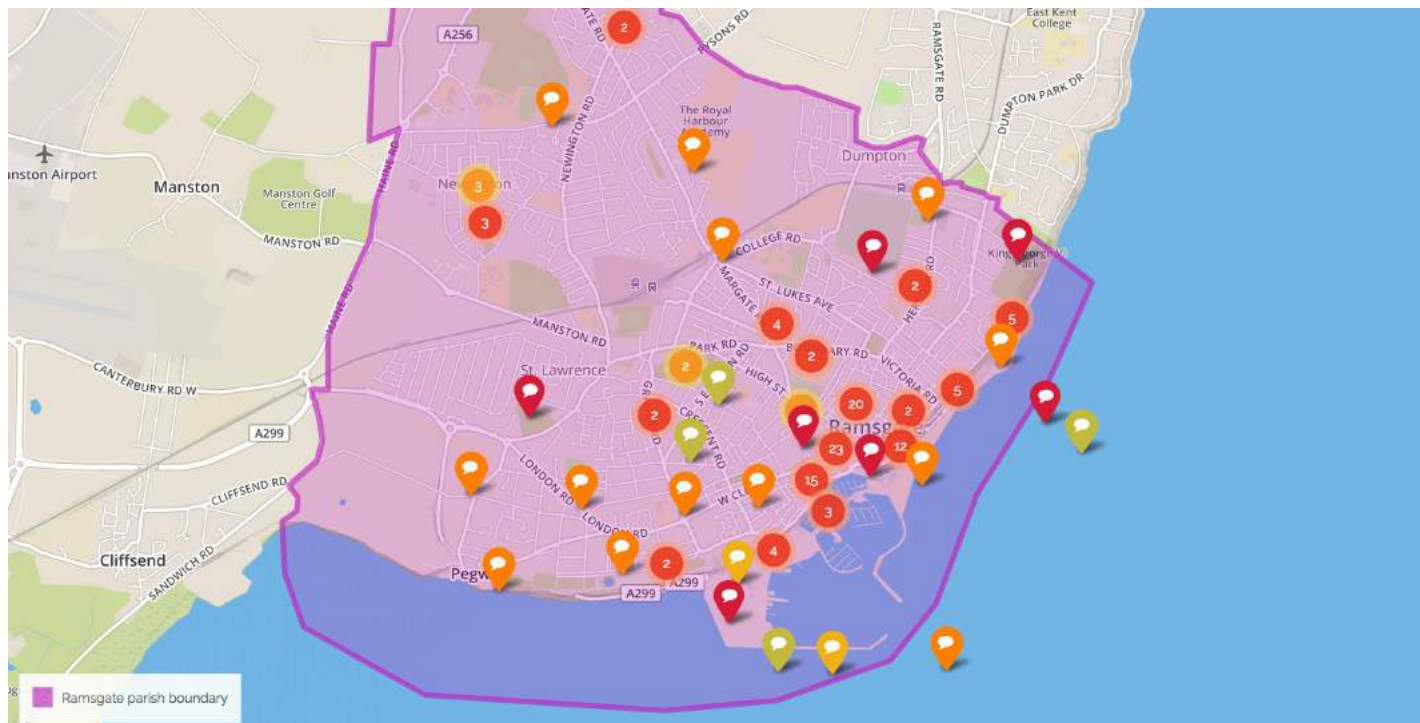


## Locations tagged with 'Better shops'



View comments at: <https://ramsgatetown.commonplace.is/comments?filter=%22howImprove:Better%20shops%22>

## Locations tagged with 'Less clutter'



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## Locations tagged with 'Better signs for pedestrians, cyclists and motorists'



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