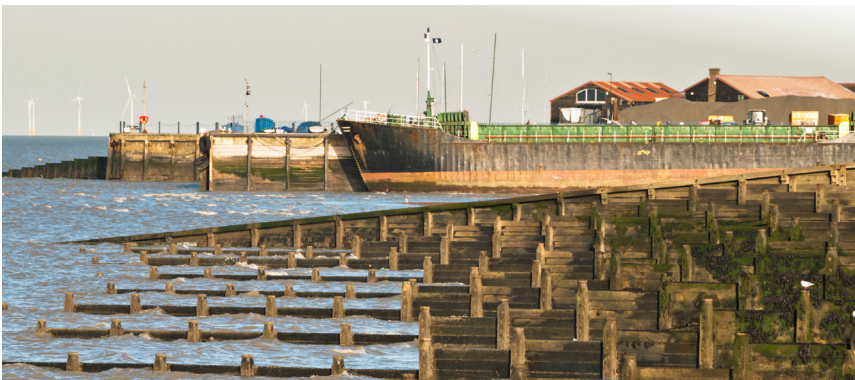


# Whitstable Harbour Strategic Plan 2023-2033

## Introduction



Whitstable Harbour is a vibrant and dynamic community asset at the heart of the town. Our Strategic Plan exists to ensure we can manage, maintain and invest in the Harbour for generations to come.

### **Our Vision**

Our vision is to support the local fishing industry and provide a safe, welcoming, memorable and accessible Harbour, that drives local business, protects our environment and delivers a positive social impact for our community.

### **The Harbour Board strives to:**

- Build a reputation for safety, reliability and friendly service
- Be open, accessible and accountable
- Create a profitable and sustainable commercial business which seeks opportunities to support local business and is financially self sufficient
- Be good communicators and regularly engaging with residents and stakeholders



## Effectiveness

1

To provide a safe first class service to customers and stakeholders in line with the Port Marine Safety Code and good governance.

### Strategic commitments

- Annually review the Marine Safety Management System (SMS)
- Report on Port Marine Safety Code (PMSC) compliance to the Department for Transport
- Operate a 10 year financial capital and maintenance budget plan
- Hold an annual stakeholder event to show progress in line with plan objectives
- Implement findings from health and safety audits
- Maintain and regularly review Memorandum of Understanding between the Board and the Council

### Goals

- Form a user group to help the Board update Harbour stakeholders
- Devolve responsibility and regular monitoring to independent members of the Board
- Introduce a balance scorecard to monitor implementation of the Strategic Plan
- Conduct a review of the Harbour Act

## Environment

2

To actively manage our Harbour in a way which is responsive to climate change, enhances the environment and promotes the health and biodiversity of our local waters.

### Strategic commitments

- Embed adaptation planning efforts into our business to withstand the impacts of climate change
- Uphold council ban on single use plastics in council operations
- Work with the Environment Agency to meet their statutory responsibilities for water quality testing
- Actively support active travel schemes
- Maintain solar infrastructure within the Harbour

### Goals

- Develop an action plan to remove single use plastics from the Harbour with stakeholders
- Assess how Harbour operations can be managed to actively increase marine biodiversity
- Develop feasible renewable energy projects to seek funding to actively reduce our carbon footprint
- Engage local stakeholders in additional non statutory water quality testing
- Identify and achieve relevant environmental accreditations (eg EcoPort status)
- Review and update The Harbour Design Guide
- Improve the public realm and accessibility of buildings



## Employment

3

To ensure the Harbour remains a significant employer in the town and continues to support local and small businesses.

### Strategic commitments

- Retain control of Harbour land – maximising income through development and management of our property portfolio
- Review the relationships between small commercial lets available on the Harbour to better incubate small businesses and support our High Street
- Proactively rent to businesses with a local connection and social ethos
- Support local fishing and shell-fishing activities

### Goals

- Extend the pontoon to widen commercial opportunities for leisure craft
- Return of a fish market to allow local fisherman to sell their catch
- Review the role of the council retaining a commercial presence in the South Quay Shed
- Explore enabling short-term activities (eg pop-up markets and events) throughout the year
- Commercially develop the Cackle Shed site to complement our existing leisure offer
- Support the development of a Strategic Planning Document for the Harbour



## Equity

4

To promote and enhance opportunities for all to safely access the Harbour environment.

### Strategic commitments

- Support disabled access to our buildings and premises
- Promote and enhance the opportunity for all people to access the sea

### Goals

- Install a hearing loop system in the South Quay Shed
- Carry out an accessibility study of the Harbour
- Identify and find ways in which the Harbour can improve access to the sea for disabled and under represented groups
- To promote a wide range of different means to safely access the water

## Education

5

To improve people's knowledge of the role the Harbour has and continues to have in the cultural life of our town.

### Strategic commitments

- Ensure visitors understand the history and heritage of our operations
- To safely support and manage use of public space within the Harbour
- Ensure clear signage to reduce risks and enhance the visitor experience
- Improve safety at sea by proactively supporting coastguard services inc. RNLI/Whitstable Coast Watch
- Improve entrance and interpretive signage

### Goals

- Provide a community classroom/meeting room to support education visits within the Harbour
- Develop a dedicated online presence for the Harbour
- Improve online access and wifi in the Harbour
- Support the development of a destination marketing strategy/brand
- Utilise the use of digital media to engage with the local community
- Enhance links with local schools and museums to increase awareness of the role the Harbour has played in the development of the town

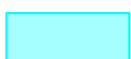
# Harbour zones



Zone A Industrial



Zone C Retail, leisure & tourism



Zone B Fishing / Maritime Industry



Zone D Mixed Use



Harbour Estate Boundary

A priority of the Strategic Plan is to ensure Whitstable Harbour retains its place as a true working harbour. A key element in the Plan is the principle of 'zoning' to develop various areas of the harbour estate. Segregating the harbour into different areas allows better management of activities, safety of operations and clarity to ensure any development proposals are appropriate.

**Scan the QR code to complete the Whitstable Harbour Strategic Plan 2023-2033 consultation.**

