Robert Veitch

Margate Experience Design

Group B3

Roger Arquer

BA Product Design Stage 1

Introduction

Context

This unit focuses on the application and consolidation of your skills / understanding of the **Design Process** introduced in Unit 2. It gives you the opportunity to push your work's creative potential further within the specific Context of **Margate**.

Margate is a quintessential 'English' seaside resort at a critical point in its history. It is currently attempting to reclaim 'former glories' through an energetic regeneration programme. Design and strategic thinking is key to changing public perception of Margate – and you will be asked to consider possible Social Initiatives or Design Interventions that Margate could undertake to help achieve this.

Using the theme of **Experience Design**, you will explore new scenarios, experiences, behaviours and cultural opportunities to create solutions to a particular aspect of Margate society.

Brief

The Brief:
From the research gathered in your Margate Cultural Mapping Report, together with the Primary Research gathered during the Margate Field Trip, you will **design a product, service, event or environment to enhance or create a new experience** in your designated category:

- **Regeneration**
- **Resort**
- **Recreation**
- **Retail**

You should consider what sets Margate apart in terms of its history / culture / reputation / precedents / social demographic (people) / geography / industry / climate etc.

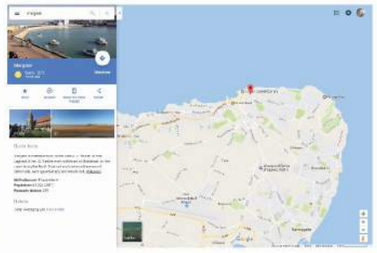
Your Design Intervention outcomes will be assessed against your cultural understanding of Margate.

The Specifics:
You will be assigned a **Forum Group** and each group will address a specific aspect of Experience Design (XD) related to Margate:

The Brief

The Margate Experience Design Project was a directed project for the primary part of my courses Unit Four which focuses on the design process applied to a real-world context.

Shown here are key excerpts from the given brief.



Focus Area

Forum Group B (Roger Arquer) : **Resort**

Take an holistic overview of Design opportunities to help re-position Margate as a destination resort - ***for the benefit of visitors.***

- What are the unique features of Margate?
- What would attract you to visit Margate?
- What are the barriers to visiting Margate?
- What can Margate learn from other popular resorts?
- What are the key recent initiatives to attract tourists to the town?

How can Design become an 'Agent of Change' (to encourage visitors to experience what Margate has to offer as a resort destination).

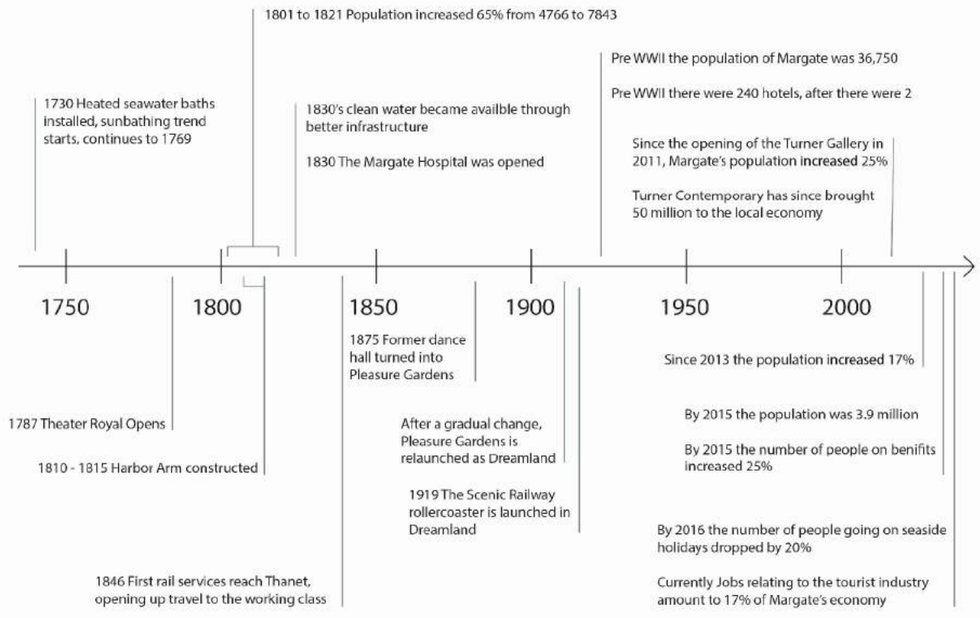
Margate

Margate is a small seaside town on the tip of the Isle of Thanet in south-east England, UK that was, at one point, a very popular holiday destination for the working class.

In recent decades Margate has suffered greatly from shifting social attitudes and expectations resulting in a lack of interest in such areas. Very much a product of migration and tourism, the village we see today was almost entirely created by attractive factors that either do not exist, or are irrelevant today.

With no major industries aside from tourism, the town is riddled with poverty, unemployment leading to social issues and disrepair.

Shown here is a timeline of key cultural and socio-economic factors affecting Margate which are elaborated upon later in the folio.



Margate's future does appear to be brightening, a small but increasing artistic communities and interest can be symbolised by the opening of the Turner Contemporary gallery which has been a great success since its opening in 2011.

Small businesses are on the rise and a new kind of tourist is taking an interest in Margate's retro / artistic offerings and the revitalised Dreamland is set to re-open soon.

Shown here are images taken over the two times I visited Margate with particular focus on personal observations and insights on the next board.

2016

2017

Feild Research + Personal Observations

Having visited Margate twice I had the advantage of having a year to reflect on the trip and the minor disadvantage of going into this project with preconceptions and biases. Shown here are my personal insights and observations from the visits.

General State of Decay

Something which is immediately obvious to anyone visiting is that Margate wears its economic deprivation very much on its sleeve. Walking around it seems there is not a single fence, building façade or sea wall which is not in need of repair, or at the very least, a coat of paint.

Structures like the pavilion down form the Nayland Rock, next to the roundabout are physically intact but so rusted, stained and deteriorated that, on anything other than a beautiful day, they are depressing to look at.

Train Journey

On both occasions, I took the standard southern train down from London to Margate and the HS1 fast train back.

One thing that immediately struck me was that, although significant, the difference in journey times between the trains only slightly improved the overall experience; both trains were pleasant enough but there was little to do, limited seating at peak times and little to sea, it felt like a commute rather than an adventurous journey.

Dreamland

In my estimation, dreamland is the heart of Margate; the town lives and dies by it's success or failure. It would not be unreasonable to suggest that Margate could once again become prosperous if dreamland is sufficiently managed.

When I got a chance to go inside I was perplexed by the liveliness and activity found there. Compared to the rest of the town it was bustling, with people helping out to run stalls, enjoying the cafes and arcades and generally interacting and enjoying themselves. It felt like a town centre, somewhere to be rather than just somewhere to go or pass through.

All of this is without the main park being open. Whilst walking around the closed park, boxed up like it had just been unloaded from a delivery van, it was easy to imagine a bustling and exciting place to be. The new branding and colour scheme looked to be a fresh revival or an old idea, a contemporary-retro bubble waiting to happen.

This is in many ways metaphorical for Margate, a place trying to use an outdated image to achieve the perfect blend of vintage and modern, nostalgia and excitement for the new, yet that future is perpetually on the horizon.

The Winter Gardens

In a similar vein, the winter gardens theatre was a contextual puzzle. The Architecture and structure was fascinating to observe yet the halls consistently lined with bright orange paint and temporary looking fixtures.

The main stage was a marvel to walk around yet, compared with the description of it's former configuration, suddenly seemed like a joking imitation of potential. In the past, the stage was visible from both sides, from the main atrium and the (then open-air) amphitheatre. At the back of the seating was a full glass window looking out over the sea.

Once again currently (or lack thereof) can be to blame but I found myself wondering if there were other factors at play. The theatre seemed busy enough and boasted some rather big-name acts yet would the average Londoner or resident of Ashford or Dover make the trip to visit it? Likely not at current.

Comparisons to Maybole / Ayr

All of these observations focus on areas for improvement or negative aspects of Margate as this perspective seems more relevant and actionable concerning the project.

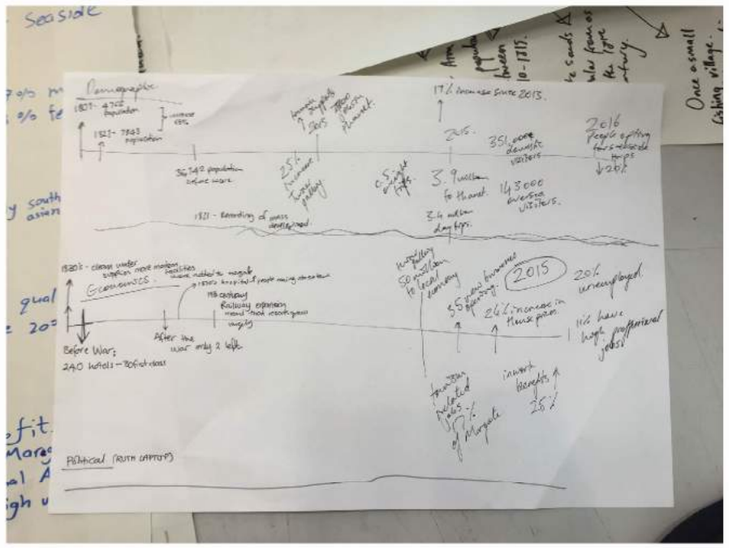
Margate does however have a certain charm and appeal, I imagine that it is quite easy for some to become attached to the area, and as mentioned, very little effort would be required to improve some of the points touched upon.

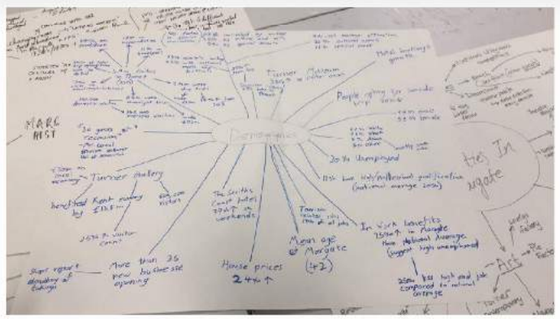
I could not help but compare it to towns such as Maybole and Ayr, where I spent much of my childhood due to their proximity to Croyburnfoot caravan park where my family owned a static caravan.

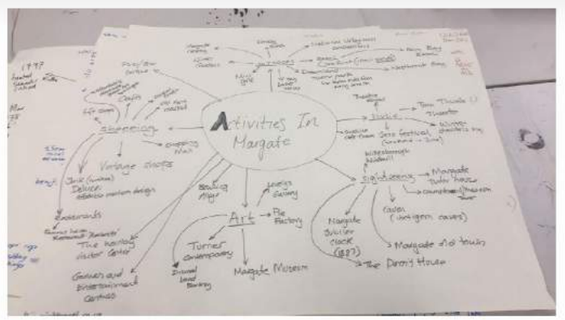
These towns benefit from unique features (Culzein castle, locations pertaining to Robert Burns, Troon, Views of Arran and Isla Craig) yet prove that extravagance is not necessary to compliment such features. Ayr offers little that Glasgow does not in and of itself and yet enjoys relative prosperity due to the position it holds in the surrounding area.

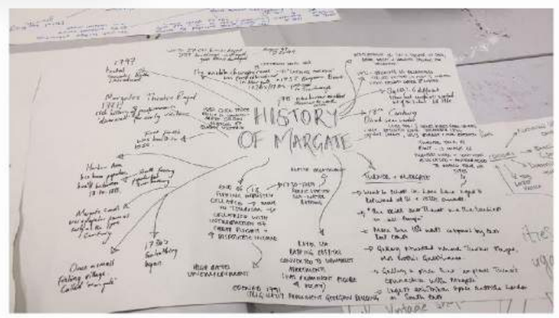
Feild Research + Personal Observations

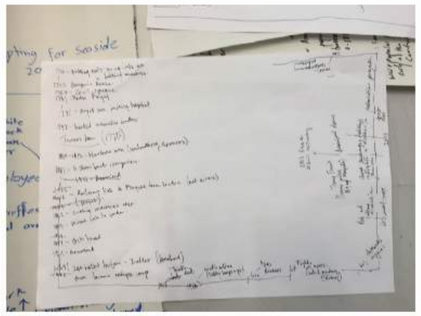
Shown here are the mind map sheets created as part of the group exercises focusing on aspects of Margate from the perspective of a resort, culminating in the cultural mapping timeline and report.

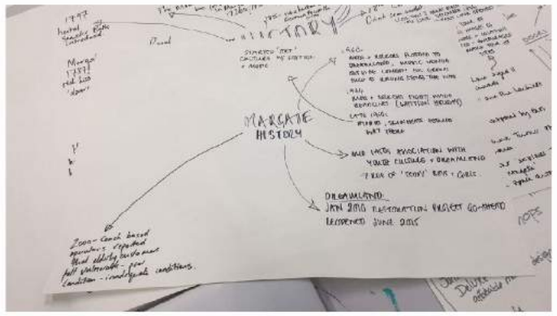


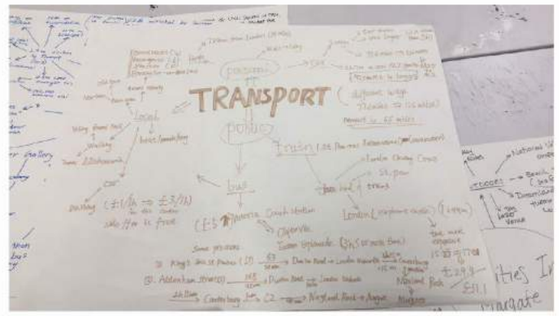


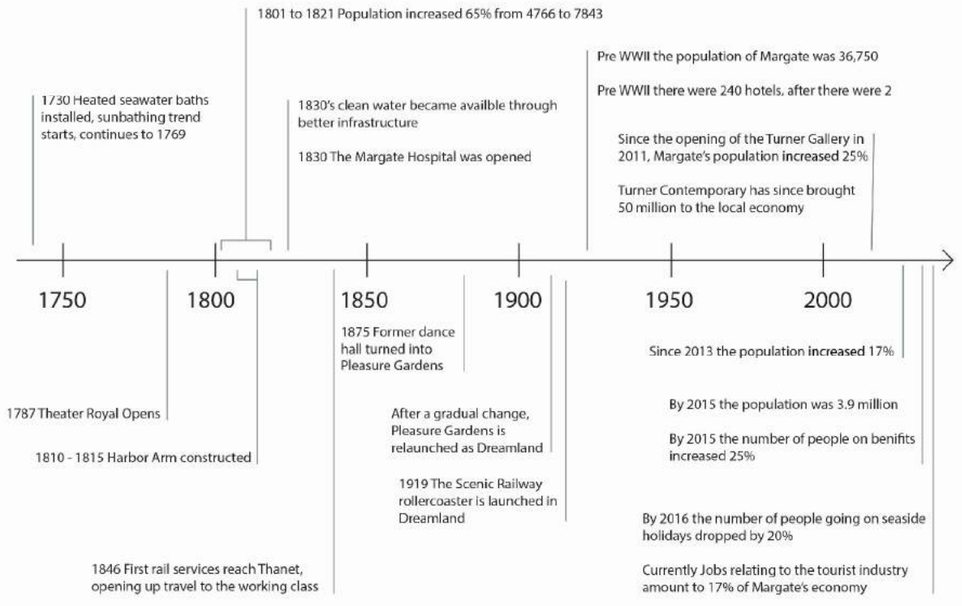












In addition to providing a database of information to be called on later on in the project, this exercise highlighted some key research insights.

-Margate as an 'effect' rather than a cause.
Often with areas of particular attraction or significance, there exists or existed something unique to said area, for example a geographical location or feature, an ore or resource, a particular climate, an a social movement ect.
This uniqueness attracts people, industry, interest and so on, giving rise to new towns, developments, attractions and infrastructure to accommodate, benefit from or intice growth.

Margate is the opposite, before the influx of tourists, the town barely existed, it was created almost entirely to accommodate different groups of visitors, only interested in the sea / beach, who only came in the first place because of its proximity to London and limited transportation.

Once this socio-economic context changed, these groups disappeared leaving behind only an empty shell, nostalgic for a time gone by.

-Small business is universal
Connecting to points made in other research boards, there are no dominant industries in Margate. This is viewed as a negative; that industry is key to the economy and is therefore one of the main causes of the rut the town appears in.
However, this assumption is not necessarily the case (see board: The Coastal Regeneration Handbook) and suggests that a boost to small businesses could greatly help the economy and provide opportunities for local growth that enriches the culture of Margate.

Group Research + Cultural Mapping

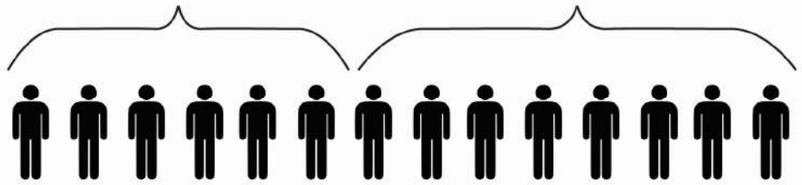
As part of our group research we collaborated to perform a survey around King's Cross St Pancreas to rapidly gain a range of perspectives on Margate and the general topic of seaside holidays from city-dwellers / workers, tourists and students.

In total we surveyed

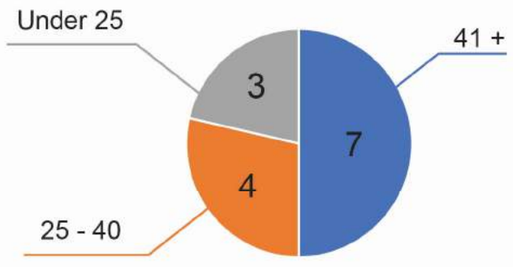
14

People

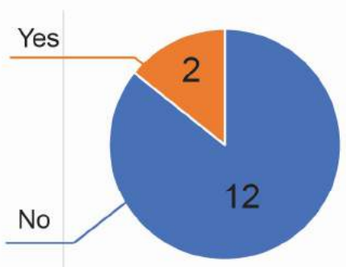
6 Female **8** Male



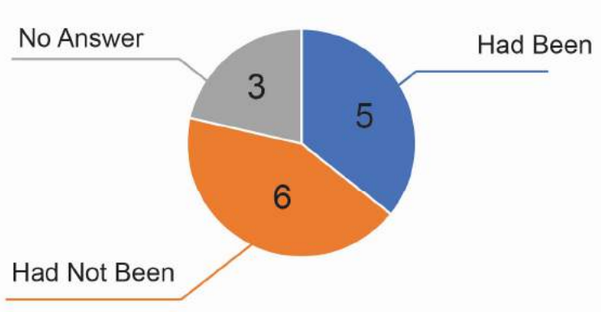
Age



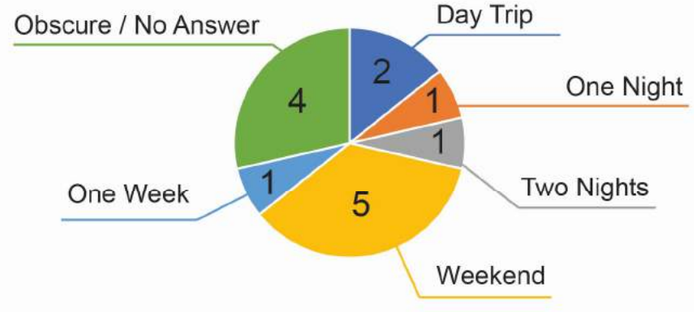
Had Prior Knowlage of Margate?



Had visited Margate?



Length they would stay at seaside



"It's a place to go through rather than stay

"It's a complete dump (actual wording censored)

"I think I'd make the effort for national heritage sites or stuff unique to the area if there was more of an incentive

6 People mentioned the weather

8 People made a comment along the lines of it being 'run down' or 'tacky'

2 of those 8 mentioned it being 'up and coming'

1 Person mentioned Dreamland

All of them mentioned an interest in visiting a seaside town in some capacity

Our survey subjects were asked what might attract them to a town like Margate and what would put them off. The main points are shown here with commentary.

When asked ‘What would stop you visiting Margate?’, these were the main points brought up:

• Perception of ‘cheesieness’
-Citing the imagery of an old arcade, a couple of interviewees reflected the view of Margate as ‘cheesy’ and kitsch in an outdated way.

• Time
-Often people would say they’d like to visit but do not feel strongly enough to set aside time.

• Weather
• Open–Mindedness
Due to the general state of the economy in Margate, it is little surprise that exclusionary, scarcity-based, reactionary and generaly outmoded attitudes are abundant. This perception greatly hurts Margate’s image.

• Lack of deaccent accommodation
• Lack of activities
• Difficulty accessing from London
Even with HS1, the journey to Margate is still 1.5 hours, deemed difficult to get to and not worth the effort.

• Perception of ‘sleepiness’
• Closed shops / Pubs

The main insights I took away were as follows:

-The biggest issue facing Margate in terms of regeneration is its perception in the minds of prospective visitors
-Many of the complaints about the town were more to do with features it lacked, potential industries that could be easily filled such as accommodation and water sports
-Many of the cited problems in Margate are directly correlated to the lack of economy

When asked ‘What would stop you visiting Margate?’, these were the main points brought up:

• Weather
-The weather was often mentioned, usually in the context of ‘Margate would be attractive with guaranteed good weather’ but the assumption that this is impossible.

• Relaxation / Small Location
-The fact that Margate is a small, quiet town was an attraction for some and detraction for others.

• Liveliness
-Some mentioned that if Margate was more lively in terms of nightlife, shopping / markets and things to do they might be more interested in it.

• Family friendliness
• The turner contemporary
• Perception of Margate as old fashioned / a time warp
-Another point of contention was Margate’s vintage image, with some finding an attraction to it, as if the town exists as a way to step back through time, other’s seeing it as outdated and backwards.

• History
• Local sea food
• The sea
• Water Sports
-The sea was frequently mentioned in a positive context with most giving the impression it is under-utilised.

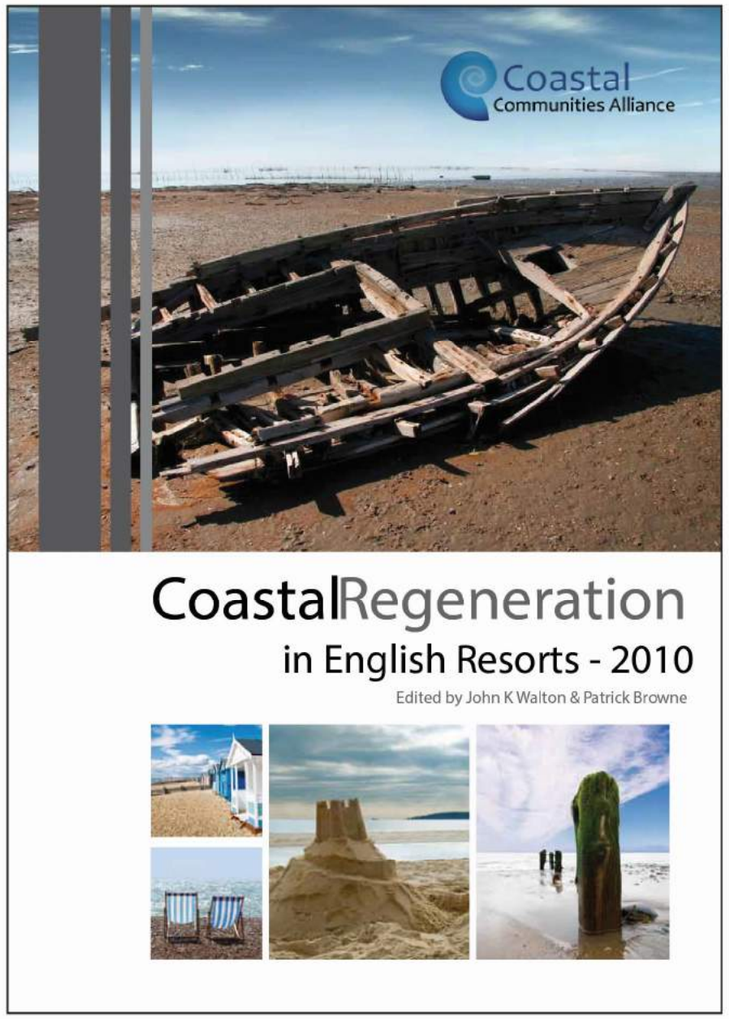
• Clifftop walks
• Walking paths
-Other unique features such as walking paths, the promenade were mentioned but usually with the implication that they would do well to supplement a ‘main’ activity.

Items coloured BLUE are potential attractions depending on personal opinion or other factors such as weather dependency or the need for renovation.

Items coloured RED are potential attractions that Margate currently does not cater to, or caters to in a very limited capacity, they are areas for potential development.

Items coloured GREEN are definite attractions.

The costal regeneration handbook was produced by the Coastal Communities Alliance to serve as a one-stop resource on how to regenerate coastal areas, including ideas which have succeeded and failed in the past.



Walton, K. Browne, P. (2010). Coastal Regeneration in English Resorts. Lincoln: Coastal Communities Alliance.

The book defined common problems afflicting seaside towns:

Peripheral location
Lack of / lack of articulation of public transport
Lack of educational facilities
High levels of benefits
High elderly population
Low education
Limited opportunities
Lots of house share
Social instability; anti-social behaviour

This list accurately describes Margate and also appears to underpin the negative perception of the area expressed by detractors.

It is not surprising that the common denominator here is the economy, much of what gives the cultural and social value to areas such as seaside towns tends not to be suitable for capital exploitation leading to the conclusion that the ideal solution is to 'bring lots of jobs and industry'.

This solution usually consists of bringing in one or two large corporations in sectors such as retail or manufacturing. However, this view is challenged further on:

In other words, this…

…is perhaps the intuitive answer, yet the completely wrong one.

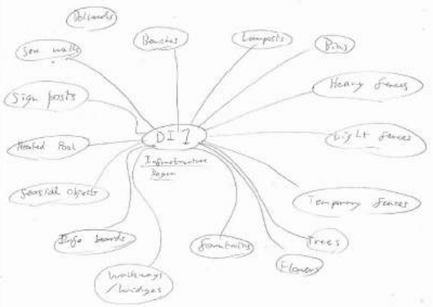
"Our definition of regeneration is broader than this, but it is important to recognize the nature of central government's agenda. At the key levels where policy is articulated, it still does not recognize the distinctive characteristics and problems of coastal towns; and its focus on employment is only part of the wider picture we embrace, which sees regeneration as involving and affecting all ages, and having cultural, leisure and environmental dimensions (built and natural) which are addressed only in a token way in this key document."

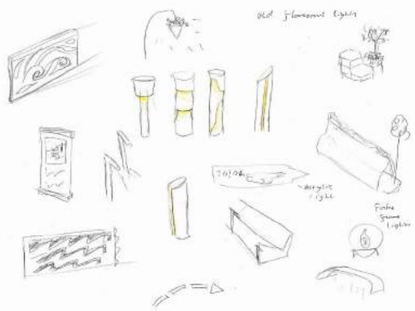
"They need to be able to retain (where appropriate) and carve out market sectors and niches that are founded on authenticity and distinctiveness – features that respond to native cultural traditions in contrast with the 'Fordist' mass-produced resorts such as the Mediterranean."

This highlighted early on that there is a potential trap for us to avoid falling into; that is, assuming that creating success through the lense of the economy means bringing in / creating new, ultra-profitable industries, rather than capitalizing on unique, diverse qualities already intrinsic to the area.

Design Idea One: Public Space Regeneration

My first idea is built upon the insight mentioned in 'Field Research and Observations' sheet concerning how Margate's image is degraded greatly by the general state of disrepair of much of its public spaces.





The idea is to create a series of design interventions to renovate the public spaces in Margate. This will be done in two phases:

1) Repair and renovate where possible; as touched on in the research, many unique features could benefit greatly from a 'like of paint' or minor repair work such as the sea wall fencing or the harbour arm.

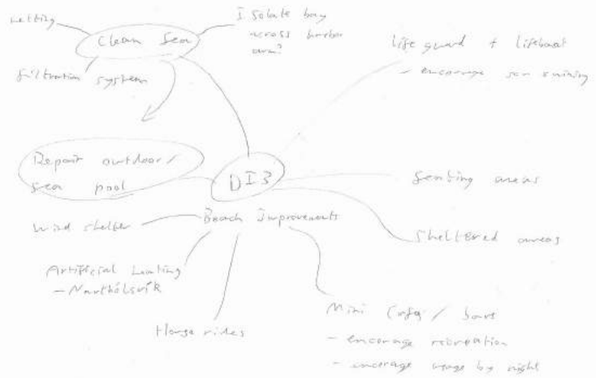
2) Create a new line of standardised products which would be used repeatedly throughout Margate (such as seating, bins, streetlighting etc) that would give Margate a distinct and interesting feel.

Design Idea Two: Beech Improvements

My second idea was built on the insight that the beach is an often under-utilised resource; often very popular at very specific times in the summer but little used at other times (for perhaps obvious reasons).

This idea was to use a series of design interventions to make the beach more hospitable when the weather is less welcoming. At this stage, the idea consisted of these main points:

-Artificially heating the beach to mimic heat from the sun
-Repairing and artificially heating the sea water swimming pool
-Creating areas of the beach protected from wind
-Re-creating the lifeguard's hut to encourage sea swimming
-Providing equipment for use on the beech / in the sea



Design Idea Three: Bring Back Boating

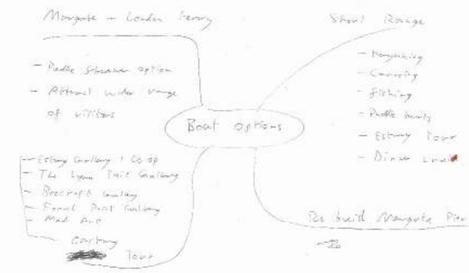
My Third idea was based on the insight that Margate's once active harbour is all but disused, with Ramsgate dominating the maritime industry.

This idea was to use a maritime service to attract people to some to Margate for recreation.

-The first iteration of this idea was to operate a ferry service from London to Margate, perhaps using a vessel like a classical themed paddle steamer

-The second iteration was to operate a fleet of short-range vessels such as rib boats for exciting water based activities.

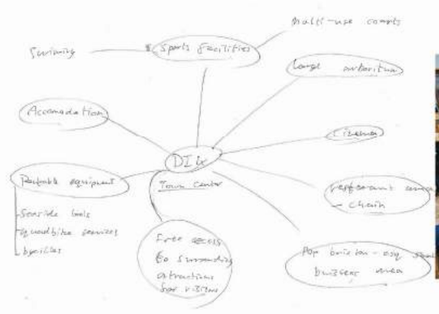
-The third iteration was to rebuild Margate's pier, destroyed in a storm in 1978 as a modernised tourist attraction.



Design Idea Four: Town Centre

My fourth idea was based on my observations of how Dreamland (at times) had served as a focal point within the town, being a place to relax, congregate and organise events.

I decided to create a 'town centre' to act as an area to supplement this
role; a building and area which would serve as a marketplace,
communal area, accommodation for visitors and provide facilities such as a cinema and swimmingpool.



Design Idea Five: Margate Art Festival

My fifth idea took inspiration from my observations about the Winter Gardens theatre and inspired by some childhood experiences in towns similar to Margate.

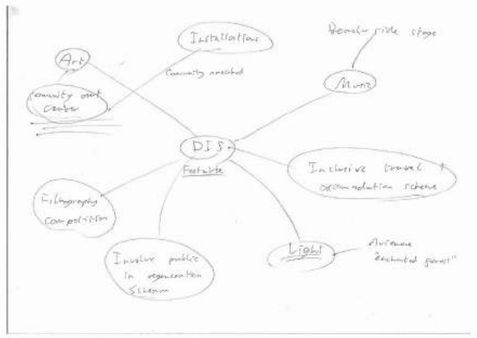
The idea is to organise an ongoing festival based around artistic themes to enliven the artistic culture of Margate. Comprising of day and week / month long events, the festival would focus on one particular week and comprise of these components:

-A permanent music stage built on the beach, used during the main week for evening performances.

-A photography / classical art / sculpture competition divided up by categories to encourage all skill levels to join in

-Some temporary and some permanent art installations (sculptures, murals, lighting etc)

-Accommodation and travel packages offered to visitors coming for the events



MARGATE
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MARGATE

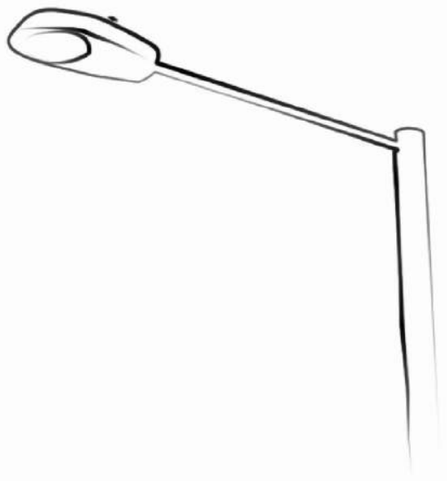
Design Idea Six: Margate Town Branding

The sixth idea is based again on the insight that, even with attractive qualities, Margate suffers greatly from its negative dilapidated image.

Taking inspiration from city branding schemes such as 'People Make Glasgow', this idea is to create a visual theme to brand Margate with, in the hopes of creating pride in the town for locals and creating a welcoming and enticing image for potential visitors.

Initial Six Ideas

To choose which three ideas to take forward, the strengths, weaknesses and potential of each idea was weighed and considered during form group discussions. Illustrated here are the main conclusions for each of the ideas.

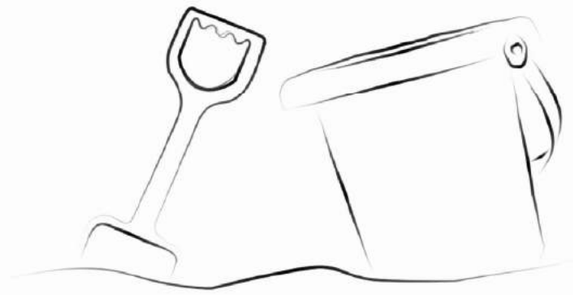


Design Idea One: Public Space Regeneration

Pros:
-Will give Margate a unique aesthetic, creating a sense of modernity and freshness.
-Will remove factors contributing to negative perceptions of Margate as run-down.

Cons:
-Perhaps generic; it gives Margate a face lift but adds little of substance for visitors.
-It would be difficult to justify to the local council investing in expensive equipment that would perform the same as standardised equivalent.

The biggest strength of this idea could also be viewed as its greatest weakness; that is that it is extremely versatile and seeks to solve a common and persistent problem, the issue of general wear and tear within the town's public spaces. However, it can be seen as over engineering a simple solution that would already be enacted if the council had more money. Ultimately this idea was chosen as it has a lot of scope and through development, can overcome is current issues.



Design Idea Two: Beach Improvements

Pros:
-The beach is one of Margate's key geographical features, expanding its usefulness would be a great attraction.
-Our research clearly showed that there remains interest in seaside activities but that weather is the main detractor.

Cons:
-There is doubt as to the feasibility of some key features such as cleaning the sea and heating the beach; power consumption would be great and highly environmentally un-friendly.
-There is doubt that the concept would be attractive enough to persuade visitors to visit Margate rather than continue going elsewhere.

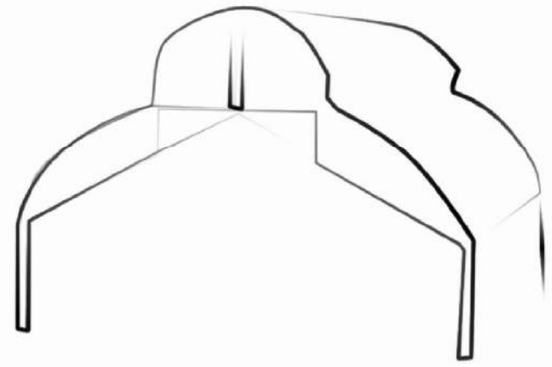
This idea had a solid foundation yet could not stand up to scrutiny. Even if it was functional and efficient, its attraction would be in novelty value only, for this reason it was rejected.

Design Idea Three: Boating in Margate

Pros:
-Operation of a boating service would contextualise Margate as a maritime town, hopefully leading to a similar success as Ramsgate in that regard.
-Maritime activities are adaptable and consistently prove popular for visitors.

Cons:
-There are questions as to why this idea should be / is unique to Margate, development is required to link the service to the town in some way.

This concept was one of my favourites as the Harbour is a valuable feature that is under-utilised. The ferry service to London was chosen as it is the most unique and would serve as entertainment as well as an alternative form of travel. Making Margate a maritime town would benefit the local economy and tourism greatly and so this idea was chosen as one of my three to take forward.

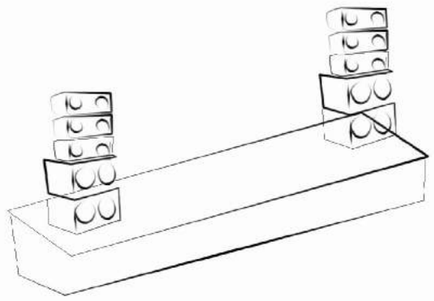


Design idea Four: Town Centre

Pros:
-Solves particular crucial needs such as lack of accommodation, lack of areas to spend time in and lack of spaces for small businesses to flourish.

Cons:
-Can be thought of as trying to be too many things at one time.
-Will likely be very expensive in practicality.

The main criticism of this idea is that at current, it occupies much of the same role that dreamland once had, one could argue that its purpose would be negated by a full reopening of dreamland. However it is also a new imagining of a concept which has been proven to work in the past, for this reason and its scope for development, this idea was chosen as well.

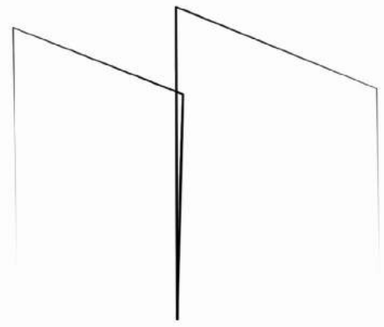


Design Idea Five: Margate Art Festival

Pros:
-Directly addresses the rising art scene in Margate.
-Bringing in a range of skill levels will have an encouraging effect for people new to art to encourage growth.

Cons:
-Would rely on pre-existing interest amongst artists and locals that may be lacking.
-Even over an extended period of time, it would be a seasonal event and may not create momentum in terms of interest in art.

The idea of a festival, specifically an art related one has been picked up by some people already, it is an intuitive way to create energy and generate interest in the area through the lense of an already existing social and business trend. However, this idea did not seem as strong as the others when considering its seasonality.



Design Idea Six: Margate Branding

Pros:
-Similar to design idea one, it will help to tackle the negative perception of Margate in prospective visitor's eyes.
-It will hopefully generate a sense of pride in the locals to inspire more growth and an outward-looking attitude.

Cons:
-Too similar to design idea one, the ideas could be amalgamated easily
-Only tackles Margate from a surface level, adds nothing substantial for visitors.

This idea has potential and, as mentioned, similar ideas have succeeded in the past, however it was too similar to my first idea and so was rejected on that ground.

Chosen Ideas

Much of the station is in good repair but many aspects have been neglected with faded paint, outdated signage and poorly placed objects such as bins and advertisements.

This is now gone but last year the main Signage on the station was comprised of individual sheets of printed A4 paper

The view immediately as you exit the station. A number of things instantly paint a bad impression and give an uninviting feeling to the town.

Worn facades and poorly maintined houses.

Tatoo Parlour

Generic Lighting

Generic signage / info boards.

Arlington House dominating the skyline.

Lack of unique features

To the left of the station there is large empty concrete space with a poorly maintinaed sea wall barrier and generic signage and bins, detracting from an otherwise neutral location.

Faded fencing

Generic councill bins

Standardised signage.

These examples of fences shown hear (all clustered along the walkway by the Nay-land Rock) appear to after thoughts or temporary mesures put in place.

The stone seating forming a dirt wall is a good use of the space but very un-inviting due to the materials used.

This lighting ficture and pagoda-style seating area are examples of how many of Margate's charming unique features have been left to fade. They could easily be restored or re-immagined.

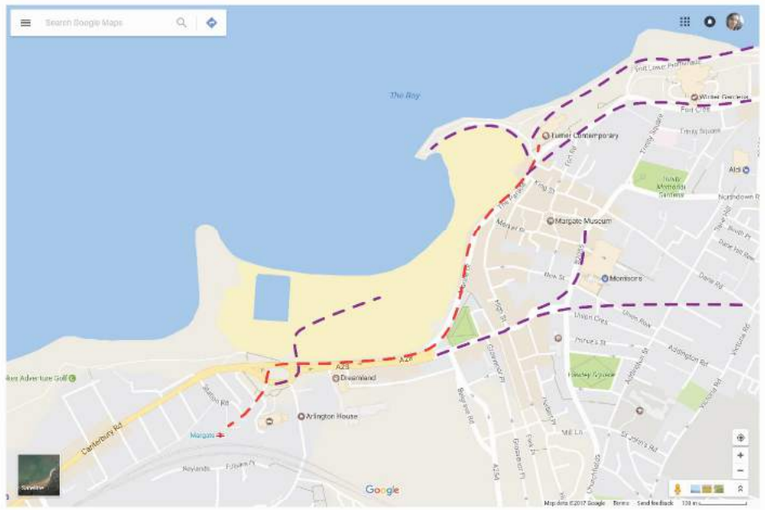
The Train to The Turner

This sheet illustrates the journey taken by a visitor to Margate arriving from the station intending to visit the Turner Contemporary and other main points of interest immediately visable to tourists with no prior knowledge of Margate.

Upon arrival our visitor is met by a slightly run down station littered with ad-hoc fix-ups seemingly afterthoughts.

Outside they are met with a drab car park walled in by unkempt shrubbery, tattered building facades. The skyline is dominated by the faded monolith of Arlington house. They think to themselves that this could be any car park in a neglected backstreet of just about any city in the country.

Exiting the car park proves precarious due to its strange layout which favours movement of cars over easy walkways. Carrying on, the visitor moves closed to Arlington house to see even more neglected walls and facades.

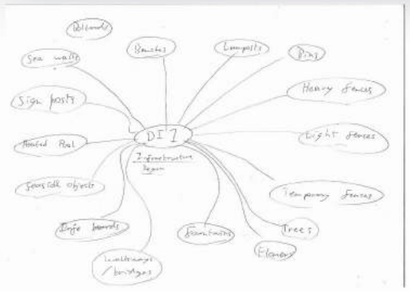


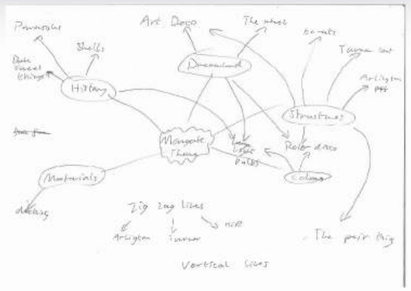
Eventually they reach the promenade and beach where Margate's unique charm begins to show. In my estimation, the potential positive impression this could make has been negated almost entirely by the first impression of Margate up until this point.

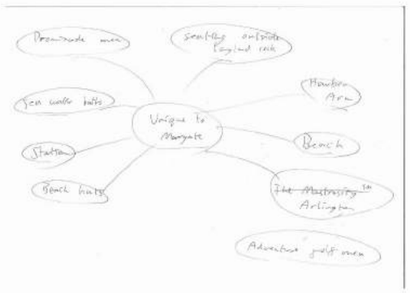
Walking along the promenade the visitor is met with constant reminders of Margate's 'former glory', perhaps they will appreciate the cheesy arcades, beach huts painted in the classic 60's colours and the fact that Dreamland hasn't changed since its glory days. However, I imagine to most these things will seem like decaying hold overs existing in place of Innovation.

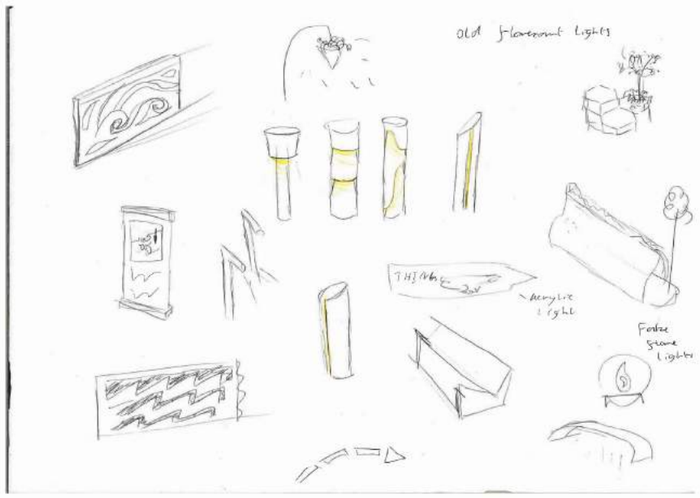
Eventually our visitor will reach the nicer shops leading up to the old town and the Turner Gallery. The attraction of this area somewhat eclipses the rest of Margate. At this point the rest of the tour through Margate has been a means to an end of getting here. The old town is somewhere one might want to spend time unlike the main beech font.

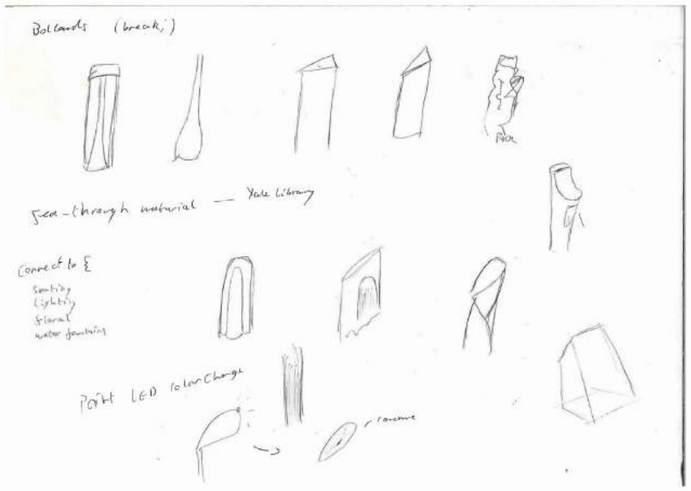
Following the initial idea generation, I decided the best place to start with Design Idea One was to define a theme and scope for the specific design interventions. This meant identifying visual indicators pertaining to Margate and defining which products or features of the town were to be changed or re-designed.

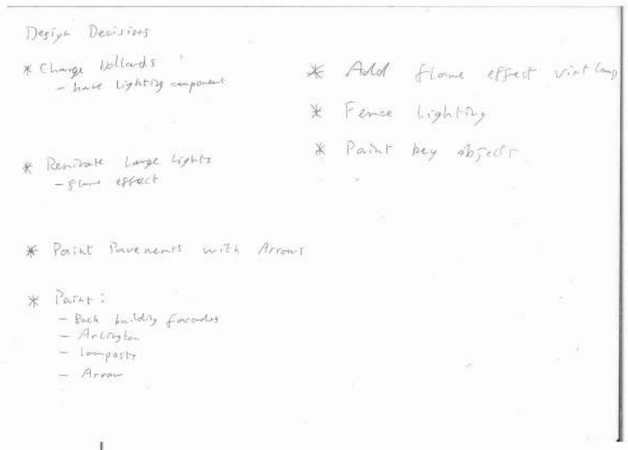


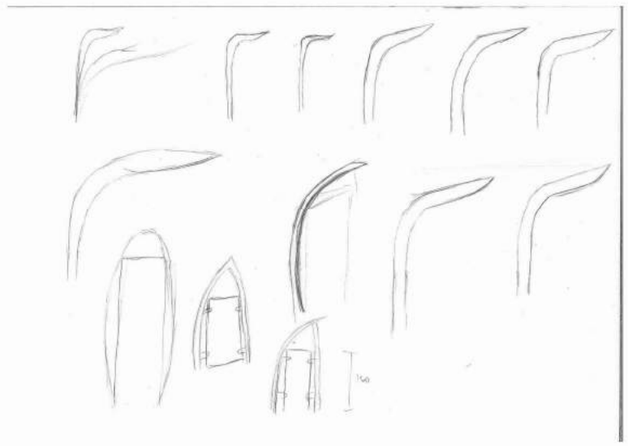


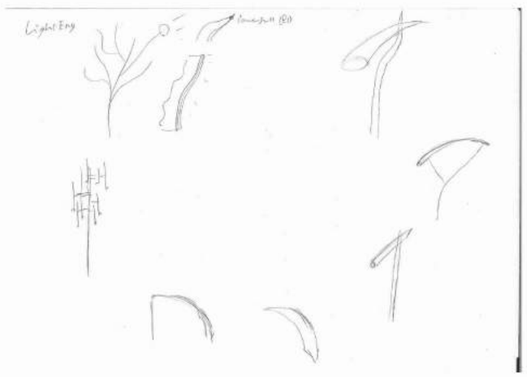


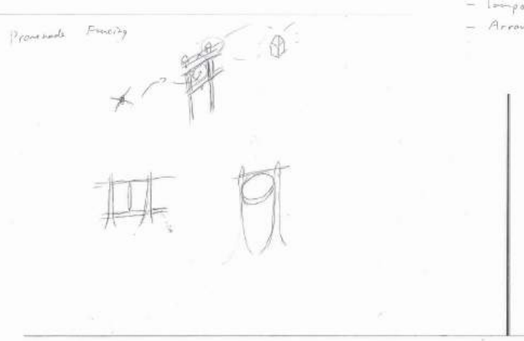


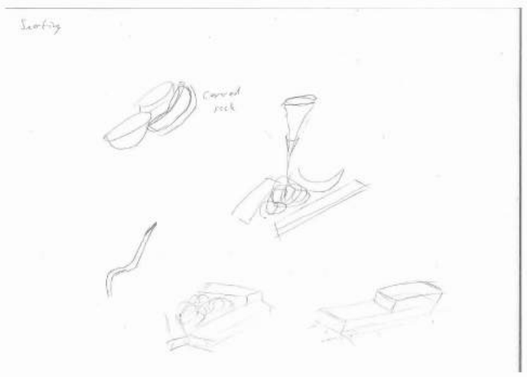


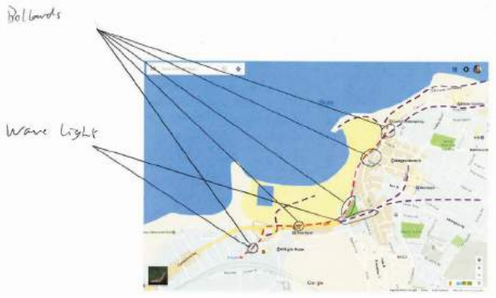






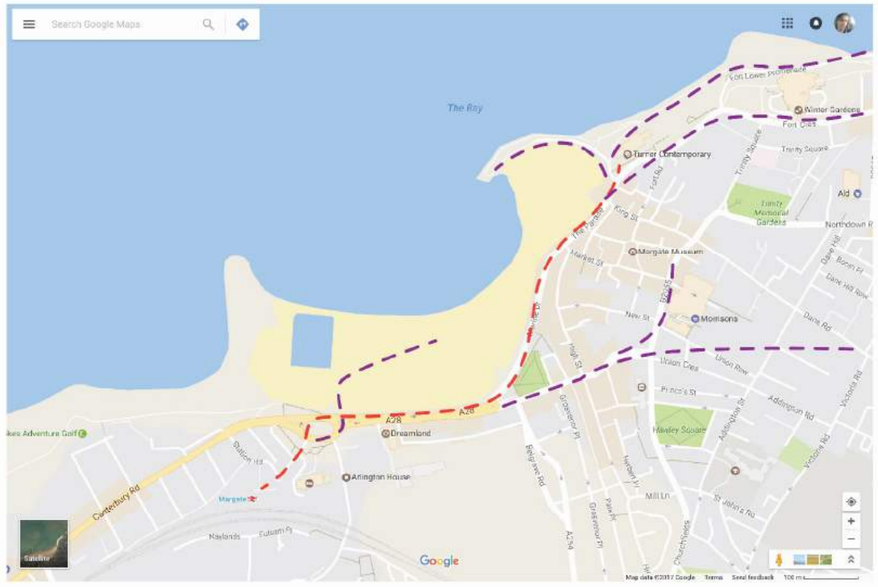




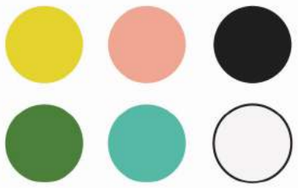


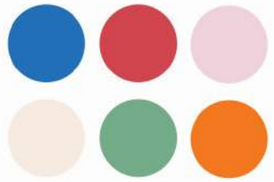
Shown here are various sketches and diagrams created as I mapped a theme and general design direction for this idea.

I decided to focus my attention onto specific areas of Margte defined by routes visitors might take to walk through the town to key destinations. My designs, while applicable anywhere in the town (except for unique features obviously) would focus to guide tourists to these destinations.



Design Idea 1: Train to Turner Path Renivations





Insight: Margate has a great number of unique and attractive features but is stunted by the fact much of the town is run down.

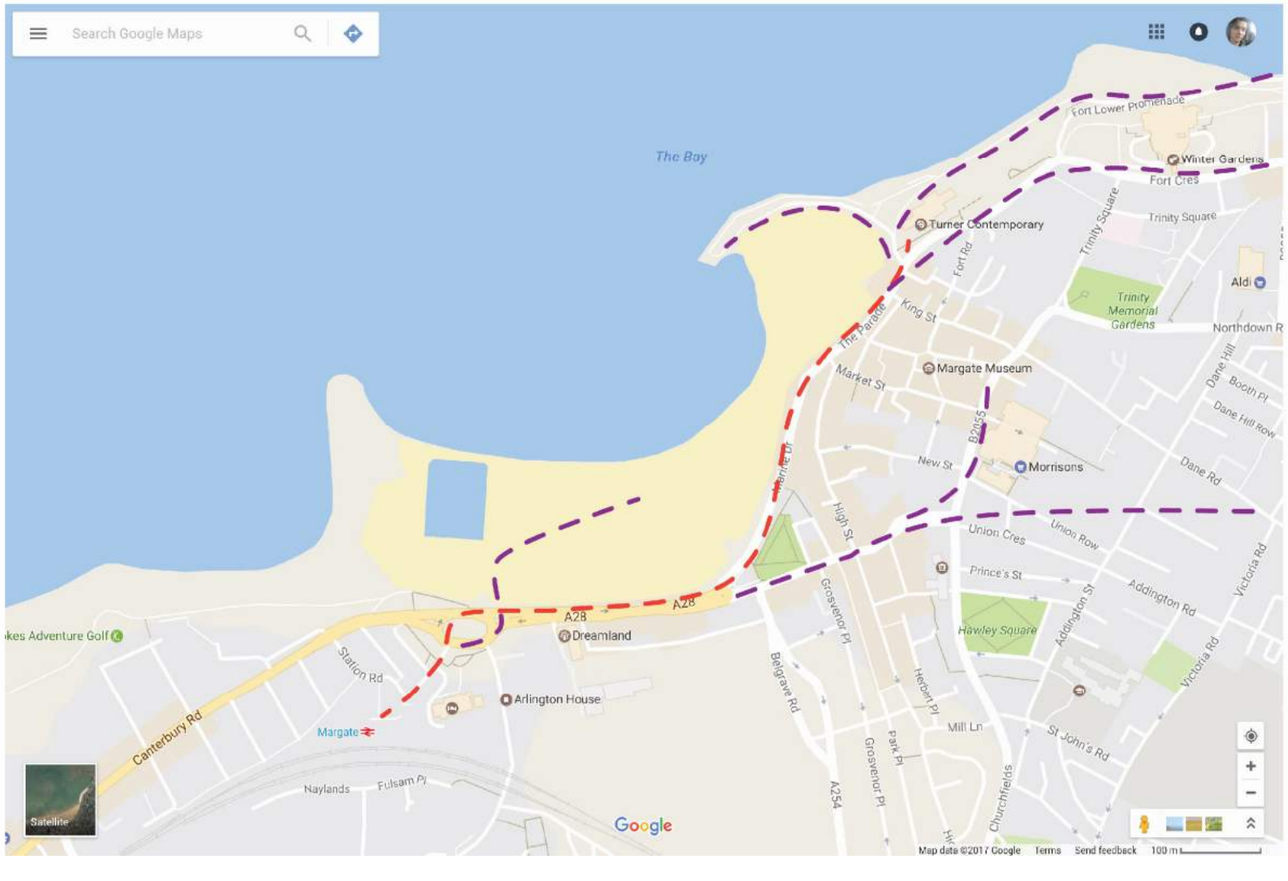
Insight: If people are attracted to Margate they will likely be interested in a few key areas which could be targeted with unique design interventions to greatly enhance the overall aesthetic appeal.

Proposal Part 1: Create a series of public space products which will be unique to Margate and can be standardised throught out the area.

Proposal Part 2: Focus specific renevation efforts on paths throughtout the town center to guide tourists through to key locations.

The design inteventions will consist of:

Impliment new bollards
Implimant new Streetlights
Implament new Signage
Paint arrows on pavements
Paint Arlington house according to the color scheme
Add LED lighting to the promenade fence
Renivate existing seating areas
Renivate vintage lamps with faux gas flame effect



Shown here are two mock ups of key locations modified to reflect how they will look with the design interventions in place. The left side are the original photos and the right are the modified ones. The interventions are not limited to these two locations, these were chosen as the most effective way to communicate the idea.

Design Idea 1: Ferry Service

Insight: Margate has no nautical industry due to the destroyed pier and the monopoly Ramsgate Has on fishing.

Insight: While HS1 is relitively fast, the journey is still uneventfull and often crowded

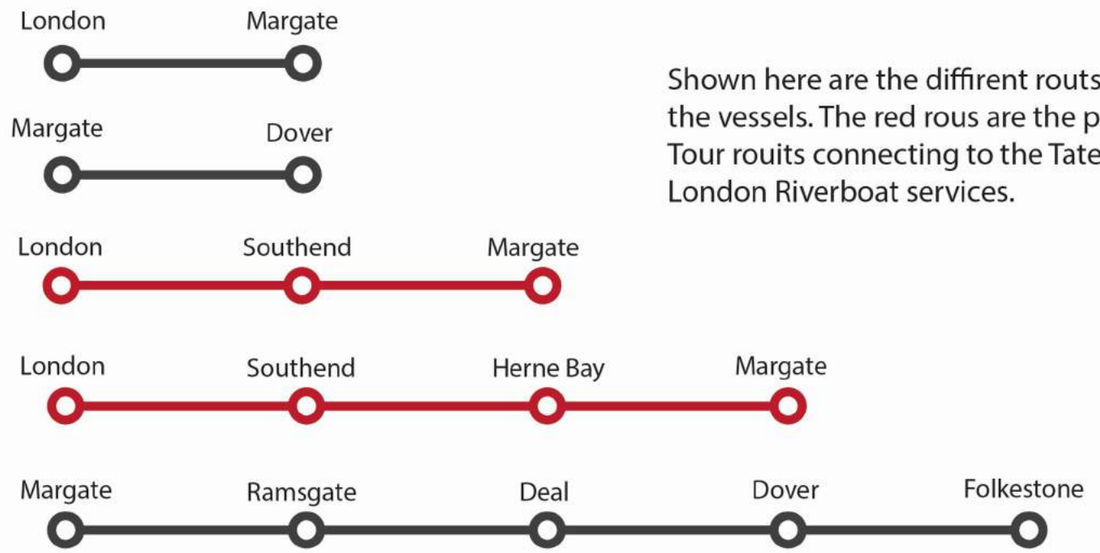
Opportunity: Contextualise margate as a maritine town again to draw new interest in the sea as a recreational resource.

Opportunity: Provide a more interesting journey to and from locations along the coast and Thames esturey.

Proposal: Create and operate a ferry service from Margate opperating as a hub for a fleet to take tourists to locations of note, specifically those relating to art and culture.

Link this to the services opperating from Dover and the Thames for low cost and interesting travel for visitors.

Clipper boats were chosen due to their speed and the fact they dont require large docking aparatus.



Shown here are the diffirent routs / stops for the vessels. The red rous are the primary Art Tour rouits connecting to the Tate-to-Tate London Riverboat services.

The London rout Terminates at Woolwich (Royal Arsenal) station.

This is for ease of access to Thames river services and DLR without taking the vessel too far up the Thames and adding unnecessary time to the Journey.

Leigh on Sea and Westcliff on Sea have a vibrant art and design culture and is placed aproxomately half way between London and Margate.

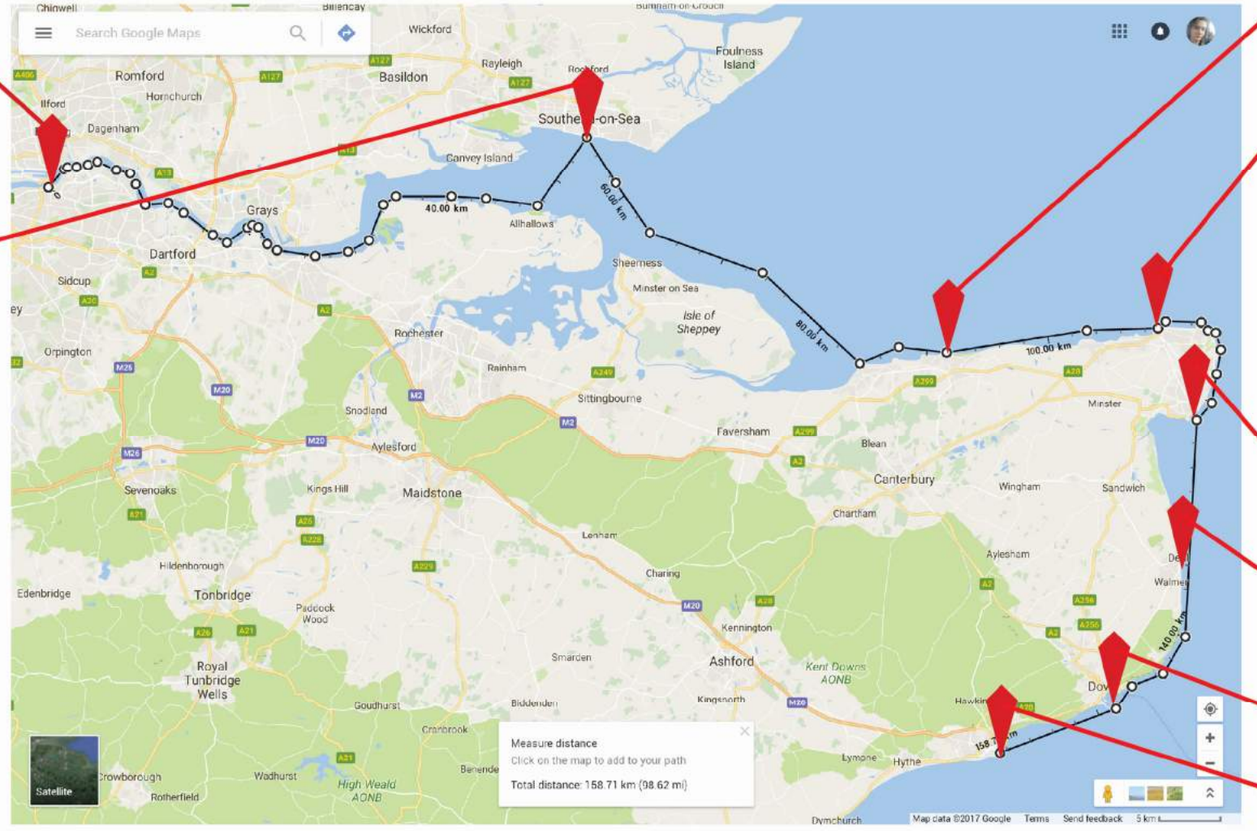
The Beecroft Gallery, located next to the Central Museum in Southend on Sea is a reacently-opened attraction for 17th century art with some more contemporary works.

The Focal Point Gallery is a large exhibition and performance venue which hosts a renage of content from solo artists or groups / companies.

In addition ot these galleries, Southend hosts the Adventure Island theme park and a range of smaller independant Galleries, shops and studios to interest artists and people with families.

The Focal Point Gallery

The Beecroft Gallery



Herne Bay has a somewhat lively arts scene as well as playing host to a large harbour, The Seaside Museum, nightclubs and a venue called The Kings Hall which could prove interesting for visitors.

As mentioned, the ferry will dock on a multi-use dock simmilar to those found on the Thames.

This will be placed on the outerside of the harbour with a secondary barrier to negate the effect of oncoming waves.

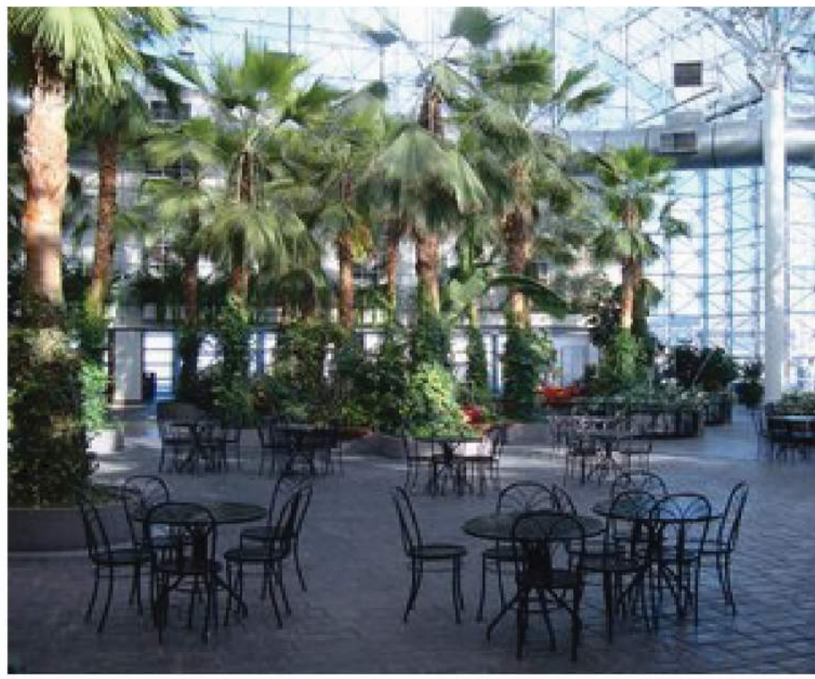
I hope that having this dock in place will encorage an increased use of the harbour to allow for and promote recreational water-based activities.

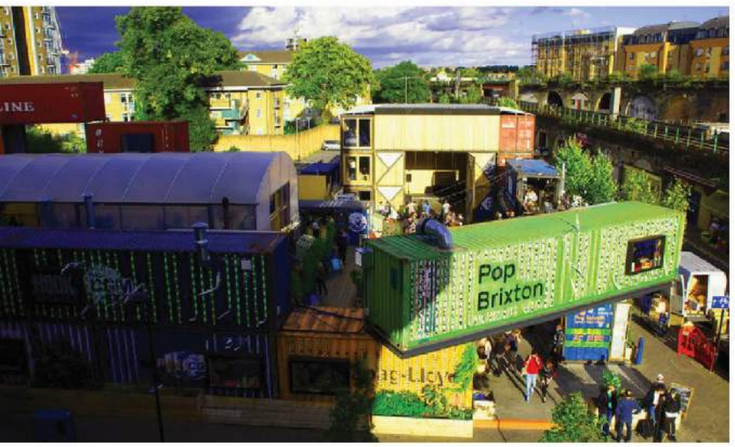
Linking this dock to Ramsgate could be benificial not so much for the purpose of transportation but could be usefull for recreation and / or expanding the fishing industry.

The region of Deal has an appealing arts and crafts scene including locations such as Dont Walk Walk, Linden Hall Studio and the Le Pinardier winary.

A connection to dover could prove invaluable to draw incomming tourists from across the channel.

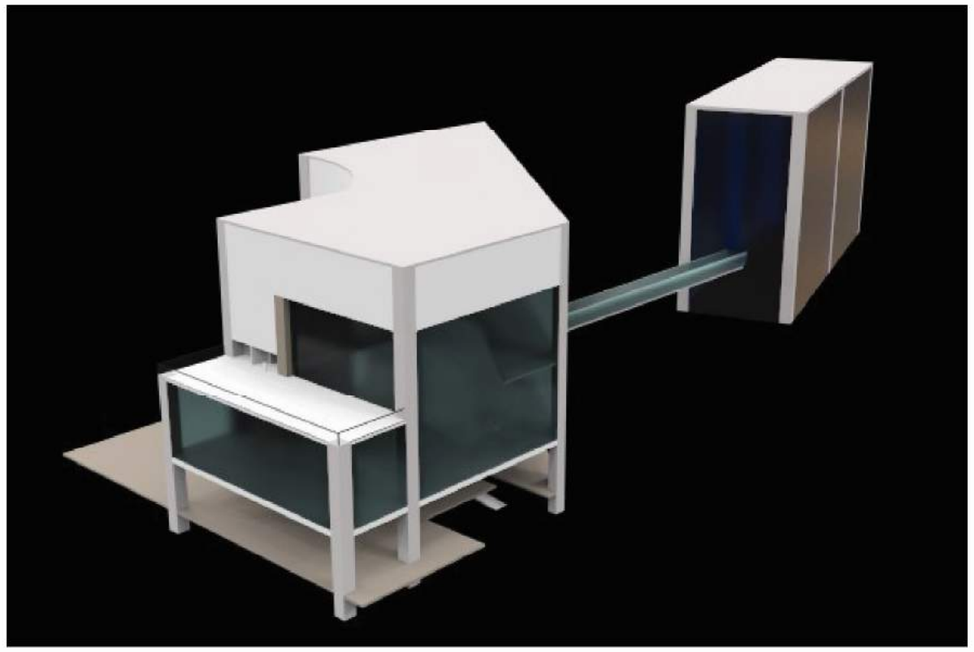
The furthest stop would be the town of Folkestone, an attractive costal region.

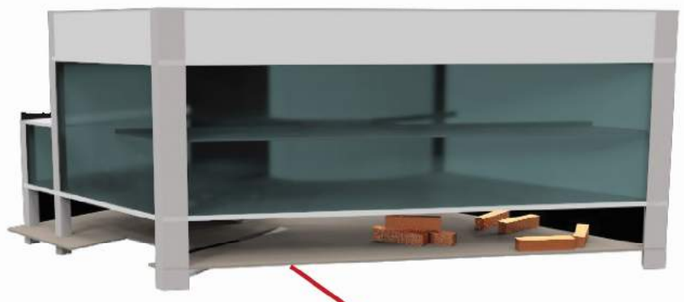




Shown here are locations of particular interest to my 'Town Centre' idea, including the Barbican, Silverburn shopping centre, pop Brixton and the abandoned Arlington Square outside Arlington house in Margate. In addition to providing research insights and ideas, this task allowed me to create a mood board of sorts.

Design Idea 3: Realiti Center





Insight: There are few locations in margate to spend a large amount of time in that are protected from the weather.

Insight: Margate lacks nightlife and accomodation.

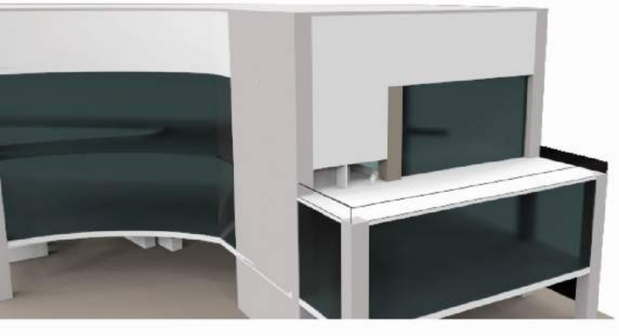
Oportunity: Much of the buisness in Margate consists of small locally run shops. Margate could benifit greatly from a street market area. This benifit would increase greatly if there was a focal point in the town to focus attention onto this market.

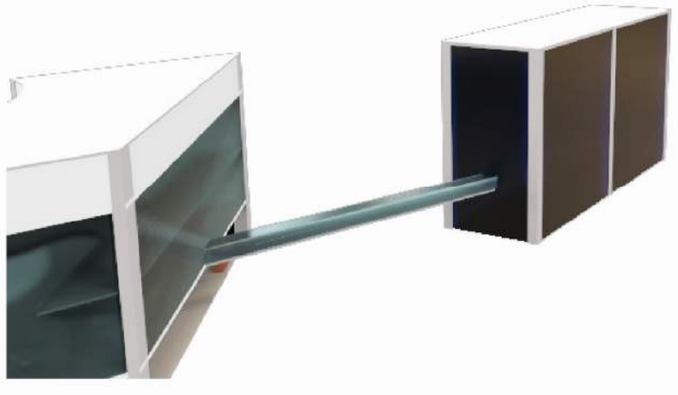
Proposal: Create an inclusive space to act as a 'Town Center' for Margate providing recreational oportunities, accomodation and spaces to hang out in.

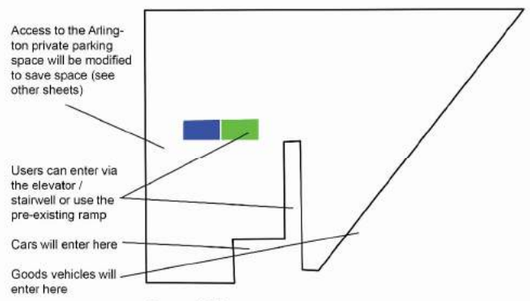
The name Realiti was chosen for the sole purpose of juxtaposing the center with Dreamland.

The main unit will be sittuated on the disused multi-story car park behind the Arlington House.

The accomodation block will be placed on dissused land next to the industrial estate across the train line. This will be conected by a glass bridge.





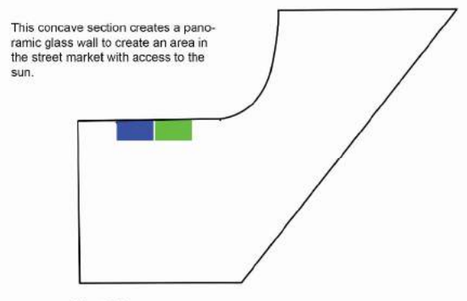


Ground Floor

The closed multi-story car park will be modified slightly but largly kept intact.

The bottom of the car park will be used for visitor car parking and goods loading / unloading.

The building will be raised above this section allowing it to be used as the street market and outdoor seating area.

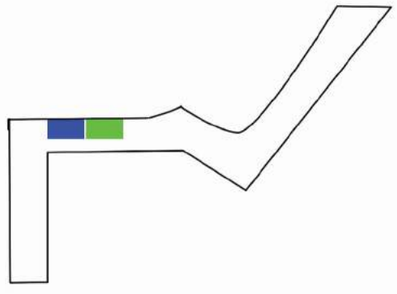


First Floor

The first constructed floor will house the main atrium, an indor-garden space with ample seating and relaxing areas.

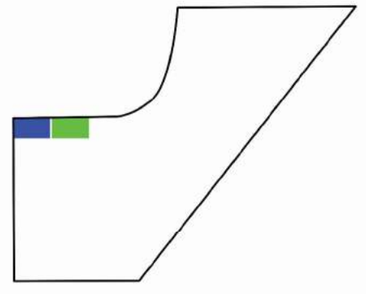
This area is freely open to the public and will host a number of micro cafe's and shops to generate income and allow the space to be an area to 'hang around' in.

At the rear of this section is the bridge to the accomodation block.



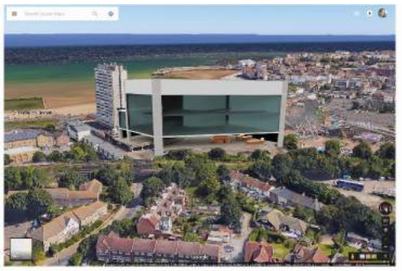
Second Floor

The second floor consists of a large walkway with more realxing and seating options as well as acess to an outdoors balcony area.



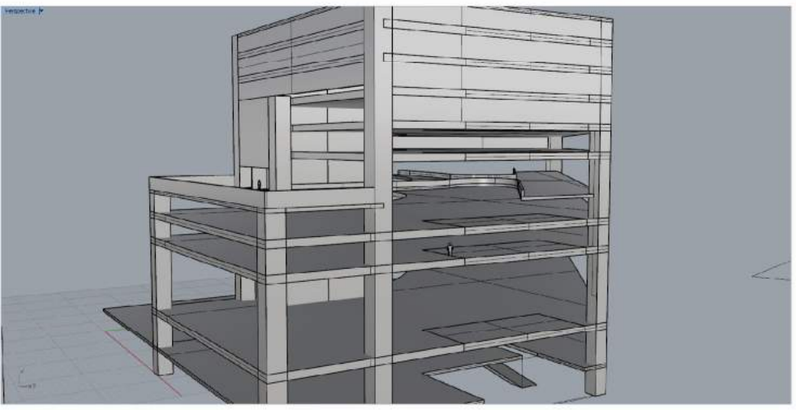
Third Floor

The third floor will house a small swimming pool and cinema however the exact layout is still to be developed.



These four images show the original intent to have a central unit house a massive atrium area with recreational facilities in the top floor and accommodation housed in a separate building on the other side of the rail tracks reached via a glass bridge.

On re consideration of the general dimensions more stories were added to the main building with accommodation now in the top section and no additional building.

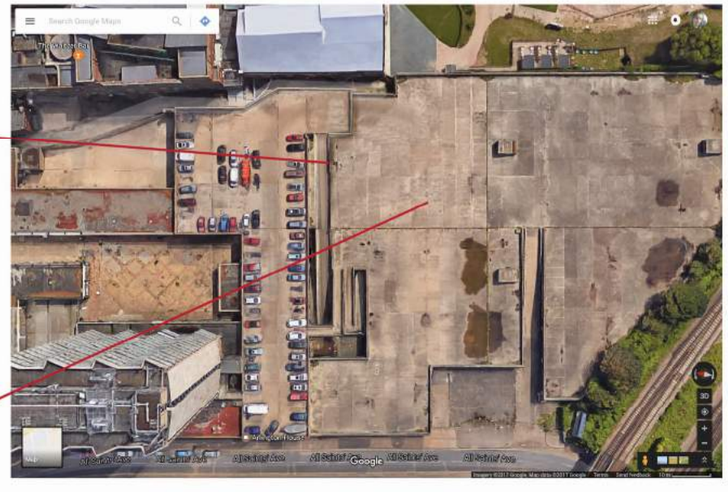


This diagram shows the basic layout of the center.
The Green segments are the land it will be built on.
The Red lines indicate current traffic flow.
The yellow lines show access points for padestrians entering.
The Blue lines indicate the position of the rail trakcs.

Arlington Car Park Before

The residents car park will be isolated by extending the initial ramp and removing access to the public car park to save space.

The current pedestrian ramps will be replaced by the center's elevator and staircase.



Arlington Car Park After

Arlington Car Park After with build area indicated

Design Idea 2: Art Tour Ferry Service

Insight: Margate has no nautical industry due to the destroyed pier and the monopoly Ramsgate has on fishing.

Insight: While HS1 is relitively fast, the journey is still uneventfull and often crowded

Opportunity: Contextualise margate as a maritine town again to draw new interest in the sea as a recreational resource.

Opportunity: Provide a more interesting journey to and from locations along the coast and Thames esturey.

Proposal: Create and operate a ferry service from Margate opperating as a hub for a fleet to take tourists to locations of note, specifically those relating to art and culture.

Link this to the services opperating from Dover and the Thames for low cost and interesting travel for visitors.

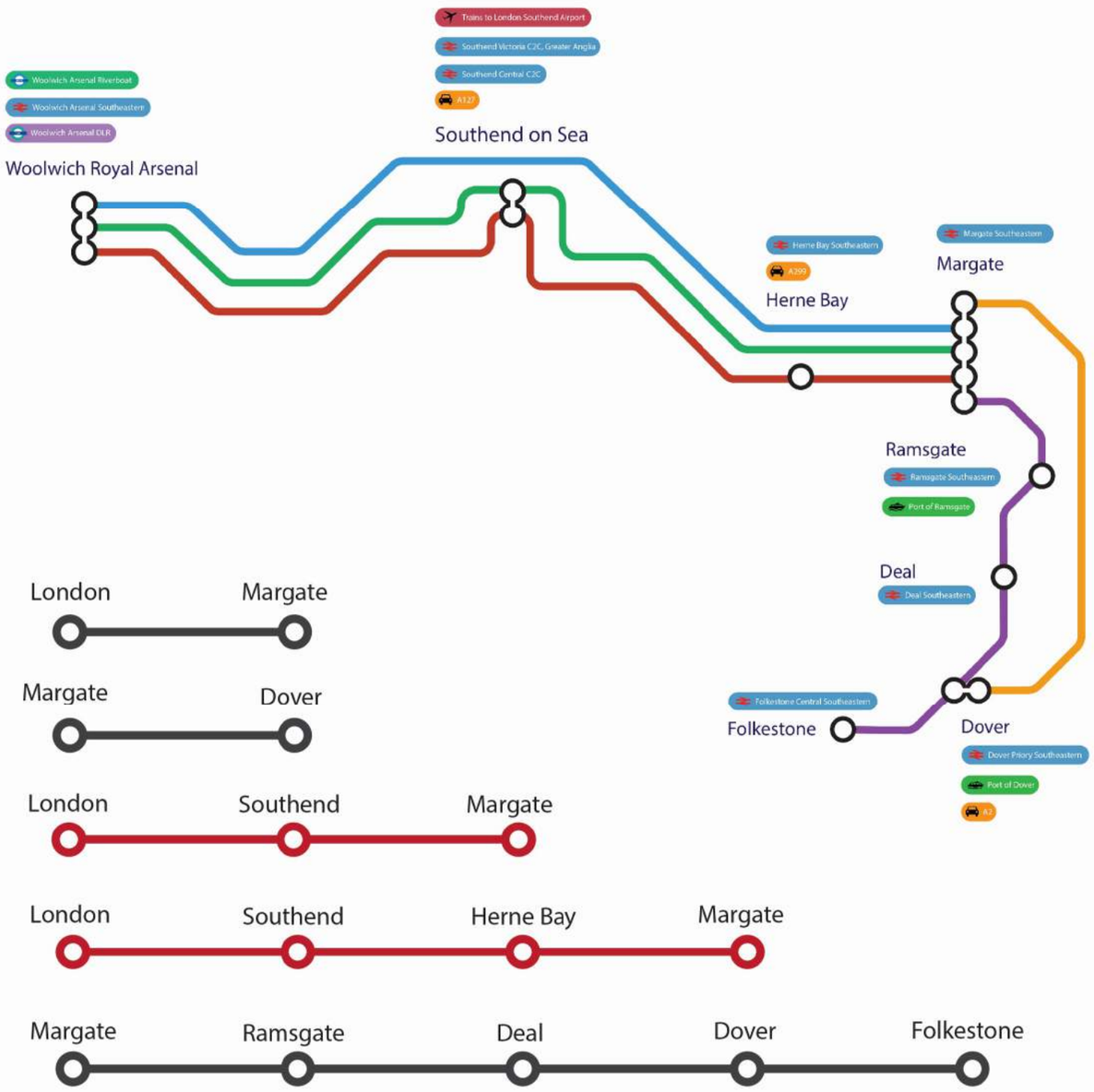
'Clipper' boats were chosen due to their speed and the fact they dont require large docking aparatus.

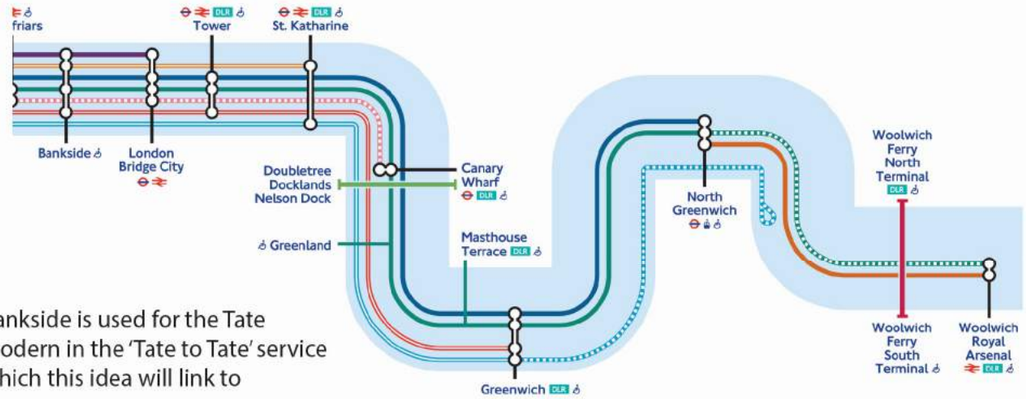
The Art Tours and routs to London will operate distinctively from the routs along the east coast. This is to place Margate as a hub to divert traffic towards the town and minimise the risk of the service becoming primarily a connection between Dover and London.

This image shows how the docking apparatus will connect to the Harbour arm at Margate. Passengers will enter at the end of the arm with tickets being sold in a booth further up.

Shown here are the diffirent routs / stops for the vessels.

The red rous are the primary Art Tour routs connecting to the Tate-to-Tate London Riverboat services.





Bankside is used for the Tate Modern in the 'Tate to Tate' service which this idea will link to

The London rout Terminates at Woolwich (Royal Arsenal) station.

This is for ease of access to Thames river services and DLR without taking the vessel too far up the Thames and adding unnecessary time to the Journey.

Leigh on Sea and Westcliff on Sea have a vibrant art and design culture and is placed aproxomately half way between London and Margate.

The Beecroft Gallery, located next to the Central Museum in Southend on Sea is a reacently-opened attraction for 17th century art with some more contemporary works.

The Focal Point Gallery is a large exhibition and performance venue which hosts a renage of content from solo artists or groups / companies.

In addition ot these galleries, Southend hosts the Adventure Island theme park and a range of smaller independant Galleries, shops and studios to interest artists and people with families.

The Focal Point Gallery

The Beecroft Gallery

Southend Town Center

Adventure Island

Herne Bay has a somewhat lively arts scene as well as playing host to a large harbour, The Seaside Museum, nightclubs and a venue called The Kings Hall which could prove interesting for visitors.

As mentioned, the ferry will dock on a multi-use dock simmilar to those found on the Thames.

This will be placed on the outerside of the harbour with a secondary barrier to negate the effect of oncoming waves.

I hope that having this dock in place will encorage an increased use of the harbour to allow for and promote recreational water-based activities.

Linking this dock to Ramsgate could be benificial not so much for the purpose of transportation but could be usefull for recreation and / or expanding the fishing industry.

The region of Deal has an appealing arts and crafts scene including locations such as Dont Walk Walk, Linden Hall Studio and the Le Pinardier winary.

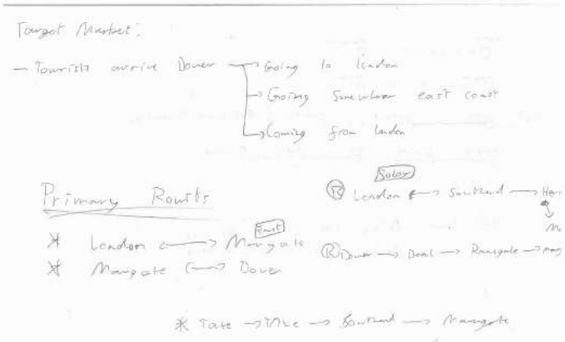
A connection to dover could prove invaluable to draw incomming tourists from across the channel.

The furthest stop would be the town of Folkestone.

Beginning with the development for my chosen design, I decided first to focus in on the vessels as the specification of the vessels used will dictate many of the constraints for the project going forward.

Additional research showed that the service should use a custom-designed boat based on an existing architype and that clipper vessels such as the one shown here are best suited for my purposes in terms of capacity, speed, range and versatility.

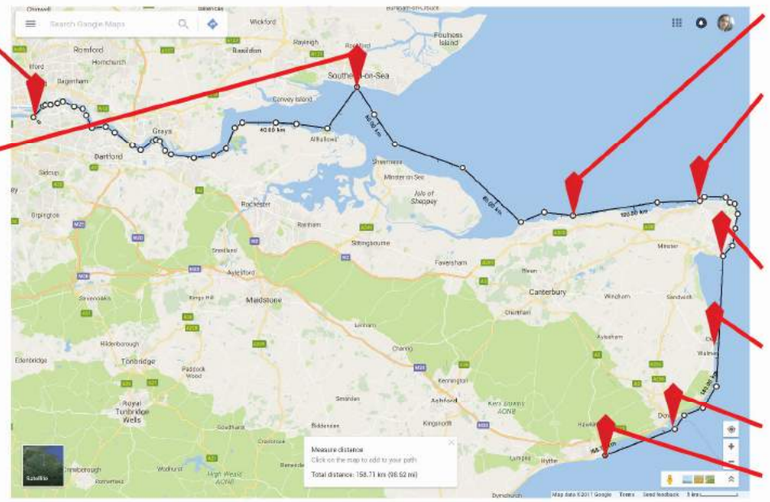
Shown here is one of the Thames clipper boats and is the closest to an existing vessel suitable for this project that could be found.



Linking the service to the existing London riverboat service to ferry people between the Tate galleries would help contextualise the idea further.

London Woolwich Royal Arsenal

Southend on Sea



Herne Bay

Margate

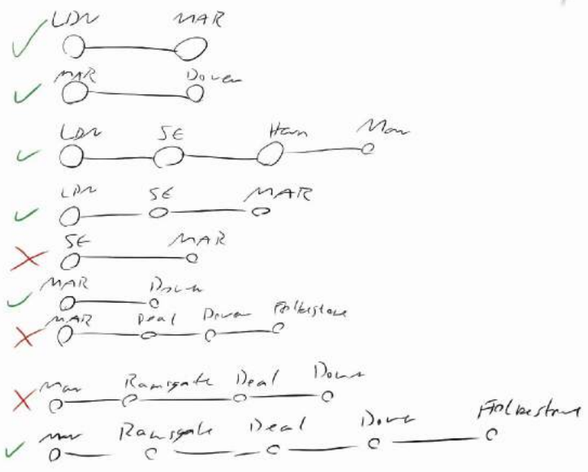
Ramsgate

Deal

Dover

Folkestone

The routes decided on place Margate at the centre to focus attention on the Turner Gallery. This creates two primary routes (London to Margate and Margate to Dover) on either 'side' of Margate and thus two art tours offering something unique each.



Linking the service to the existing London riverboat service to ferry people between the Tate galleries would help contextualise the idea further.

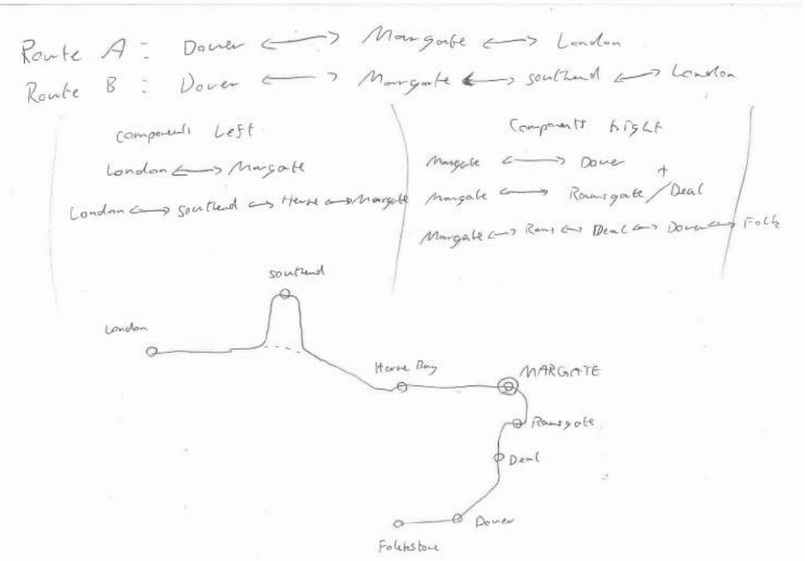
I then plotted the optimal locations for piers and docking apparatus to be placed and plotted out routs, shown here overlaid on a google maps image.

Individual journeys were then created along this route to show possible stops by each boat and possible packages to offer customers.

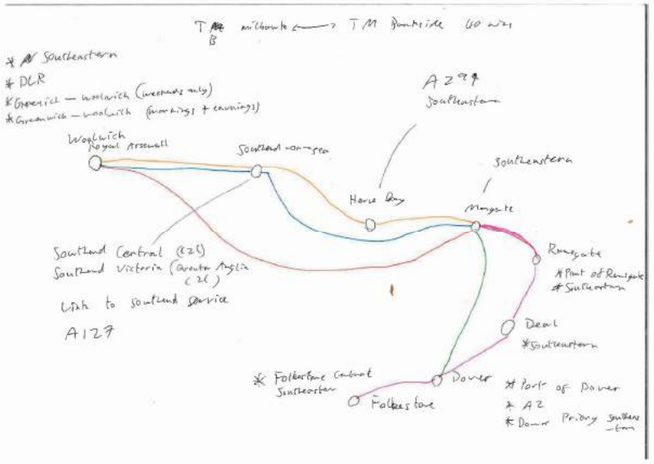
The next challenge was to strengthen the connection between the concept and its contextual connection to Margate. During a discussion with my course tutors, the idea came up that, rather than simply being a ferry, the service should operate a tour of notable art locations, capatalising on the popularity of the Turner contemporary, making Margate a link within a chain.

I researched possible stops / routs and created the list shown here.

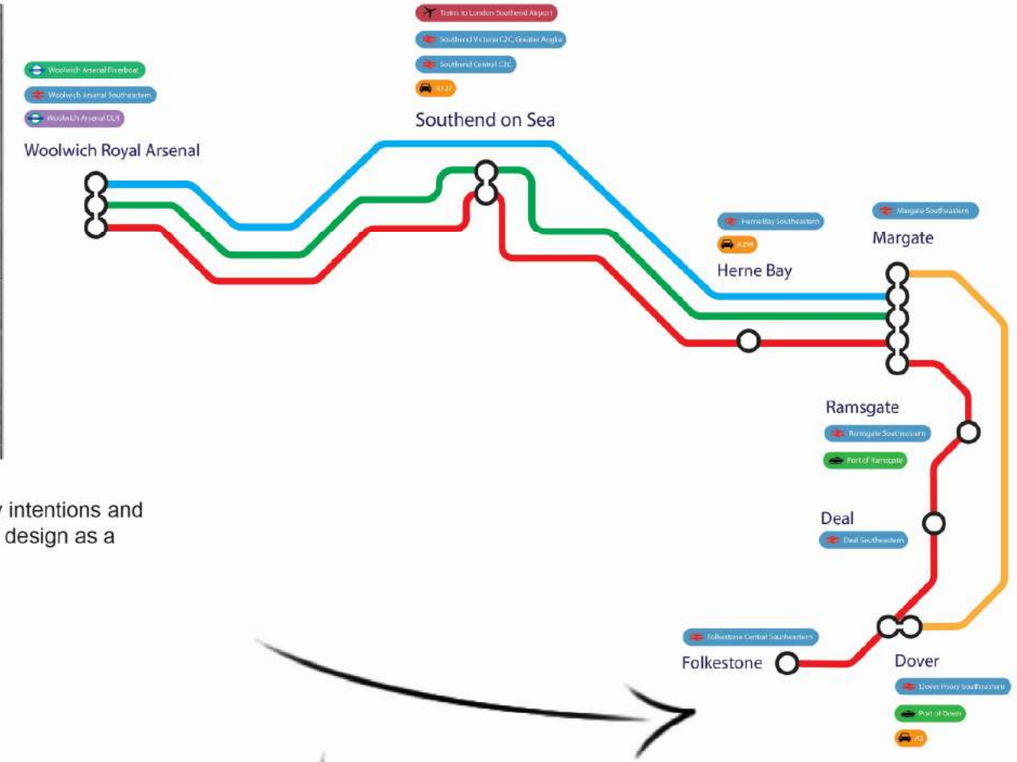
Tate Britain
Tate Modern
The Beecroft Gallery
The Focal Point
Adventure Island
The Herne Bay
Deal Castle
Don't Walk Walk
Linden Hall Studio
The John Harmer Studio
Folkestone

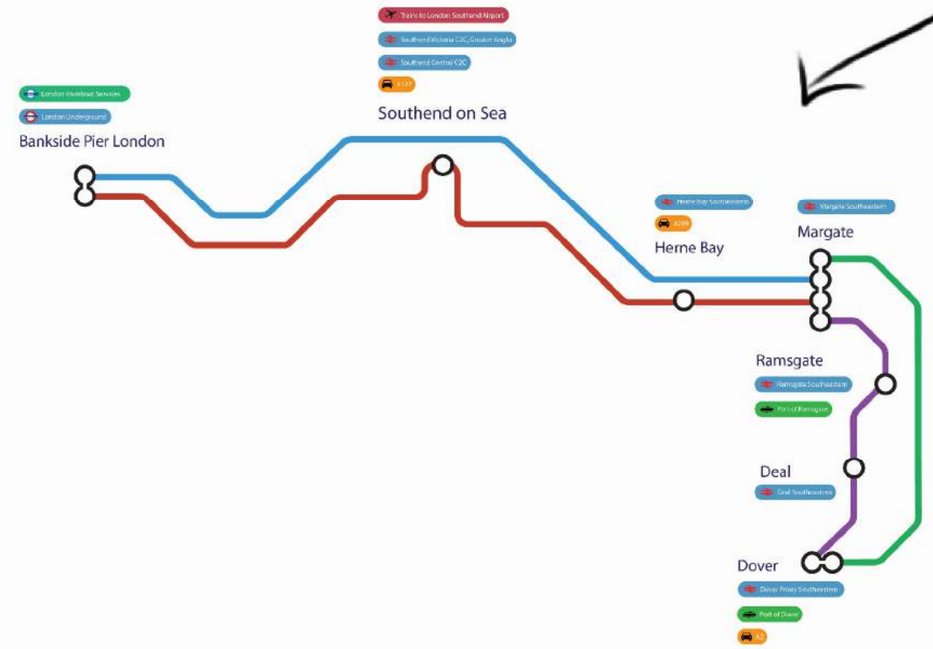


Development



I created this map of in the style of a subway map to simplify my intentions and bring the project's route into scope as well as to use on the final design as a customer map.





More adjustments were made including the removal of an extension to Folkestone via Boat, now customers will get a free return train ticket (usually £5) which takes ten minutes.

In addition, the London station was moved from Woolwich Royal Arsenal to Bankside, sharing the pier for a direct connection to the 'Tate to Tate' service.

Following the formative assessment, I decided that the concept was still to spread out' and needed to focus on its context more. I therefore simplified the routs limiting it to four possible routes;

1) The art tour from London to Margate via Southend and Herne bay.
2) The Secondary art tour from Margate to Dover via Ramsgate and deal.
3) Direct travel from London to Margate
4) Direct Travel from Margate to Dover

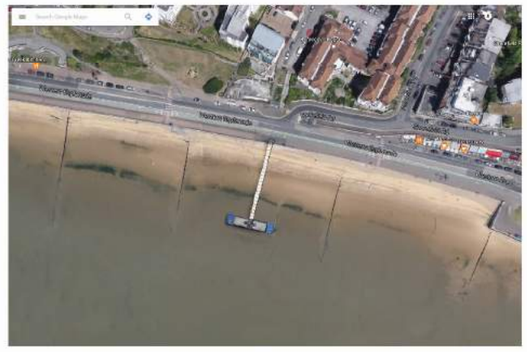
In addition to this I made the tours reversible meaning customers can take either tour starting at Margate, London or Dover.

Deal

Margate

Hern Bay, Ramsgate and Dover have infrastructure in place already to dock small vessels such as the ones this idea will use. Shown here are dock configurations for Southend on Sea, Margate and Deal.

Southend



Southend

The platforms allow people to que, buy tickets or obtain information and board inclusively meaning the only structure to be built on Land will be an entrance to the walkway.

Development

The next stage was to fully develop a timetable for each of the routes. From my research I estimated a suitable cruising speed for the vessels to be equivalent to 55 km/h.

From this I set time aside at each of the stops to allow for docking / undocking as well as passengers to visit the area.

These timetables show the time taken to complete the Art Tour. The top is the route to / from London while the bottom shows the route to / Dover. The red cells show times when a boat will arrive after the closing time of the museum at that location.

The Tate Britain operates 10am to 6pm every day.
The Tate Modern operates 10am to 6pm Monday to Thursday and 10am to 10pm Friday and Saturday.
The Turner Contemporary is open every day except Monday 10am to 5pm.

Southend Holdover:	02:00
Herne Holdover:	00:30

Ramsgate Holdover:	00:15
Deal Holdover:	00:30
Dover:	01:00

London Dep	Southend Arrive	Southend Leave	Herne Arrive	Herne Leave	Margate Arrive
09:00	10:25	12:25	13:07	13:37	14:00
12:00	13:25	15:25	16:07	16:37	17:00
14:00	15:25	17:25	18:07	18:37	19:00
16:00	17:25	19:25	20:07	20:37	21:00

London to Margate Art Tour

Margate Dep	Herne Arrive	Herne Dep	Southen Arrive	Southend Dep	London Arrive
09:00	09:23	09:53	10:35	12:35	14:00
12:00	12:23	12:53	13:35	15:35	17:00
14:00	14:23	14:53	15:35	17:35	19:00
16:00	16:23	16:53	17:35	19:35	21:00

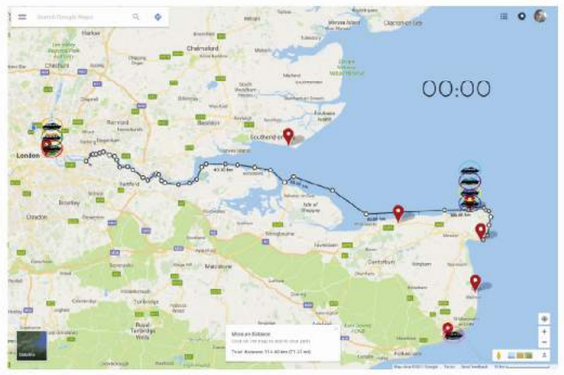
Margate to London Art Tour

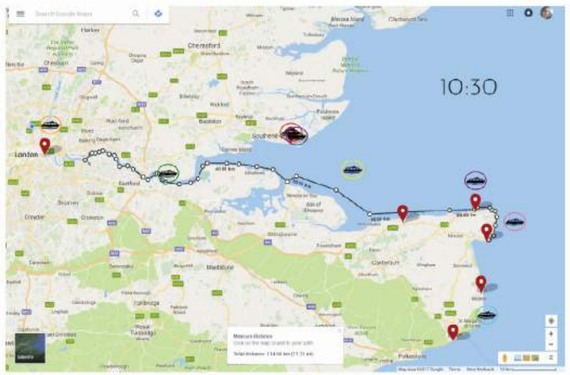
In addition to the art tour, the direct service will operate directly from London to Margate. Some of these will stop briefly at Southend and Herne only for quick drop off / pick up of customers.

London Dep	Margate Arrive
09:00	09:00
10:00	10:00
14:00	14:00
16:00	16:00
17:00	17:00
18:00	18:00
20:00	20:00

Margate Dep	London Arrive
09:00	09:00
12:00	12:00
14:00	14:00
16:00	16:00
18:00	18:00
20:00	20:00

This not only provides an alternative way to get to Margate but allows people who wish to stay / leave out with the schedule of the art tour to do so.





To create these timetables and visualise the movement of the boats I decided to create this Pen on Codepen.io using HTML, CSS, JavaScript, jQuery and SASS. This simulates the movement of the boats as they arrive at each location (to account for unexpected delays).

There are eight active boats, each with a colour to identify it (Red, Green, Blue, Yellow, Orange, Purple, Teal and Pink). These colours correspond to the cell colours on the timetables.

The Pen and code can be found at https://codepen.io/Oddert/pen/rweeeW

For the Margate – Dover Art Tour I decided, based on how much closer the locations are to run a regular service every 1.5 hours. This allows people who want to travel direct the quickest service while allowing people to stay at each location along the way for as long as they please.

Margate Dep	Ramsgate Arrive	Ramsgate Depart	Deal Arrive	Deal Depart	Dover Arrive
09:00	09:00	09:00	09:00	09:00	09:00
12:00	12:00	12:00	12:00	12:00	12:00
15:00	15:00	15:00	15:00	15:00	15:00
16:30	16:30	16:30	16:30	16:30	16:30
18:00	18:00	18:00	18:00	18:00	18:00
21:00	21:00	21:00	21:00	21:00	21:00

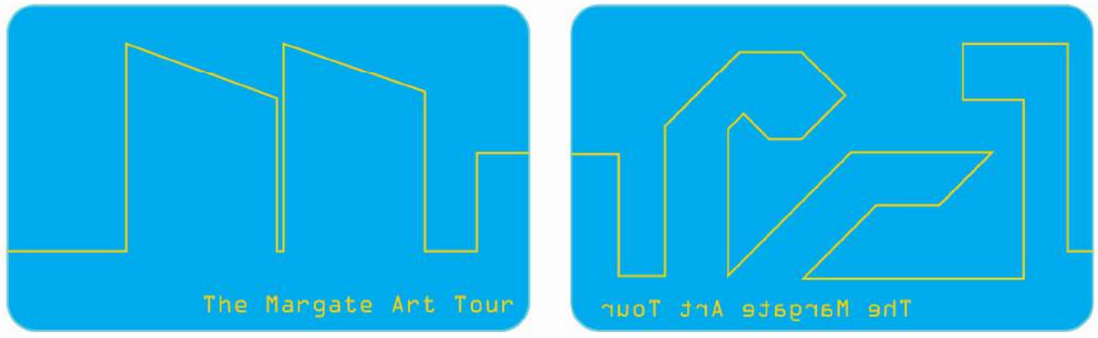
Dover Dep	Deal Arrive	Deal Depart	Ramsgate Arrive	Ramsgate Depart	Margate Arrive
09:00	09:00	09:00	09:00	09:00	09:00
12:00	12:00	12:00	12:00	12:00	12:00
15:00	15:00	15:00	15:00	15:00	15:00
18:00	18:00	18:00	18:00	18:00	18:00
19:30	19:30	19:30	19:30	19:30	19:30

Development

Ticketing

The service will operate ticketing in two ways:

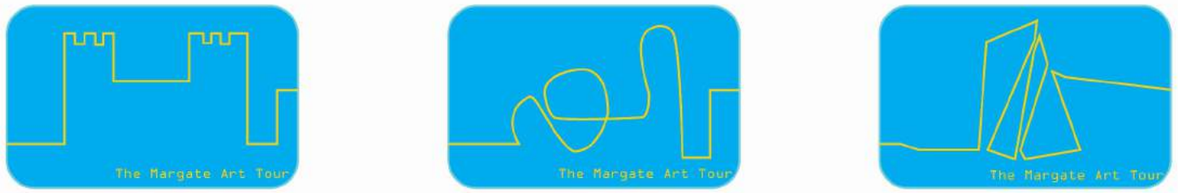
1) The primary ticket looks as shown and operates much like travel smart cards found in various locations.
2) A single-use ticket posted to the customer or produced at the ticket stations onboard the piers.
3) Printable ticket sheets to be scanned using a barcode or QR can be obtained through online purchase and printed or shown on a smart device.



Shown here is a scale representation of the smart card.

The card is sized similar to a standard bank card and displays the NFC antenna on the outside in the form of an infinite ribbon. The ribbon is designed on the rear side to look like an interpretation of wave or wind in geometric style (linking to the modernist and art-deco style of the Turner and Dreamland).

The front side will show the outline of something particular to the location it was purchased, in this case, the outline of the Turner Contemporary.



Shown here are the alternative ticket fronts used for the smart cards. From left to right, the castle pattern represents Dover Castle as the furthest east point, the second represents the 'Rage' rollercoaster at adventure island as a landmark for Southend on sea and the last pattern outlines the Tate Modern extension to represent London and the Tate connection.

The reason for putting the antenna on the outside to represent these shapes is mostly novelty value to give the cards a subtle artistic and modern / technological theme. The idea is that customers feel inclined to keep their card as a souvenir as each represents the location their journey started at.

On board the piers customers can buy tickets and obtain information through ticket booths and que for entry to the boats.

Automatic ticket gates like this will be used to scan smart cards, single-use tickets and barcodes / QR codes.

When quiet the ticket gate can operate manually with customers scanning themselves through while at busier times the gate will be manually operated by an attendant with a portable scanner for safety and efficiency.

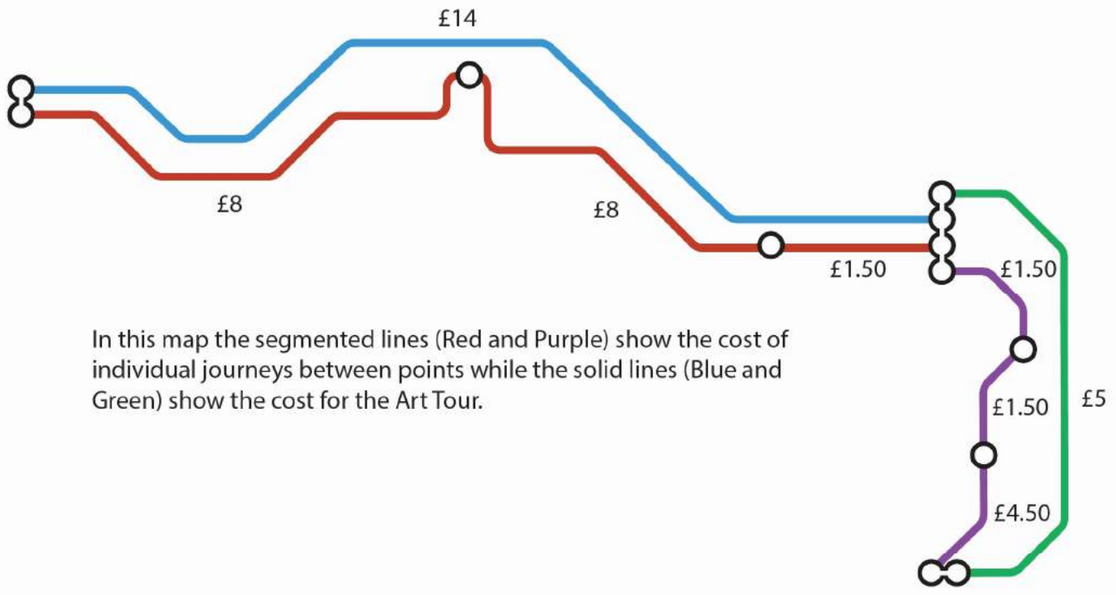
The Break System

The tickets have two modes of use:

1) Pay as you go: This allows the user to simply pay for individual journeys by topping up their card from the pay points on the piers. The fairs will then cap on a weekly basis at a maximum spend of £30 to allow for over night stays.

2) Direct Travel will account for trips like the art tour where the user is locked into a particular trip but is charged less than if they payed directly. This will be used to encourage use of the Art Tours over simply hopping on and off the more frequent ferries.

The break system means that a user can use their ticket to take an alternate route or vessel or convert their smart card to pay-as-you-go if they choose meaning that they are not locked in anymore but loose the discounted price.
For example, a family buys a ticket on the art tour but decides to leave Southend before their scheduled time to arrive at Margate sooner they simply get on one of the regular ferries instead.



In this map the segmented lines (Red and Purple) show the cost of individual journeys between points while the solid lines (Blue and Green) show the cost for the Art Tour.

The Fleet

Timings to Suit You

The Turner Experience

See the timetables bellow to find your way to discover the art world of Thanet.

London Dep	Margate Arrive
09:00	09:00
10:00	10:00
14:00	14:00
16:00	16:00
17:00	17:00
18:00	18:00
20:00	20:00

Margate Dep	London Arrive
09:00	09:00
12:00	12:00
14:00	14:00
16:00	16:00
18:00	18:00
20:00	20:00

Margate Dep	Ramsgate Arrive	Ramsgate Depart	Deal Arrive	Deal Depart	Dover Arrive
09:00	09:00	09:00	09:00	09:00	09:00
12:00	12:00	12:00	12:00	12:00	12:00
15:00	15:00	15:00	15:00	15:00	15:00
16:30	16:30	16:30	16:30	16:30	16:30
18:00	18:00	18:00	18:00	18:00	18:00
21:00	21:00	21:00	21:00	21:00	21:00

Dover Dep	Deal Arrive	Deal Depart	Ramsgate Arrive	Ramsgate Depart	Margate Arrive
09:00	09:00	09:00	09:00	09:00	09:00
12:00	12:00	12:00	12:00	12:00	12:00
15:00	15:00	15:00	15:00	15:00	15:00
18:00	18:00	18:00	18:00	18:00	18:00
19:30	19:30	19:30	19:30	19:30	19:30

British Art Connected Like Never Before

Our world class vessels will transport you in comfort and speed.

Fancy Lounging about with a drink in your hand?

Maybe you'd like to watch a movie or eat dinner?

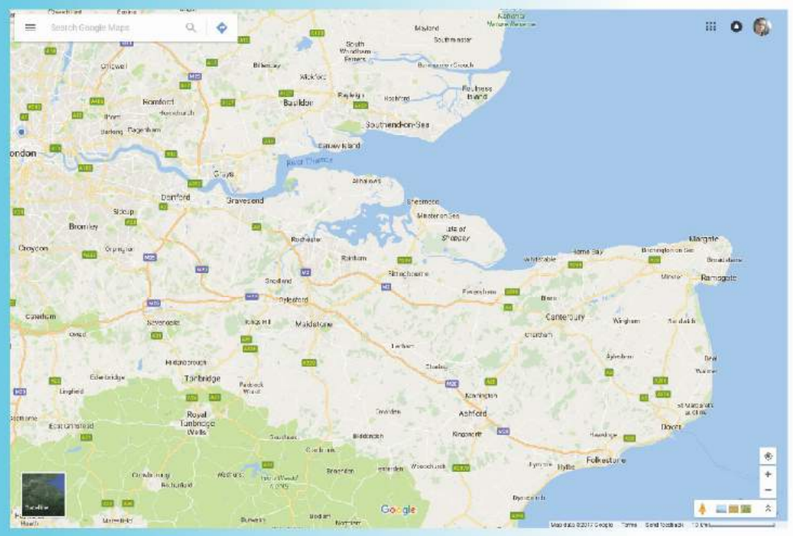
Or perhaps all you want is to feel the bracing wind through your hair.

The vessels are equipped with multiple sections to suit any traveling style.

During the tours you will be treated to insightful commentary from some of the locals to give you an in depth knowledge of the history of this region of Britain.

The Turner Connection

Its not just about the Art



"...the skies over Thanet are the loveliest in all of Europe" -J M W Turner

Opened in 2011, the Turner Contemporary is the crowning jewel of Thanet and is now right on your doorstep thanks to the Margate Experience Art Tour.

With connections to the Tate galleries in London you can experience an end to end immersion in some of the best art and design the country has to offer.

Even if you're not interested in art we have something to offer you.

Our ferries run regular services between each stop and with the pay as you go system, make for an exciting and convenient way to see all the Thanet and the east coast has to offer.

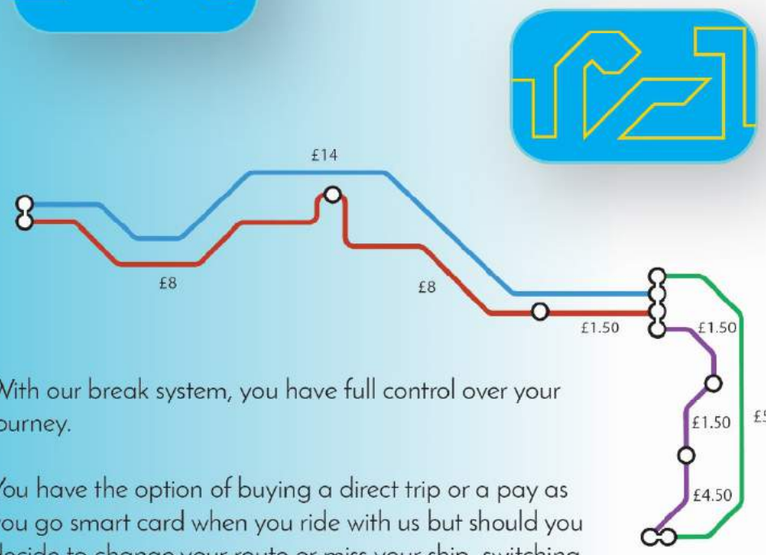
Leigh on Sea and Westcliff on Sea have a vibrant art and design culture and is placed aproxomately half way between London and Margate.

The Beecroft Gallery, located next to the Central Museum in Southend on Sea is a reacently-opened attraction for 17th century art with some more contemporary works.

The Focal Point Gallery is a large exhibition and performance venue which hosts a renage of content from solo artists or groups / companies.

In addition ot these galleries, Southend hosts the Adventure Island theme park and a range of smaller independant Galleries, shops and studios to interest artists and people with families.

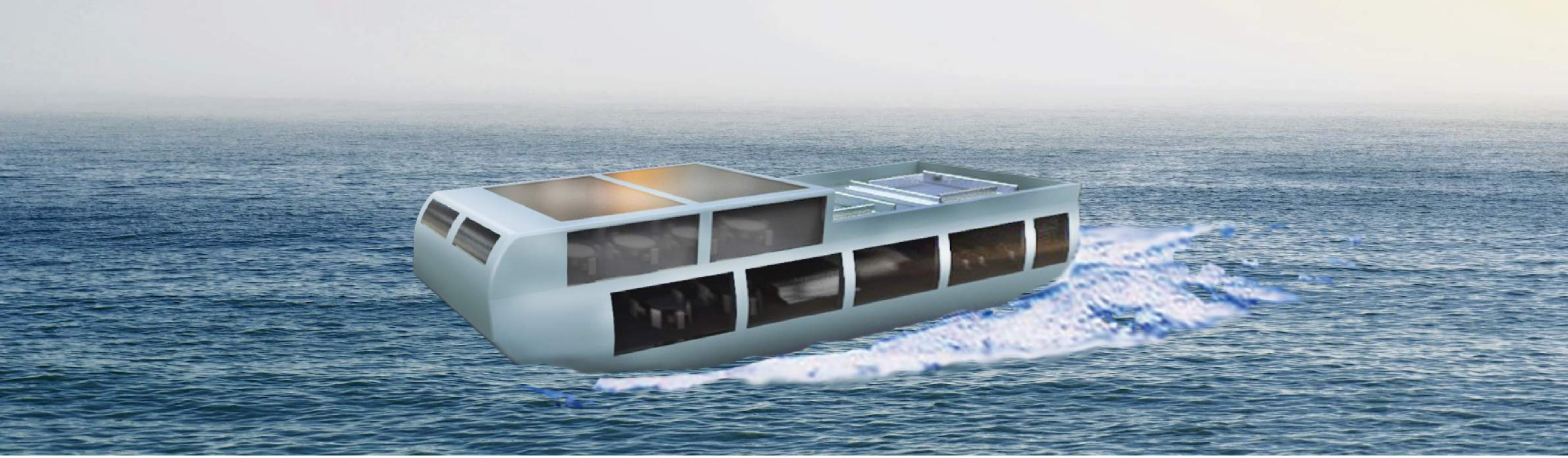
The Fair Break System



With our break system, you have full control over your journey.

You have the option of buying a direct trip or a pay as you go smart card when you ride with us but should you decide to change your route or miss your ship, switching to pay as you go is easy.

Smart cards cost only £3 extra on a regular ticket and make the perfect souvenir when your done.



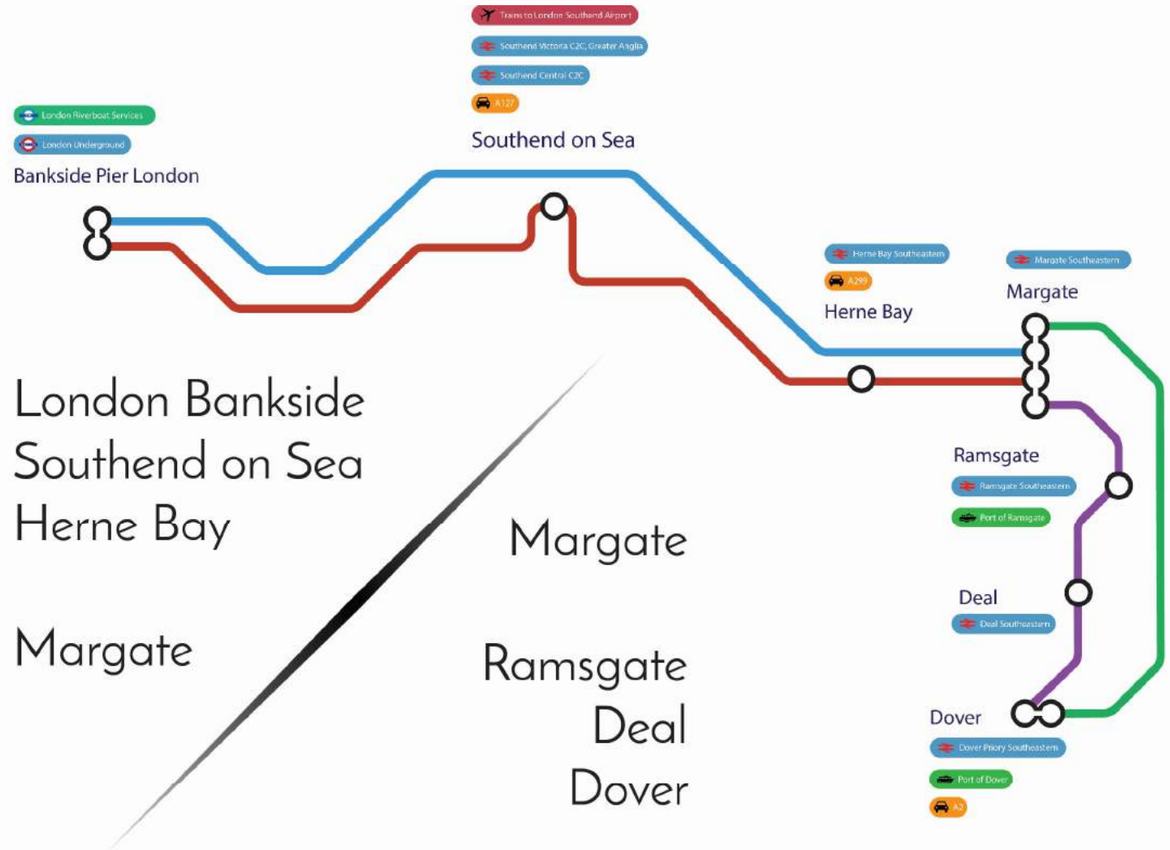
My final design proposal is a ferry service to tour notable locations pertaining to art, design and culture, centred around the Turner Contemporary and by extension, the rising artistic scene in Margate.

The service uses Margate as a hub for various routes, encouraging interest from visitors from a wide catchment area.

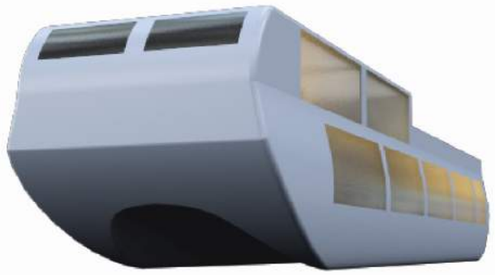
In turn, this will encourage more maritime activity in Margate.

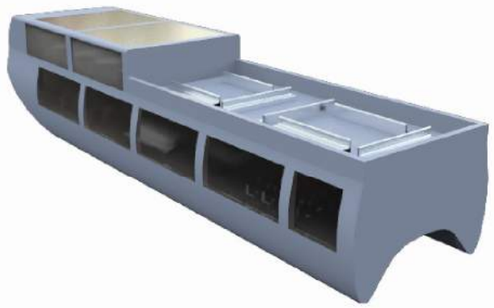
This design contextualises Margate within a broader cultural and artistic context.

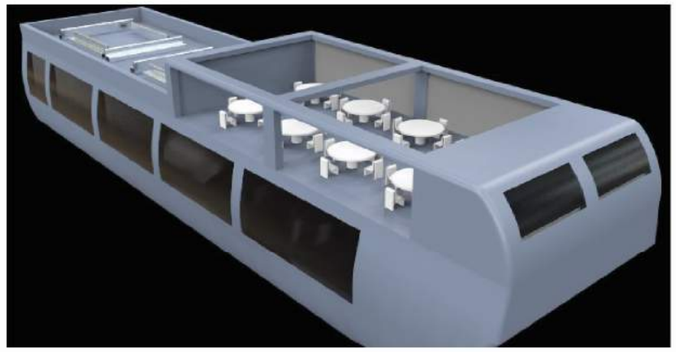
The service also provide a unique and interesting was to navigate the east coast, linking to Dover.

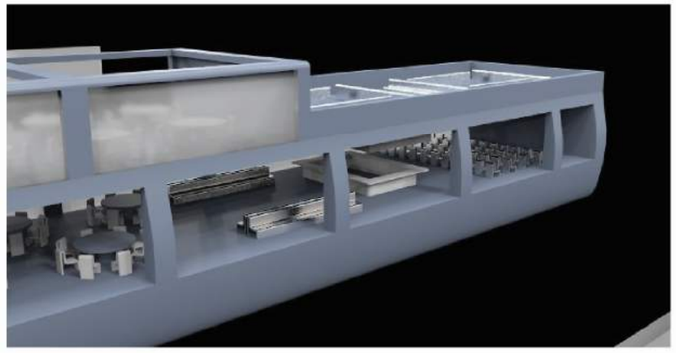


The Margate Art Tour









Based on river cursing clipper style boats, the vessels are designed for comfort, accessibility, flexibility and speed.

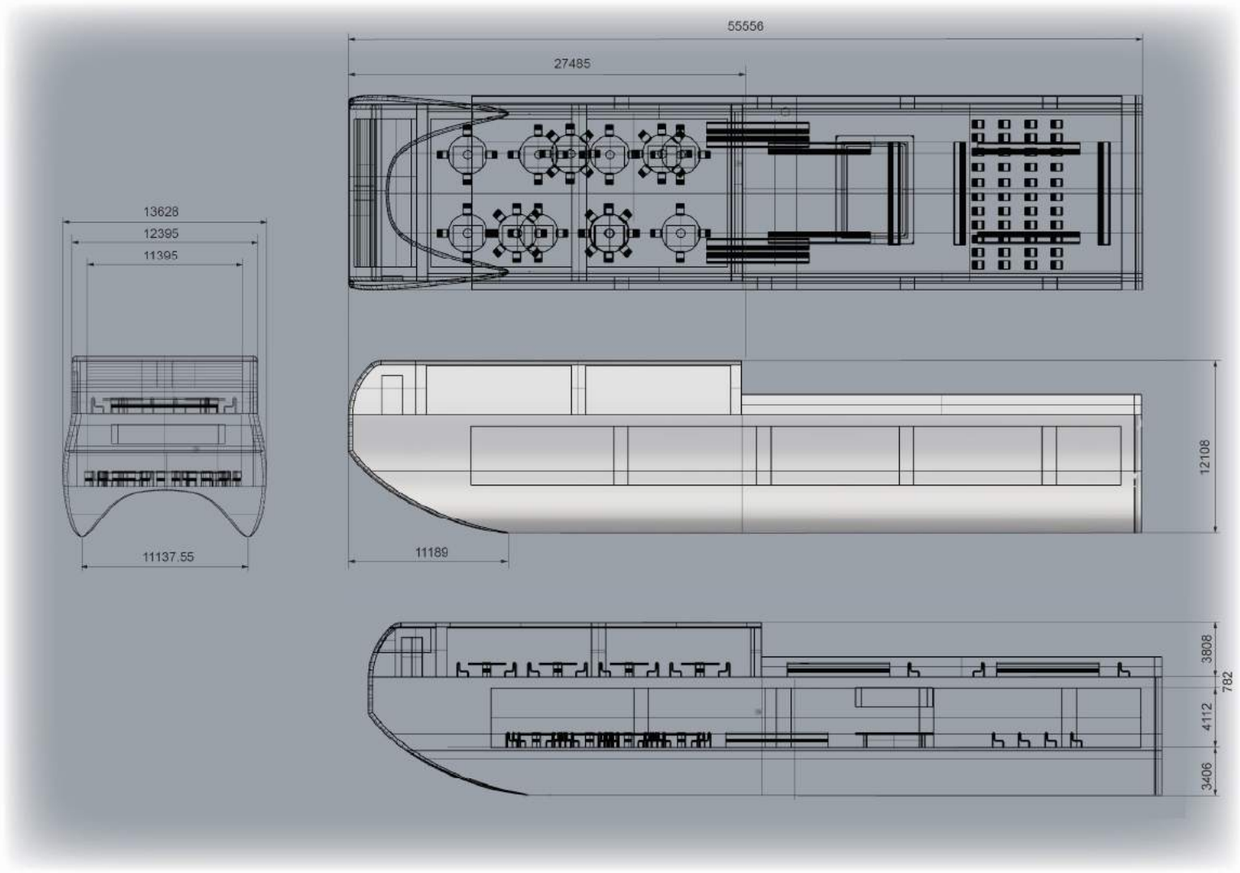
During the art tours customers on the lower deck can enjoy engaging commentary from the onboard attendants about each of the locations history and points of interest.

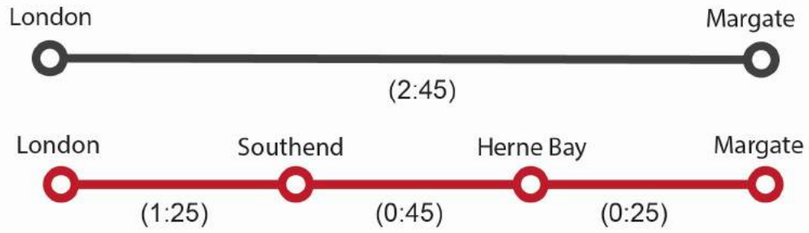
The boat comprises of three distinct sections;

Lower Deck
The lower deck is the main section for customers to lounge in, it comprises of bench / sofas, seperated and congrigate seating and a minibar to serve light snacks and alchaholic beverages (on later trips). The far end comprises of a 'cinema' with rowed seating facing a screen.

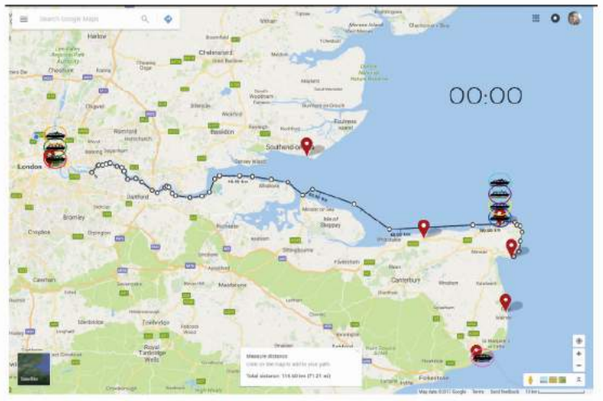
Top deck Glass Section
The upper deck is split with one half open air and the other encsed in glass walls. The glass section provides access between decks and alows customers a panoramic view whilst protecting them from the elsements.

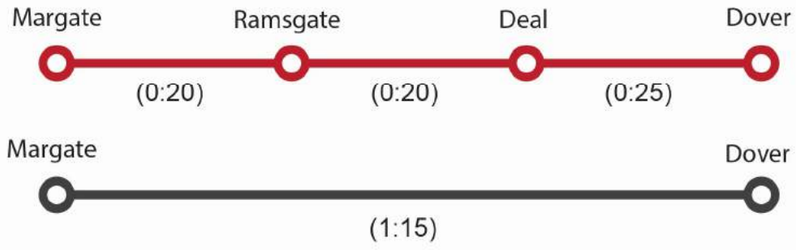
Top Deck Exposed Section
This section allows customers to ride on the outside of the boat for a fully immersive experience.





The smart ticketing system allows users full flexibility in where they would like to go.





To view an animated map of the vessels journeys throughout a day go to:
http://codepen.io/Oddert/full/rweeW/

The Margate Art Tour