



## **Gentrification in Margate** **Is it a “double-edged sword” for local residents?**

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# Table of Contents

Abstract:	03
Introduction:	04
Chapter 1 - Methodology:	05
Chapter 2 - Theoretical Framework :	06
2.1 - Gentrification:	06
2.2 - Culture-led Gentrification :	08
2.3 - Glasgow:	08
Chapter 3 - Margate:	14
3.1 - History Context:	14
3.2 - Culture-led Gentrification:	25
3.3 - Interviews:	26
3.3.1 - Cliftonville:	26
3.3.2 - The Old Town:	27
3.3.3 - Discussion:	27
3.3.4 - Summary:	27
3.4 - Photographic Evidence:	28
3.4.1 - Cliftonville:	28
3.4.2 The Old Town:	34
3.4.3 Discussion:	41
3.4.4 Summary:	41
Chapter 4 - Conclusion:	42
List of Figures:	44
Bibliography:	47
Appendix:	51

## Abstract

The use of gentrification as a tool to implement urban regeneration and economic development has been used over the past 50 – 60 years. Culture has been used as a catalyst to revitalise neighbourhoods and create an urban economy for the area. Contradictorily, culture-led gentrification has had disagreeable outcomes in terms of the upsurge in dwelling values, change in identity and displacement of previous inhabitants. Given these findings on diverse sources of evidence, literature reviews and a study on Glasgow that has also experienced culture-led gentrification, different perspectives will be outlined. This research will highlight the changes that have occurred in Margate, a working-class coastal town that was deteriorating. The study will focus on the history of Margate to consider the built form, occurrence of gentrification, cultural cluster, demographic and socioeconomic deviations that have taken place. The purpose of this study is to show how culture-led gentrification has been implemented to revitalise the area, and what advantages and disadvantages have occurred. The undertaking of personal interviews and photographic evidence in two diverse areas in Margate to capture this complicated phenomenon will supply confirmation that locals have been affected. The study proposes a less inevitable and more composite description of culture-led transformations amongst the social classes that inhabit the area. The findings show that gentrification is a double-edged sword as the area is improved but the pricing of properties is unaffordable for local residents.

# Introduction

In this research thesis, the author will examine the redevelopment through gentrification that is taking place in Margate and how this may affect the different communities within the town. Gentrification is “the displacement of working-class residents of a neighbourhood by wealthier professionals” (Hammel, 2009:1). The gentrification investigated in this thesis is culture-led gentrification that focuses on transforming harbour and industrial zones that have historical infrastructures, such as Margate. Culture-led gentrification is defined as using the arts to reconstruct the image of the place whilst preserving the existing infrastructure (Local Government Association, 2019). The key participants in gentrification are regeneration and economics, causing many to question the success of the process amongst locals. One may argue that creativity is utilised as a catalyst for an enhanced economy whilst altering the environment to attract the creative class. Instigating spatial clustering that may solely focus on cultural consumption to create a place for marketing and branding, causing conflict between the existing and new communities.

The cultural focus offers many opportunities such as employment, adaptive reuse and preservation to gain attractiveness for the area. However, with advantages come disadvantages with changes in the identity, retail and economic landscape that cause disruptive effects on local communities mainly stimulated by finance. With the district evolving, the area is highlighted in the media and by word of mouth changing the natural environment that is hyped into becoming a trendy place. This can have ramifications on the local community and cultural producers.

The focus on Margate explores how the change taking place is affecting the original residents and how they are expected to adapt to the environmental changes. More affluent consumers are attracted to the artistic scene sharing their aesthetic values with people who share a similar financial status. Moreover, the British class system has been a topic of debate for numerous years and is involved in gentrification instigating the “provision of gentrified housing and the creation of a class of gentrifiers” (Hammel, 2009:1). The definition of class is “A social category that on the one hand acknowledges a shared state of affairs amongst a large group of people whose material conditions are very similar and on the other hand recognises that significant and real differences do exist between groups” (Buchanan, 2018:7).

The author will outline another case study that focuses on Glasgow. The city has gone through the process of culture-led gentrification and started with a lack of high-income residents like Margate. Similar patterns have occurred where the low economic inhabitants have been replaced by gentrifiers that have a higher economic status, initiating a shift in the dwelling values and the community.

An observation photographic study of two locations in Margate incorporates the metamorphosis between the older and the new town developmental process through historical events and how gentrification has made a considerable impact on Margate. Notably, there are clear differences between The Old Town and Cliftonville. Margate has gone through many attempts of gentrification to improve the area; however, the past attempts have all failed. One may question if it is a lack of investment and poor outdated facilities. Or the local communities that inhabit the area? Who benefits from the culture.

## Chapter 1 - Methodology

To conduct a study for the thesis the author will employ a variety of primary and secondary research. Firstly, secondary research will be heavily explored through news articles, planning, websites and books. The research literature review will help gain an understanding of the case studies and delve into gentrification and how it may occur elsewhere. The literature review will provide a historical look and gentrification in Margate and how gentrification has influenced Glasgow. Additionally, the author will delve into culture-led gentrification by exploring the positive and negative impacts of areas the term has affected. The author will investigate the history of Margate as a context to understand the developments and downfalls of the area that have contributed to the involvement of culture-led gentrification taking place. A further literature review will discuss an additional case study being 'Glasgow' as although it is a city and may have a high probability of having increased poverty it has also undergone culture-led gentrification to transform the poor area.

Secondly, the author will visit two diverse places in Margate, one that has undergone regeneration 'The Old Town' and the other deemed to be a deprived urban area 'Cliftonville'. To conduct primary research, ten people from both zones will be interviewed with a series of questions about Margate's transformation and how they feel towards the gentrification taking place (See Appendix). This method allows different demographics who inhabit the areas to have their opinions heard. The thesis will also take into consideration how published articles may be biased with their opinions on the regeneration. The author will then transcribe these interviews to code similar phrasing and patterns of opinions to compare how the two locations may see differently to the gentrification taking place. To employ equality, the interview questions will be asked to a variety of different ages and ethnicities to ensure the research is unbiased.

Thirdly, to further study the behaviour of the inhabitants within the two locations, an observation photographic study will take place to analyse how people treat their spaces. The photographic evidence will aid the author to visually analyse and explore the psychological movement of humans and how they respond through their behaviour in each zone. This will showcase whether the residents treat the zone with respect or with disrespect. The primary and secondary methodology frameworks will aid the author in gathering past and current data to enable in-depth research in this thesis on whether Margate's gentrification is a double-edged sword for the local residents. This will include the analysis of people's psychological interaction within a space by looking at their non-verbal behaviour. Residents may feel hesitant to speak about the situation regardless of them being local.

## Chapter 2 - Theoretical Framework

This chapter introduces the concept of gentrification (Chapter 2.1). Following this it focuses on culture-led gentrification (Chapter 2.2) and finally explores Glasgow as a culture-led gentrified case study (Chapter 2.3).

### 2.1 Gentrification -

In this chapter, the author will inspect the theories of gentrification that have been analysed by sociologists such as Ruth Glass, David Ley, Tim Butler, Neil Smith, Leslie Kern, Nick Bailey, Douglas Robertson and Pierre Bourdieu.

Gentrification is an expression that has grown in prominence through urban improvement debates, prompting the alteration of communities and neighbourhoods caused by affluent inhabitants, money, and businesses (Richardson et al., 2019). Though gentrification creates economic regeneration and development infrastructure for the town, it is a double-edged sword, causing cultural and social displacement that misplaces the unique identity of the area (Gainza, 2017:954).

The term gentrification was invented by sociologist Ruth Glass in 1964. Glass claims “One by one, many of the working-class quarters have been invaded by the middle class – upper and lower ... Once this process of ‘gentrification’ starts in a district it goes on rapidly until all or most of the working class occupiers are displaced and whole social character of the district is changed” (Hamnett, 2003). Glass signifies that once gentrification has taken place it is hard to bring to a halt.

Glass’s theory grew from her “observations of how houses in Notting Hill and Islington were being taken over by bohemian couples with the money to refurbish them” (UCL, 2023). This creates a double-edged sword as the more privileged are benefitting from buying houses at a low cost. The wealthier can enhance properties with expensive makeovers initiating a rise in the property market that causes locals to find alternative living arrangements outside their hometown. Glass acknowledges gentrification as a change to the “housing stock, housing tenure changes from renting to owning, price rises and the displacement or replacement of the working-class population by the middle class” (Hamnett, 2003).

Many people have documented the increase of gentrification through academic literature and clarified the meaning through different lenses. The earliest is proposed by David Ley, a clinical psychologist and author. According to Ley (1986), the foundation of gentrification is rooted in the shifting manufacturing arrangement of key cities that have moved from industrial to business. Thus, creating an alteration in the occupation of the class structure and having a clear hierarchy of classes. Typically the working class are dominated by the capitalist social class who are seen stereotypically as “white-collar managers and technical workers in the financial, cultural and service industries which are concentrated in major cities” (Hamnett, 2003). Another explanation implying changes in the class composition is put forward later by Ley and Tim Butler (1997) indicating that gentrification implements the changes in cultural preferences and orientation.

They signify it may influence middle-class citizens to move to the area to either work or have an easier commute to attend work. An additional interpretation that is strongly contrasting to the former clarifications is made by Neil Smith a Scottish geographer and Marxist academic. Smith (1987) states that the middle class is not the origin of gentrification and that the main cause is the increasing wedge between property costs and fundamental land costs in that zone that has instigated the beginning of the growing rent gap. Glass also (Hamnett, 2003) maintains that the rent gap has been manipulated by the movements of property-based capital, developers and estate agents. Leslie Kern (2022:8) a feminist urban scholar has similar views to Glass as she claims, “Gentrification is being facilitated by forces much more powerful than your average middle-class homeowner: city governments, developers, investors, speculators, and distant digital platforms that create new ways to profit from urban space”. Conversely, Smith (1987) suggests that gentrification is “a back to the city movement by capital, not people”. Signifying that the blame for gentrification on the middle-class people is a diversion of an underlying key issue of the estate market and economics of the area. Smith (1987) further suggests that this has emerged due to the consequence of desertion, economic decline and suburbanisation of areas initiated by the post-war era.

Nick Bailey a professor of Urban Studies and Douglas Robertson a social researcher in housing policy evaluation (1997) claim that the positives of gentrification tend to be visible in the physical alteration of the main tourist area, through the transformation of the structures and cleanliness improvement. The negative aspects are often invisible in the physical transformation of the area coming at a cost to the locals (Bailey and Robertson, 1997). The displacement of socio-economic can trigger the existing community to collapse as property values increase, causing locals to struggle and be pushed out of their hometowns owing to estate taxes and increasing rents (Bailey and Robertson, 1997).

An important concern initiated by gentrification is cultural displacement as the influx of wealthier causes the homogenisation of the local culture, obliterating the distinctive characteristics of the original identity (Richardson et al., 2019). The outdated establishments that may have contributed to the uniqueness of the town, are changed into stylish, upmarket organisations accommodating to the influx of people who are more socioeconomically privileged (Bailey and Robertson, 1997). Additionally, Kern states the modification in a community can misplace the original authentic magnetism that originally enticed the locals. People may feel physically displaced thus influencing their quality of life as they are pushed out of their neighbourhood because of gentrification (Kern, 2022:10). Furthermore, Kern states that gentrification has become an unstoppable and unavoidable force, especially among the less privileged (Kern, 2022:14). The writings of Pierre Bourdieu a French sociologist philosopher speculate how three types of capital: cultural, social and economic can influence a person’s social status (Ramsey, 2023). Bourdieu claims, “The network of objective relations between positions establishes and orients the strategies by which occupants of different positions engage in their battles to defend or improve their position. In effect, the shape and power of these strategies depends on the position that each agent occupies in the overall network of power” (Francis, 2015). Suggesting that the control is not in the hands of those who have a low status and due to gentrification occurring typically in urban areas this could inevitably produce a disadvantage to the current community.



## **2.2 Culture-led gentrification -**

Culture-led regeneration is a local policy that has been used for many years by Councils to drive positive change in rural areas and smaller towns (Local Government Association, 2019:5). It is used to foster investment through a cultural focus to generate social and economic wealth (Local Government Association, 2019:7). However, like every gentrification, there are positive and negative consequences.

The positives aid urban revitalization by transforming neglected areas into cultural hubs attracting tourists and stimulating local businesses through economic growth (Gainza, 2017:964). Secondly, culture-led gentrification focuses on culture and art aiding community engagement through the collaboration of diverse groups (Northall, 2008:3). Thirdly, areas are developed to support small businesses to create income, increasing property values that benefit both home and business owners (Local Government Association, 2019:13).

The negatives of culture-led gentrification are the increase in living costs and property values causing locals to be unable to afford to stay in their community, affecting socio-economic inequality. (Gainza, 2017:953). The transformation of the area could also lead to a loss of authenticity as wealthier businesses and residents may bring new characteristics and industries to the place, prompting the unique atmosphere to fade (Gainza, 2017:955). Lastly, the regeneration could create exclusionary practices that cater primarily to the wealthier, generating a social diversion with the less wealthy (Gainza, 2017:954).

## **2.3 Glasgow -**

In this case study I will be depicting how culture-led gentrification has transformed Glasgow, the largest city located in Scotland from a deprived area to a lively society with an industrial history. Similarly, to other districts, gentrification is a double-edged sword that holds positives and negatives to reshape the area.

Scotland was a trade centre in the early 17th Century (Fig.1) and prospered in the shipbuilding industry (Doucet et al., 2011:1447). Therefore, Glasgow has attracted many economic migrants causing an increase in the population and resulting in a demand for housing (McIntyre, 2006:5).



Fig. 1. *Glasgow port of Ayra used by merchants* (2014)

To house everyone in Glasgow, eight multi-storey red road flats were erected to accommodate low-income residents (Fig. 2). However, the high rises were solely designed to increase the population and entice economic growth (Readers and Perry, 2015).



Fig. 2. *Glasgow multi-storey red road flats* (2022)

The bar chart (Fig. 3) showcases that Glasgow's Flats and Terraced dwellings account for the highest percentage.

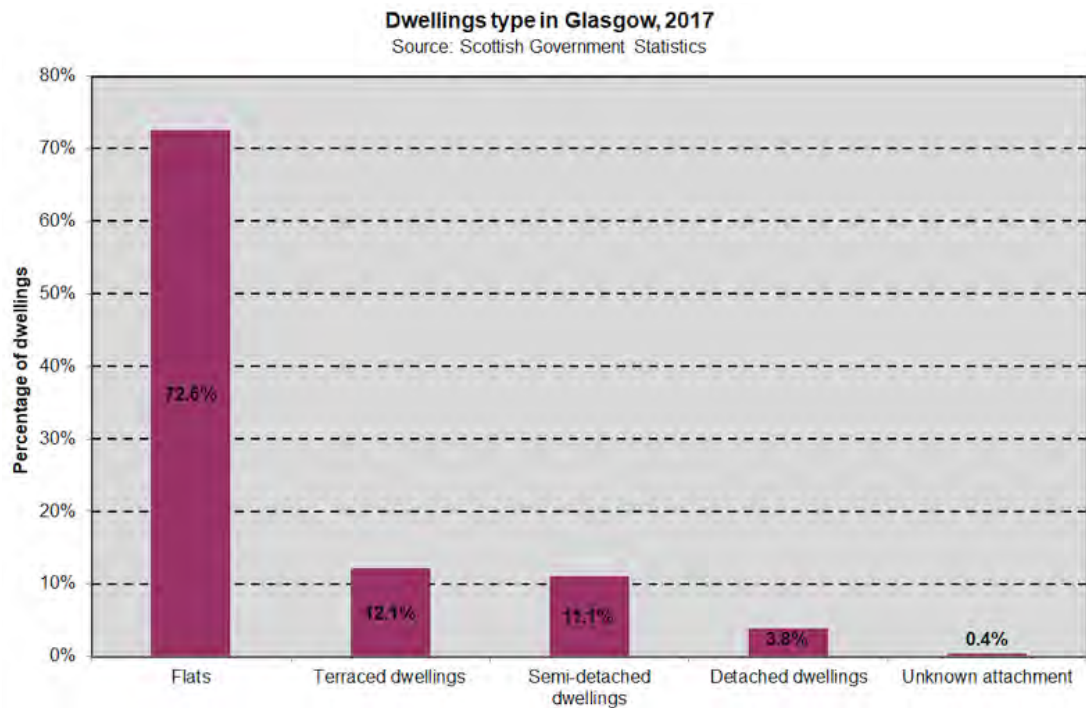


Fig. 3. *Dwelling type in Glasgow (2017)*

Eventually, the apartments became overpopulated with low-income residents who did not contribute towards taxes, so the city suffered financially causing a decline in economic activity, poverty and an increase in unemployment and crime rates (Doucet et al., 2011:1447).

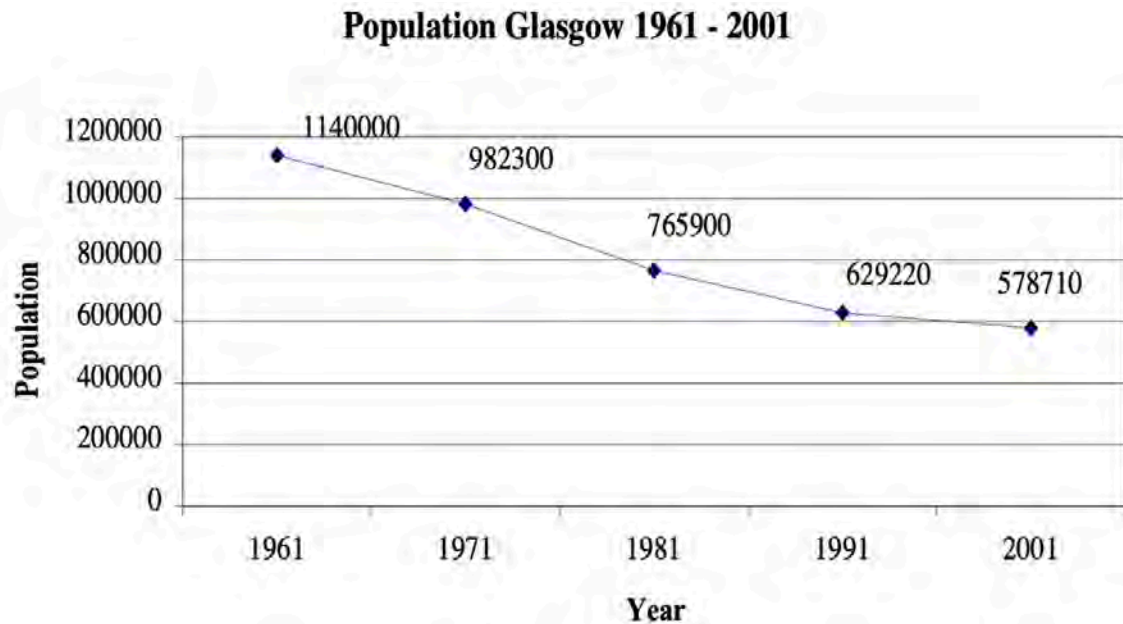


Fig. 4. *Glasgow's Population between 1961 - 2001* (2006)

Furthermore, after WWII the population significantly depleted and caused repercussions on the housing in Glasgow and instigating the closure of the city's industrial industry (McIntyre, 2006:5). This resulted in empty dwellings and voids in the housing stocks impacting the amount of local taxation raised and funding to retain the city (McIntyre, 2006:6). The line chart (Fig. 4) shows how Glasgow has experienced a significant and steady population decline over the past forty years.

To transform and bring money into Glasgow, the City Council decided to gentrify the area by "supporting the development of middle-class housing aimed at professionals" (Doucet et al., 2011:1447). The main intention was to make the city a dynamic and exciting place to invest, live and work by attracting "creative industries, foster tourism, and encourage inward investment" (Doucet et al., 2011:1448). Therefore, the city had to be altered from industrial to post-industrial to attract newcomers (Hoare, 2019).

Due to the social-economic decline culture-led gentrification was introduced as a solution to solve the urbanisation difficulties. In 1985, a program called The European Capital of Culture (ECOC) was developed by the European Union which selects a city every year to be the ECOC, encouraging the area to promote itself through culture-led programmes. During the 1990s, Glasgow was selected by the ECOC, aiding the enhancements of the city and the development of better living standards (Hoare, 2019). Glasgow is surrounded by listed buildings and although that brings historical significance, it also creates limitations for new buildings (Doucet et al., 2011:1451).

The benefits of culture-led gentrification in Glasgow consist of cultural renaissance, enriched infrastructure, and economic regeneration. The cultural renaissance attracts individuals with a creative background, influencing the development of the art scene through galleries, studios, and cultural events (Hoare, 2019). Restorations of structures are transformed into trendy art spaces, restaurants and cafes creating an overall improvement to the local economy (Hoare, 2019). The enriched infrastructure can enhance the quality of life for inhabitants as the wealthy move into the city aiding investments in the redevelopment of buildings and improving facilities, transportation, and zones for the public (Doucet et al., 2011:1447). Due to the interest of creatives and newcomers, statistics (Fig. 5) show how Council housing in Glasgow decreased between 1991 and 2003.

Tenure changes in Glasgow 1991 - 2003				
Dwelling Type	1991		2003	
Owner Occupied	99,235	(34%)	139,136	(48%)
Local Authority	138,347	(48%)	80,186	(28%)
Other / Rented	50,585	(18%)	68,189	(24%)
<b>Total</b>	<b>288,167</b>		<b>287,511</b>	

Fig. 5. *Tenure Changes in Glasgow 1991 - 2003* (2006)

Conversely, culture-led gentrification is a double-edged sword in Glasgow as it comes with some disadvantages of affordability, cultural authenticity, and social displacement. The main challenge was the growing cost of living, stripping away the original identity of people who populated the city as the low-income residents could no longer afford to rent or purchase a home (McIntyre, 2006:1).

An article depicting how Glasgow has the “fastest growing house prices in the UK” was published by ‘The Financial Times.’ The grid (Fig. 6) states how housing prices in the city have increased rapidly from 2018 – 2019, showcasing how culture-led gentrification has harmed low-income residents financially as locals are unable to afford to live in their communities (Lawford, 2019).

## Glasgow has the fastest growing property prices in UK

Year-over-year house price growth (%)

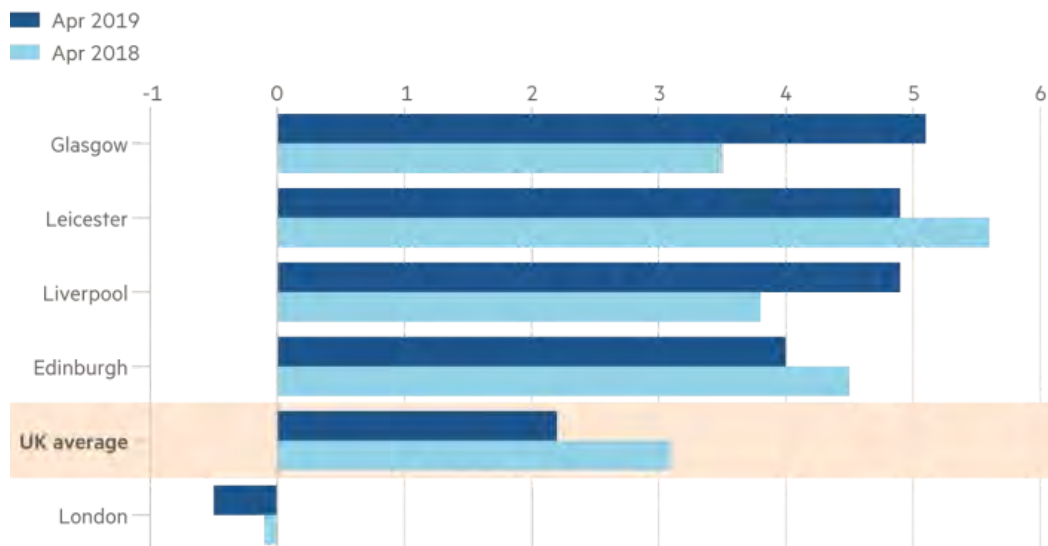


Fig. 6. *Glasgow property prices 2018 - 2019 (2019)*

The impact of culture-led gentrification in Glasgow reflects the larger narrative undergone in urban centres universally. Whilst upgraded infrastructure, cultural enhancement and economic regeneration are positive outcomes of the process, there are disadvantages of social displacement, loss of social authenticity and increased economic inequalities (see Chapters 2.1 and 2.2).

Chapter 3 will showcase how Margate is currently undergoing culture-led gentrification and has come across similar disadvantages and advantages to Glasgow.



## Chapter 3 - Margate

The chapter explores the historical context of Margate and how gentrification occurred (Chapter 3.1). Following this, the author focuses on culture-led gentrification in Margate (Chapter 3.2). Next the discussion and comparison of the interviews that took place in ‘The Old Town’ and ‘Cliftonville’ (Chapter 3.3). Finally, the author compares the two zones through photographic evidence (Chapter 3.4).

### 3.1 Margate’s Historical Context -

Margate is one of the oldest coastal towns in England located within the Isle of Thanet a district on the north-east tip of Kent (Fig. 7), over the centuries the town has undergone a variety of alterations (Fig. 8 and 9).

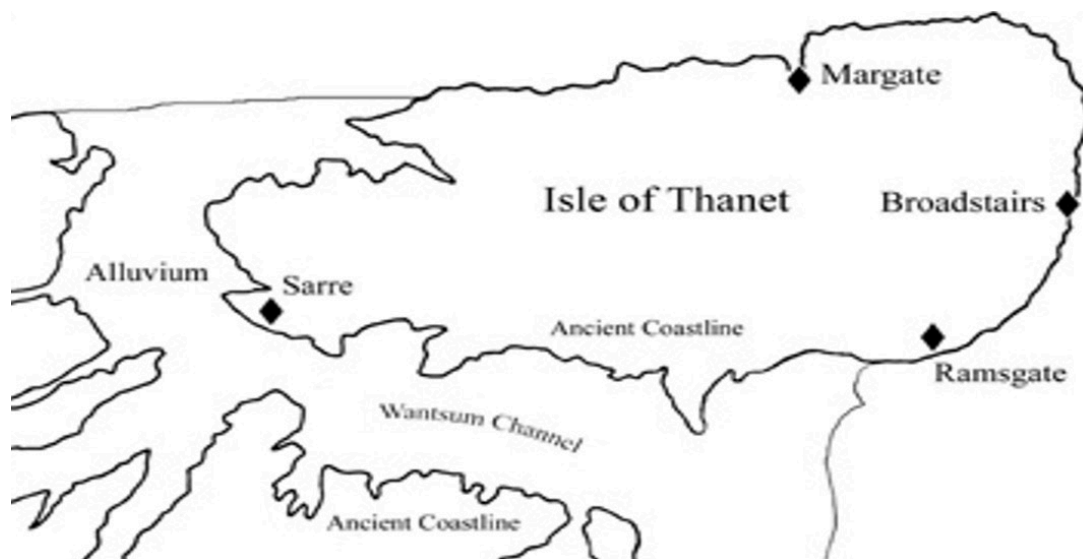


Fig. 7. Map highlighting the Isle of Thanet location (2005)



Fig. 8. Map of Margate in 1801 (1999)





Fig. 9. *Map of Margate in 1999 (1999)*

In the Seventeenth Century, the town attracted the interest of the upper class who travelled down from London using the transportation of steamboats. The main magnetism of the seaside to the Londoners was the picturesque views (Fig. 10) and health benefits connected with the sea air and seawater (Baker, 2009).



Fig. 10. *Sunset in Margate* (2021)

In 1863 a train station was designed by Maxwell Fry (Fig. 11) with The South-eastern Railway (SER) services opening to the community on the 1st December in 1846 (Trainline, 2023). The trains were used to strengthen Margate's social and economic cohesion through links from peripheral and landlocked zones to the hub (Kent Architecture Centre, 1999). An additional railway station Margate Sands (Fig. 12) was erected in 1864 to become The London, Chatham and Dover Railway (LCDR), however was publicly unused (Margate West, s.d.).





Fig. 11. *Margate train station (2021)*



Fig. 12. *Margate unused train station (s.d.)*

During the eighteenth century, Margate became one of England's first traditional seaside resorts gaining a reputation for having the first donkey rides along the coast (Fig. 13) and deckchairs on the beach (Ward, 2018). The coastal town was prospering with “boarding houses, guest houses, thirty first-class hotels and almost three thousand little hotels” (Bailes, 2018).



Fig. 13. *Donkey rides on Margate beach in July 1966 (2020)*

After WWI, John Henry Lles purchased Dreamland and transformed the area into an American-style Theme Park (Manchester History, s.d.). Lles created the iconic mile-long Scenic Railway ride (Fig. 14 and 15) as the showpiece of Dreamland (Bailes, 2020b). Once the ride opened in 1921, almost one million individuals experienced the Scenic Railway. The ride is Britain's oldest existing roller coaster giving exceptional views of the coast (Dreamland, 2023b). The transformation attracted culture, architecture, entertainment, politics and employment bringing life to Margate (Bailes, 2020b).





Fig. 14. *Scenic Railway in 1951 (2020)*



Fig. 15. *Overhead shot of Scenic Railway (2017)*

The damage from the war also initiated the start of the decline with a few boarding houses and two hotels surviving (Bailes, 2018). Additionally, a severe storm hit the town in 1953 causing damage to the Marine Terrace, Bathing Pavilion, Westonville Pavilion, Jetty and Lido (Bailes, 2018). The storm ruined the tourist infrastructure along the seafront (Fig. 16 and 17) and the cafes and bathing pavilions in Cliftonville (Bailes, 2018). The consequences of the storm led to British vacation makers favouring foreign travel, causing Margate to go into depreciation (Ward, 2018).



Fig. 16. *Overhead shot of Margate's Marine Bathing Pavilion (1933)*



Fig. 17. *Demolition of Margate's Marine Bathing Pavilion (2019)*



To enhance life back in Margate, Arlington House was built in December 1964 on the unused station (Fig. 18), one could argue it was the first attempt to gentrify the town. The British brutalist-style building was initially envisioned to include over “50 shops, restaurants and bars, a supermarket, coach station, filling station, theatre, swimming pool, a multi-storey car park and an 18-storey, 142-flat block” (A Better Arlington, 2021). However, the original concept failed, and the structure became virtually abandoned in 1964 as “Margate hit the headlines for all the wrong reasons when Mods and Rockers battled on the seafront...causing a real threat to the stability of society” (Bailes, 2018).



Fig. 18. *Arlington House* (2023)

During the 1970's, package holidays abroad became reasonably priced leading to the decline of seaside tourism (Montgomery, 2015). In 1996, Dreamland was purchased by Jimmy Godden a former theme park owner who transformed the park into a family-friendly area by focusing on Margate's seaside identity, the white-knuckle rides were sold and replaced with traditional fair-ground rides (Dreamland Heritage Trust, 2022b). However, the outdated style was unsuccessful in reaching the new demographic, unlike the apprehensive rides. The deterioration of the town and lack of money caused unemployment rates to increase and statistics reached 11.7% in South East England, the highest it had been (Kent Architecture Centre, 1999). In 2003, Godden announced that Dreamland would be redeveloped into a modern-day civilisation, consisting of offices and shops. However, a year before, the Scenic Railway was approved for grade II-listed rank, the first time in history a ride was given this listing, causing a halt to Godden's proposals (MacDougall, 2022). The several listed buildings limited the growth of modern infrastructure and resulted in a lack of housing (Kent Architecture Centre, 1999). In 2005, Dreamland became closed to the public and all the rides were sold apart from the Scenic Railway (Montgomery, 2015). The Thanet Council proposed Dreamland to be restored along with accommodations, however, a year later a deliberate fire destroyed most of the Scenic Railway (Fig. 19) causing a further devaluing of the town (Bailes, 2020a).



Fig. 19. *Scenic Railway on fire (2008)*



Margate desperate for the amusement park to open again, created a campaign in 2009 named Save Dreamland Trust and a “£3.7 million government grant was awarded” (MacDougall, 2022). Although the expense to revitalise the park was twelve million pounds, Thanet Council contributed four million pounds, and the Heritage Lottery Fund provided three million pounds. The rest of the money was given by local groups of Margate (MacDougall, 2022). The government department Office of National Statistics recorded Margate as one of the utmost “deprived seaside destinations in the country” in 2010 (Office for National Statistics, 2013). The extremely valuable cultural and historical areas continued to deteriorate, despite the considerable investments the town received. The current demographic has changed with the new generation and locals showing less interest in Dreamland (Kent Architecture Centre, 1999). One main factor is there is no nostalgic connection with the site so to revitalise the cultural heritage town, “creative townscape strategies are urgently required for urban areas where the deterioration in the quality of the buildings is at a stage where people will no longer live or invest there” (Kent Architecture Centre, 1999).



Fig. 20. *Turner Contemporary* (2019)

In 2011, Kent County Council opened the Turner Contemporary Gallery (Fig. 20) as an endeavour to apply culture-led regeneration in Margate (Burton, 2019). One article states that the building has transformed the town from a “deprived ghost town to an edgy, artistic hub” (Hedges, 2021). Oppositely, another article says “Not everybody likes the building or the concept, but it brings thousands and thousands of people to the town” (Burton, 2019). Additionally, the year Turner opened, high-speed trains from St Pancras were implemented creating convenient access to the town and prompting new tourists (Hedges, 2021). Furthermore, the gallery held the prestigious Turner Prize and generated almost £68 million for the local economy in 2019 (Burton, 2019). In 2023, the Dreamland Sands Heritage business was purchased by an American events promoter Live Nation, a festival and concert contractor. The company want to embark further in the music field by stipulating world-class performance for all ages giving Margate hope for the future (Bailles, 2023).

### **3.2 Culture-led Gentrification -**

The culture-led regeneration transformations have enhanced the visual attractiveness of Margate by improving the public spaces and infrastructure (Alden-Falconer, 2018). A Kent Online article indicates the town’s transformation is working, *Whitstable and Margate ranked among UK’s best ‘gentrified’ seaside towns* (Harper, 2023). Turner is the catalyst for Margate as it generates coinage by attracting wealthy business newcomers who have bought shops and buildings (Hedges, 2021). However, one needs to question if the transformation prospers or deteriorates the town by enticing cultural entrepreneurs or if it is a double-edged sword for the local community.

Focusing on the arts scene has contributed massively to Margate’s financial revitalisation by attracting visitors and tourists through the hipster approach and cultural offerings (Fielding, 2023). The sightseers have increased their spending on local businesses, tourism-related events, and sociableness creating an inducement for artistic characters who cultivate a vibrant social scene (Hedges, 2021). Furthermore, underutilised spaces that were neglected have been repurposed into communal areas, creative centres, and galleries for the community (Hedges, 2021).

Seaside Town	Region	Average House Price 2011 (£)	Average House Price 2021 (£)	10 Yr % change	10 Yr £ change
Margate	South East	142,920	282,734	98%	139,814
Ramsgate	South East	150,517	288,330	92%	137,813
Herne Bay	South East	185,458	349,119	88%	163,662
Deal	South East	195,309	360,248	84%	164,939
Salcombe	South West	504,187	912,599	81%	408,412
Whitstable	South East	240,132	433,648	81%	93,516
Hastings	South East	184,162	332,061	80%	147,900
The Lizard	South West	245,919	442,573	80%	196,654
Walcott	East Anglia	194,440	349,577	80%	155,136

Fig. 21. *The UK seaside towns with the highest house price increases from 2011 - 2021 (2022)*

Figure 21 showcases how Margate between 2011 - 2021 has had the highest 10-year percentage rise in housing prices in all the UK's coastal towns (Hunter, 2022). The prices have risen due to the creative professionals as lower prices have attracted landlords and wealthier people to purchase properties (Hedges, 2021). The increase in prices has created economic and social displacements as existing low-income residents cannot afford the accommodation, forcing them to relocate, like Glass and Kern's concepts (Chapter 2.1). The inequality of housing issues and identity change has caused many locals to feel frustrated and excluded by the new developments taking place (Hayes, 2020). Recently, an article was published proposing to introduce letting limits and planning restrictions on Airbnb's by Rob Yates Margate's ward councillor, "We welcome the majority of visitors to Thanet, who make an important contribution to our economy, but we hear residents' concerns and wish to take action to control this serious issue which is damaging our community" (Bailes, 2021). Yates acknowledges that the housing prices for many residents are unsustainable, and locals can no longer afford to stay in their community.

### 3.3 Interviews -

Interviews were given in two diverse areas in Margate to conduct primary research from the residents. Each zone consisted of interviewing ten people about Margate, the questions were precise to enable the author to gather valid statistics (See Appendix).

#### 3.3.1 Cliftonville -

Cliftonville is a district in Margate, it consists of wide streets, semi-detached and detached houses and a long strip of independent shops, galleries, cafes and bars. The area is mentioned in several articles, one stating that Cliftonville is ranked the 8th Coolest Neighbourhood in the World ranking above worldwide capital places by Times Out magazine (Bowles, 2022). However, a Kent Live article suggests otherwise, *Cliftonville: The reality of the Margate area split between the deprived and the new creatives* (Young, 2022).

Through the interviews, most people discussed the housing problem due to gentrification. One person (Appendix 1.C) said, “The prices for everything have gone up, newcomers end up buying the flats and then renting it out for too much compared to what they bought it for”. Another person (Appendix 8.C) states, “The flats are so small, you cannot even fit a dining table and the landlord who is from London expects me to pay £1,000 for rent.” Furthermore, someone claims that gentrification in Margate is a “double-edged sword, people are coming here with their money which is good for wages but on the other hand makes everything expensive” (Appendix 5.C).

Many people also discussed the people who live in Cliftonville and how they feel unsafe in the area. One person (Appendix 1.C) states how Cliftonville is “rundown, too many people stand in corners and start fights.” Another person (Appendix 8.C) claims “Before I would go out at 10.00 pm but now, I am scared because there are more people taking drugs”.

### **3.3.2 The Old Town -**

The Old Town is a neighbourhood in Margate and is home to shoe repairs, gifts, and vintage clothing boutiques. Richard who lives in France but owns a flat in Margate states that “gentrification is a positive thing for this town as it provides a greater mix of people” (Appendix 1. OT). Another person who is a fictional collage artist (Appendix 2. OT) says “Without us here you won’t have the heart and soul of the place, they need us, but we need them as well. It shouldn’t be all about money, but the trouble is you need some money.” Furthermore, a painter (Appendix 8. OT) interviewed claims that gentrification in Margate is a “double-edged sword as the area is a dying town” he goes on to say that he is a “painter so I came here for the art gallery and stuff, I think on the whole, gentrification for this area is a positive”.

### **3.3.3 Discussion -**

The author realised that most people interviewed in The Old Town were part of the artistic community or had a property in Margate. Many of the people interviewed did not grow up in Margate and had moved to the area, suggesting they had money. However, they also acknowledged that the money aspect may be an issue for the locals, but overall, they see the transformation as a positive for Margate. On the other hand, the majority asked in Cliftonville were residents who have lived in Margate for many years. Most people in Cliftonville disagree with the gentrification that is taking place and want the Londoners to leave as they cannot afford Margate anymore. This correlates to Glass’s claim mentioned in Chapter 2.1 on how the rent gap has been manipulated by the wealthy.

### **3.3.4 Summary -**

Although Cliftonville is not far from The Old Town, there is a huge demographic and social shift

between the different community groups that inhabit Margate through money such as the cost of living, housing and rental prices. Many residents of Cliftonville cannot afford the influx of prices and can only benefit if they already own a house in the area. Contrarily, most people in The Old Town can afford to purchase houses and other cost-of-living influxes such as 1. OT (See Appendix 1. OT).

Reflecting on the interview method it was apparent that there were limitations on how the author found a sample group. The author took a random sample which was problematic due to the lack of residents available to be interviewed in The Old Town. For future reference, the author will advertise to the specific interviewees for their views on gentrification.

### **3.4 Photographic Evidence -**

Through this subdivision, the author took pictures in both diverse areas to compare Cliftonville and The Old Town visually through architecture and human interactions to one another.

#### **3.4.1 Cliftonville -**

When the author approached the area, litter was disregarded everywhere (Fig. 22) and many shops closed (Fig. 23, 24 and 25). In Figure 23, one can see how the shop has been abandoned and broken windows covered up with timber. The unkemptness of the shop is also shown by the growth of moss on the pavement outside the entrance. The closed-down shop in Figure 24 is also boarded up with timber and has several English flags and posters covering the glass windows. Figure 25 has half the shop front covered with chipboard and the other half plastered with posters and graffiti. Shops that are open to the public (Fig. 26) are also deteriorated with steel safety barriers abandoned in the corner serving no purpose and broken signage on the facade.





Fig. 22. Cliftonville litter disregarded (2023)



Fig. 23. *Cliftonville abandoned shop 1 (2023)*





Fig. 24. *Cliftonville abandoned shop 2* (2023)





Fig. 25. Cliftonville abandoned shop 3 (2023)





Fig. 26. Cliftonville shop front (2023)

### **3.4.2 The Old Town -**

When the author visited the area, the street floors were spotless with no litter disregarded and the buildings colourful with original fun personalities (Fig. 27 and 28). There were also many people exploring and enjoying the location. Figures 29 and 30 visually shows an outside clothing pop-up stall in the centre of the area and several timber benches rowed up in the middle. Many individual businesses accommodate the area (Fig. 31), and the location is very close to the seaside (Fig. 32).





Fig. 27. *The Old Town perspective view 1 (2023)*



Fig. 28. *The Old Town perspective view 2 (2023)*





Fig. 29. *The Old Town perspective view 3 (2023)*





Fig. 30. *The Old Town perspective view 4 (2023)*





Fig. 31. *The Old Town shop front (2023)*





Fig. 32. *The Old Town perspective view 5* (2023)

### **3.4.3 Discussion -**

The infrastructure itself in both locations visually indicates the areas are treated differently, this may be due to the lack of income from the people who inhabit the areas, (see Chapter 3.2). The Old Town is kept immaculate with businesses bringing individuality and trendiness to the area. Outdoor stalls are also used in the area creating a fun and engaging strategy for the public, initiating a good sense of community. Similar to Bailey's and Robertson's claim discussed in Chapter 2.1, the upkeep could be due to The Old Town being a tourist area as it is close to the beach, Turner Contemporary and the train station. Contrarily, Cliftonville is not kept in the same conditions maybe because it is out of site from the main attractions of Margate and most newcomers would not visit the area.

### **3.4.4 Summary -**

The author discovered that The Old Town and Cliftonville are complete opposites. Cliftonville is scattered in litter with many boarded-up shops giving a sense of abandonment. The Old Town is welcoming and has a lively atmospheric feel inhabiting people shopping, chattering and smiling.

## Chapter 4 - Conclusion

Similarly, to other areas, gentrification in Margate is a double-edged sword. This thesis explored the current challenges that the town encountered and looked at an already culture-led gentrified area, Glasgow. Margate and Glasgow share the same advantages and disadvantages as one another whilst gentrification has improved the infrastructure and brought financial renewal to the places, it also instigated economic and social displacement, especially through dwelling prices.

The outdated facilities and lack of upkeep over the years have caused the need for Margate to be modified and if the environment had not changed it may have spiralled out of control into increased poverty. Moreover, transportation also plays a key role in gentrification in Margate as without the direct route to the location, the culture-led gentrification may not have happened. The renovation of the Dreamland amusement park and the development of Turner have benefited Margate by formulating money for the town and creating a destination for striving and gifted creatives. The culture-led gentrification has introduced many positives by restoring urban redevelopment, economic revitalisation, and cultural vibrancy for the town. Gentrification has given the town a chance to redevelop, enhancing the infrastructure and public spaces whilst also attracting new investments from people located outside of Margate such as Live Nation.

Gentrification is a double-edged sword for the local residents as although the town is gaining finance, the residents cannot afford the new housing prices and can no longer stay in their community. The interviews that took place in The Old Town and Cliftonville clearly express how the areas are treated differently from one another and how the newcomers may not consider how many of Margate's residents cannot afford the new housing prices. The problem with gentrification is similar in Glasgow and Margate as the less advantaged become misplaced. Bourdieu's claim highlights how people with cultural, social and economic status can influence their circumstances. The higher economic gentrifiers have benefitted from the gentrification in both case studies.

Smith's writings on the property matter of gentrification have also been shown to be correct as he previously suggests that the middle-class people are not to blame as there is an underlying problem with the area and it is due to monetary issues. One may ask what happens to the new tax entering the town as Turner Contemporary has become a profitable landmark in Britain. However, there are still deprived areas like Cliftonville which may change soon with wealthier people moving into the area creating more displacement. Is money more important for the town than the local communities? Evict the poor who have not uplifted the town and move in the rich who bring vibrancy and money to Margate.

If the author were to conduct further research, a comparison of a gentrified and non-gentrified place would be researched to gain an additional understanding of the advantages and disadvantages that would take place. One may also question if gentrification is not used to help the development of an urban location, what would then happen? A further question to consider is if there would be a better way to uplift Margate rather than through culture-led gentrification.

Moving forward, a healthy balance between progress and preservation is important to ensure that Margate's history and personality are not misplaced during the process. To decrease the disadvantaged results of gentrification, local community organisations and authorities must work

collectively to conduct inclusive and sustainable urban planning to ensure all areas of Margate are treated equally to enable equality. The needs of existing residents and newcomers must be met by applying strategies to prevent displacements among cultural preservation programs, affordable housing, and initiatives and ensure there are community engagement efforts. Fostering these inclusive town developments generates the potential to employ positive qualities of gentrification whilst also modifying the negative results, stimulating a sustainable community for Margate.



## List of Figures

Fig. 1 *Glasgow port of Ayra used by merchants.* (2014) [photograph] At: <https://glasgowwestindies.wordpress.com/2014/02/23/origins-of-the-glasgow-west-india-trades/> (Accessed 04/01/24).

Fig. 2 *Glasgow multi-storey red road flats.* (2022) [photograph] At: <https://www.glasgowlive.co.uk/news/history/time-warp-photos-take-back-24341667> (Accessed 04/01/24).

Fig. 3 *Dwelling type in Glasgow.* (2017) [graph] At: [https://www.understandingglasgow.com/indicators/environment/housing/housing\\_type](https://www.understandingglasgow.com/indicators/environment/housing/housing_type) (Accessed 04/01/24).

Fig. 4 *Glasgow's population between 1961 – 2001.* (2006) [chart] At: <https://www.semanticscholar.org/paper/Housing-regeneration-in-Glasgow-%3A-Gentrification-in-McIntyre/4e83d980453f0aff5f55d712c3bf53b435496336> (Accessed 04/01/24).

Fig. 5 *Tenure changes in Glasgow 1991 – 2003.* (2006) [chart] At: <https://www.semanticscholar.org/paper/Housing-regeneration-in-Glasgow-%3A-Gentrification-in-McIntyre/4e83d980453f0aff5f55d712c3bf53b435496336> (Accessed 04/01/24).

Fig. 6 *Glasgow property prices 2018 – 2019.* (2019) [graph] At: <https://www.ft.com/content/c7538da2-878d-11e9-b861-54ee436f9768> (Accessed 04/01/24).

Fig. 7 *Map highlighting the Isle of Thanet location.* (2005) [map] At: [http://www.thanetarch.co.uk/Virtual%20Museum/3\\_Displays/G12%20Special%20Display%201/Virtual\\_Museum\\_Special\\_Display\\_1.html](http://www.thanetarch.co.uk/Virtual%20Museum/3_Displays/G12%20Special%20Display%201/Virtual_Museum_Special_Display_1.html) (Accessed 04/01/24).

Fig. 8 Kent Architecture Centre. (1999) *Map of Margate in 1801.* [map] In: Terry Farrell and Partners (1999) *Margate Old Town Action Plan: A Planning Context – Margate Waterfront.* Kent County Council. p.1. At: [https://ucreative.summon.serialssolutions.com/search?s.q=Margate+Old+Town+Action+Plan%3A+A+Planning+Context+%E2%80%93+Margate+Waterfront.+Kent+County+Council.#!/search/document?ho=t&include.ft.matches=f&l=en&q=Margate%20Old%20Town%20Action%20Plan:%20A%20Planning%20Context%20%E2%80%93%20Margate%20Waterfront.%20Kent%20County%20Council.&id=FETCH-MERGED-ucreative\\_catalog\\_1445762](https://ucreative.summon.serialssolutions.com/search?s.q=Margate+Old+Town+Action+Plan%3A+A+Planning+Context+%E2%80%93+Margate+Waterfront.+Kent+County+Council.#!/search/document?ho=t&include.ft.matches=f&l=en&q=Margate%20Old%20Town%20Action%20Plan:%20A%20Planning%20Context%20%E2%80%93%20Margate%20Waterfront.%20Kent%20County%20Council.&id=FETCH-MERGED-ucreative_catalog_1445762) (Accessed 04/01/04).

Fig. 9 Kent Architecture Centre. (1999) *Map of Margate in 1999.* [map] In: Terry Farrell and Partners (1999) *Margate Old Town Action Plan: A Planning Context – Margate Waterfront.* Kent County Council. p.8. At: [https://ucreative.summon.serialssolutions.com/search?s.q=Margate+Old+Town+Action+Plan%3A+A+Planning+Context+%E2%80%93+Margate+Waterfront.+Kent+County+Council.#!/search/document?ho=t&include.ft.matches=f&l=en&q=Margate%20Old%20Town%20Action%20Plan:%20A%20Planning%20Context%20%E2%80%93%20Margate%20Waterfront.%20Kent%20County%20Council.&id=FETCH-MERGED-ucreative\\_catalog\\_1445762](https://ucreative.summon.serialssolutions.com/search?s.q=Margate+Old+Town+Action+Plan%3A+A+Planning+Context+%E2%80%93+Margate+Waterfront.+Kent+County+Council.#!/search/document?ho=t&include.ft.matches=f&l=en&q=Margate%20Old%20Town%20Action%20Plan:%20A%20Planning%20Context%20%E2%80%93%20Margate%20Waterfront.%20Kent%20County%20Council.&id=FETCH-MERGED-ucreative_catalog_1445762) (Accessed 04/01/04).

Fig. 10 Smyth, D. (2021) *Sunset in Margate.* [photograph] At: <https://travelwithintent.com/2021/11/10/sunset-in-margate/> (Accessed 04/01/24).

Fig. 11 *Margate train station*. (2021) [photograph] At: <https://mrdanthompson.wordpress.com/2021/02/18/maxwell-fry-and-margate-station/> (Accessed 04/01/24).

Fig. 12 *Margate unused train station*. (s.d.) [photograph] At: <https://www.kentrail.org.uk/Margate%20%282%29.htm> (Accessed 04/01/24).

Fig. 13 *Donkey rides on Margate beach in July 1966*. (2020) [photograph] At: <https://www.inyou-arearea.co.uk/news/historic-photos-of-margate-brought-to-life/> (Accessed 04/01/24).

Fig. 14 *Scenic Railway in 1951*. (2020) [photograph] At: <https://theisleofthanetnews.com/2020/07/03/dreamland-heritage-trust-100-years-of-the-scenic-railway-at-dreamland-margate/> (Accessed 04/01/24).

Fig. 15 *Overhead shot of Scenic Railway*. (2017) [photograph] At: <https://spacehubdesign.com/project/dreamland-margate/> (Accessed 04/01/24).

Fig. 16 *Overhead shot of Margate's Marine Bathing Pavilion*. (1933) [photograph] At: <https://www.britainfromabove.org.uk/en/image/EPW042850> (Accessed 04/01/24).

Fig. 17 *Demolition of Margate's Marine Bathing Pavilion*. (2019) [photograph] At: <https://www.facebook.com/thanethiddenhistory/posts/a-trip-back-in-time-demolition-of-margates-marine-bathing-pavilion-known-more-lo/2272636143024669/> (Accessed 04/01/24).

Fig. 18 Collins, G. (2023) *Arlington House*. [Photograph, landscape] In possession of: the author: Canterbury.

Fig. 19 *Scenic Railway on fire*. (2008) [photograph] At: <https://www.kentonline.co.uk/kent/news/in-pictures-scenic-railway-burn-a36688/> (Accessed 04/01/24).

Fig. 20 *Turner Contemporary*. (2019) [photograph] At: <https://www.bbc.co.uk/news/uk-england-kent-49804664> (Accessed 04/01/24).

Fig. 21 *The UK seaside towns with the highest house price increases from 2011 – 2021*. (2022) [chart] At: <https://www.kentonline.co.uk/thanet/news/kent-seaside-homes-see-highest-price-rise-in-uk-265646/>

Fig. 22 Collins, G. (2023) *Cliftonville litter disregarded*. [Photograph, landscape] In possession of: the author: Canterbury.

Fig. 23 Collins, G. (2023) *Cliftonville abandoned shop 1*. [Photograph, landscape] In possession of: the author: Canterbury.

Fig. 24 Collins, G. (2023) *Cliftonville abandoned shop 2*. [Photograph, landscape] In possession of: the author: Canterbury.

Fig. 25 Collins, G. (2023) *Cliftonville abandoned shop 3*. [Photograph, landscape] In possession of: the author: Canterbury.

Fig. 26 Collins, G. (2023) *Cliftonville shop front*. [Photograph, landscape] In possession of: the author: Canterbury.

Fig. 27 Collins, G. (2023) *The Old Town perspective view 1*. [Photograph, landscape] In possession of: the author: Canterbury.

Fig. 28 Collins, G. (2023) *The Old Town perspective view 2*. [Photograph, landscape] In possession of: the author: Canterbury.

Fig. 29 Collins, G. (2023) *The Old Town perspective view 3*. [Photograph, landscape] In possession of: the author: Canterbury.

Fig. 30 Collins, G. (2023) *The Old Town perspective view 4*. [Photograph, landscape] In possession of: the author: Canterbury.

Fig. 31 Collins, G. (2023) *The Old Town shop front*. [Photograph, landscape] In possession of: the author: Canterbury.

Fig. 32 Collins, G. (2023) *The Old Town perspective view 5*. [Photograph, landscape] In possession of: the author: Canterbury.

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# Appendix

## **Interviewing in qualitative research:**

**The one-to-one interview in Cliftonville, Margate.**

26/11/23

1.C

**1. Do you live in Margate?**

Yes

**2. How long have you lived here?**

Since 2007

**3. Do you like the area? - What is it about Margate that you like/dislike?**

Don't like Cliftonville but it's right near the seafront and that's nice. Rundown, too many people stand in corners and start fights. Foreigners that come over and halter about in their gangs. So many fights in the park in Cliftonville.

**4. Have you noticed any specific changes in the local area? - if yes, what? - how do you feel about the gentrification of Margate happening?**

More shops are closing, and more food shops are being built in their place raking everything up. The prices for everything have gone up, newcomers end up buying the flats and then renting it out for too much compared to what they brought it for.

**5. Is there a good sense of community here? - can you give examples?**

There is. Special occasions like gay pride. We always got stuff going on. The churches have food banks for people. Even Boot-fares, e-Mail they raise money and churches are food banks. Some shops offer store fronts for coffee for 20p for those that can't afford the new coffee price. The sense of community is really good but a crappy area.

2.C

**1. Do you live in Margate?**

Yes

**2. How long have you lived here?**

Not long

**3. Do you like the area? - What is it about Margate that you like/dislike?**

Yes, I Like the beach and playing bowling.

**4. Have you noticed any specific changes in the local area? - if yes, what? - how do you feel about the gentrification of Margate happening?**

No. I don't feel much about it.

**5. Is there a good sense of community here? - can you give examples?**

Nice people around here and not bad people.

**3.C**

**1. Do you live in Margate?**

Yes

**2. How long have you lived here?**

Only been here a year.

**3. Do you like the area? - What is it about Margate that you like/dislike?**

Better than London. I cant be out my apartment without having to fear for my life around here.

**4. Have you noticed any specific changes in the local area? - if yes, what? - how do you feel about the gentrification of Margate happening?**

Getting busier. People are so nice, really nice.

**5. Is there a good sense of community here? - can you give examples?**

Definitely, everybody knows everybody and helps one another.

**4.C**

**1. Do you live in Margate?**

I do

**2. How long have you lived here?**

6 years

**3. Do you like the area? - What is it about Margate that you like/dislike?**

Love it. Diversity, a lot of different people now. More arty, a lot more going on.

**4. Have you noticed any specific changes in the local area? - if yes, what? - how do you feel about the gentrification of Margate happening?**

A lot of Londoners are coming down buying properties and businesses and then the locals can't buy because it's too expensive.

**5. Is there a good sense of community here? - can you give examples?**

Absolutely, I own a restaurant and there is a WhatsApp group where everybody helps each other if they need equipment etc.

## 5.C

### 1. Do you live in Margate?

Yes

### 2. How long have you lived here?

57 years. Moved here when I was 2.

### 3. Do you like the area? - What is it about Margate that you like/dislike?

Love it. I've gone up here and different compared to the stuff in the news. Slow pace at living, very calm and I like that I don't like the cities.

### 4. Have you noticed any specific changes in the local area? - if yes, what? - how do you feel about the gentrification of Margate happening?

Yes, well obviously. This use to be the upmarket but gone downhill in the last few years because they have turned the hotels into places for people that are sent down here. It's a double-edged sword people are coming here with their money which is good for wages but on the other hand makes everything expensive. I brought my flat for 250 and next door sold for 370 which is a good thing for me, but I am worried for my grandchildren if they can even afford to stay in Margate when they are older. Local people inflated the properties because they knew Londoners were coming down and not good for the locals as they can't afford it.

### 5. Is there a good sense of community here? - can you give examples?

Yes, there is. When the weather is bad, I help clean my neighbour's pathways from snow and they would do the same for me. I woke in boots and during Covid we gave out old people's prescriptions in the evening when we didn't need to.

## 6.C

### 1. Do you live in Margate?

Yes

### 2. How long have you lived here?

10 years

### 3. Do you like the area? - What is it about Margate that you like/dislike?

I like the area.

### 4. Have you noticed any specific changes in the local area? - if yes, what? - how do you feel about the gentrification of Margate happening?

Maybe not. Yes, Londoners are coming down and making it louder.

### 5. Is there a good sense of community here? - can you give examples?

Yes, very good. Meeting new people through pubs, partying. Everyone friendly.



## 7.C

### 1. Do you live in Margate?

Yes

### 2. How long have you lived here?

20 years

### 3. Do you like the area? - What is it about Margate that you like/dislike?

Yes, I know a lot of people around her.

### 4. Have you noticed any specific changes in the local area? - if yes, what? - how do you feel about the gentrification of Margate happening?

Yes, like shops closing down. Where I work in boots they are closing down in January. Well, it's up to them we can't do anything about it.

### 5. Is there a good sense of community here? - can you give examples?

Yes, everybody talks to everybody. If anything goes on, we tell each other. We look after each other.

## 8.C

### 1. Do you live in Margate?

Yes

### 2. How long have you lived here?

Nearly 20 years.

### 3. Do you like the area? - What is it about Margate that you like/dislike?

Well first like before it was much better then now. Before I would go out at 10.00 pm but now, I am scared because there are more people taking drugs and that stuff and it's scary. Especially around Cliftonville.

### 4. Have you noticed any specific changes in the local area? - if yes, what? - how do you feel about the gentrification of Margate happening?

Ugh no, the flats are so small, and you cannot even fit a dining table and the landlord who is from London expects me to pay £1,000 for rent. I have problem with dentist, hard to get to the dentist and doctors. Dentist didn't want to take my autistic daughter when she had tooth ache. Told me to call but I kept calling every day, but all booked up.

### 5. Is there a good sense of community here? - can you give examples?

I went to Cliftonville dentist, and they said there is nothing wrong with her tooth it's just the baby tooth, but she went to Canterbury, and they said she had an infection and needs antibiotics. They are not helpful here.

## 9.C

### 1. Do you live in Margate?

Yep

### 2. How long have you lived here?

About a year, just over.

### 3. Do you like the area? - What is it about Margate that you like/dislike?

Yes, it's nice. I think it's a good mix. Things like art galleries.

### 4. Have you noticed any specific changes in the local area? - if yes, what? - how do you feel about the gentrification of Margate happening?

Not really, there is a kind of tendency talk talking about Londoners. Dfls as they call them here. Pretty inevitable, it just happens to be Margate's turn. It is unfortunate, Londoners kind of get in.

### 5. Is there a good sense of community here? - can you give examples?

I think there is some sense of community, not as good as other communities are. It's a bit white, there aren't enough black people and Asians. Mainly white people, other than that it's okay.

## 10.C

### 1. Do you live in Margate?

Yes

### 2. How long have you lived here?

Just over a year

### 3. Do you like the area? - What is it about Margate that you like/dislike?

Love it. Everyone has a collective love of Margate, people I know. Which makes it special.

### 4. Have you noticed any specific changes in the local area? - if yes, what? - how do you feel about the gentrification of Margate happening?

There is definitely an increase in investments for small businesses in Margate. More independent restaurants, people can shop locally, bakeries. So, I thought about this a lot, I think it improves the quality of the town because the investment made. More community hubs too, local creatives always provide for those who are low-income families. There is a new collective from people from London they do try really hard to not override the local experience and enhance it and not overtake. 101 social Sunday drop in where locals go and receive holistic treatment to people who can't afford it. Community is more connective rather than us vs them.

### 5. Is there a good sense of community here? - can you give examples?

The community it's got a real community feel, loads of queer and arty people who live here.

**Interviewing in qualitative research:  
The one-to-one interview in The Old Town, Margate.  
26/11/23**

**1.OT**

Richard

**1. Do you live in Margate?**

Sometimes, I have a flat here.

**2. How long have you lived here?**

I have owned a flat here since 2015.

**3. Do you like the area? - What is it about Margate that you like/dislike?**

Yes, I like the light. The sea the fact that it's exposed. East west both sides, the effect of London. Sunsets and the history. The artistic community.

**4. Have you noticed any specific changes in the local area? - if yes, what? - how do you feel about the gentrification of Margate happening?**

Yes, I guess it's more by reputation than personal experience as I don't live here all year round. It is a place of which people are moving from London. Growing popularity is the place to be, because of the transports link. The house stock is good and undervalued. Well over 100 years ago it was gentrified especially Cliftonville. People from London had second houses. Cosmopolitan is a good thing. Having mixed societies issues a good thing. I don't think costs have risen because locals can't afford it. Because of the housing stocks I still think the impact isn't as great. I don't think it's had a negative effect; I think gentrification is a positive thing for this town as it provides a greater mix of people.

**5. Is there a good sense of community here? - can you give examples?**

I would say yes. People who are here have enough to do. If there was more leadership from the council, bigger budgets for community events it would be better and better. I'm not here very much I live in France as well. I see my kids here who live in London. But I do think there is a good sense of community.

**2.OT**

Fictional collage artist.

**1. Do you live in Margate?**

Yes

**2. How long have you lived here?**

14 years



**3. Do you like the area? - What is it about Margate that you like/dislike?**

I like it and dislike it. I like it and hate it all at the same time. It's grown from the inside out, we are having to do it to build us all up, we have not had help. If we build ourselves from the outside in it would never get done. We are forgotten about. A lot of social problems here, a lot of people with mental health. You can't say it. You can definitely see who is from London and who isn't. They normally have colourful socks on distinguished moustaches, and they walk a certain way. You can just tell. It's like London on sea.

**4. Have you noticed any specific changes in the local area? - if yes, what? - how do you feel about the gentrification of Margate happening?**

Yeah, there's a lot of changes. Especially Cliftonville, they are trying to lift it up, it is really springing up the space. Someone can't afford it feels as if we take two steps forward and then a step back. They say Turner or Dreamland might not be staying and that would be bad as they are the main attractions and who have brought people here. It's not self-sustained. They are our guests, but they treat us like they own it. Better to have people come down though rather than have it as a dump. A nice place to live with some money in the area. They are not catering to us they are catering to London and people who can afford it. They posh it up and pay a little bit more rather than condemn it down. It's not as black and white as they are saying, (it very much has a variety of shades of grey) It's not like poor people and Londoners. Without us here you won't have the heart and soul of the place, they need us, but we need them as well. It shouldn't be all about money, but the trouble is you need some money. It's like they have forgotten about us because we are on the edge of the country.

**5. Is there a good sense of community here? - can you give examples?**

Definitely, if you live in a seaside town, we are a community and friendly. It's got its problems but when you live in a town like this you know people and there is community spirit. People are more relaxed around the seaside town. Take me for example I used to not live by the sea, and it definitely has made me more relaxed. Tracey Emin big round here, why her? She got lucky.

**3.OT**

**1. Do you live in Margate?**

Yes

**2. How long have you lived here?**

Last 5-6 years.

**3. Do you like the area? - What is it about Margate that you like/dislike?**

It's okay it gets a bit boring. I'm moving to London next year. The same faces and the same things is the reason why, it's very repetitive. Once you have done the stuff here, you have done it. You go to the same places you do the same things. I like change.

**4. Have you noticed any specific changes in the local area? - if yes, what? - how do you feel about the gentrification of Margate happening?**

It looks a lot nicer; it's going up, it's getting better. It brings money into the community, makes my service higher at work so makes me happy.

**5. Is there a good sense of community here? - can you give examples?**

My personal experience is no. I got attacked and jumped in Margate. It depends on what side of Margate, any parts outside of old town and the sea front that's where it goes downhill.

**4.OT**

**1. Do you live in Margate?**

Yes

**2. How long have you lived here?**

3 months

**3. Do you like the area? - What is it about Margate that you like/dislike?**

Yes, it's different to London. It's closer to London. It's very creative and it's close to the sea.

**4. Have you noticed any specific changes in the local area? - if yes, what? - how do you feel about the gentrification of Margate happening?**

So yeah, Cliftonville is becoming very hipster. A lot of Londoners coming down. A lot of the empty shops are getting filled up again. I think it's a good thing as long as they stay respectful. To make sure they accommodate the locals as well.

**5. Is there a good sense of community here? - can you give examples?**

Yes, but there are some dodgy characters around. Everyone is community experience here which is nice I have heard a lot about dodgy people, but I have not had this happen to me.

**5.OT**

**1. Do you live in Margate?**

Yes

**2. How long have you lived here?**

About a year

**3. Do you like the area? - What is it about Margate that you like/dislike?**

Yes, it reminds me of Australia. Very buzz and friendly. Really welcoming.

**4. Have you noticed any specific changes in the local area? - if yes, what? - how do you feel about the gentrification of Margate happening?**

Just more restaurants and bars. It's getting a bit more gentrified even in a year. It doesn't bother me; I think for the whole community it is a good thing. But I also understand it is pricing people out. I don't want Margate to lose its character. We don't want another mini-London by the sea.

**5. Is there a good sense of community here? - can you give examples?**

Yes, just everywhere you go into a coffee shop a few times and people ask your name and remember you and are friendly. The art community is really good here. People are really keen make and have a community which is something I have not had before. It could be because Everyone is new here and so everyone is open and starting from scratch.

**6.OT**

**1. Do you live in Margate?**

Yes

**2. How long have you lived here?**

Since January. So, 10 months.

**3. Do you like the area? - What is it about Margate that you like/dislike?**

Yes, I really like the community here. People are really friendly, and I love the location and it's really easy to get to London and it's warmer than Scotland.

**4. Have you noticed any specific changes in the local area? - if yes, what? - how do you feel about the gentrification of Margate happening?**

People who are coming to move to Margate have to enhance with the community. People shouldn't buy places here and live for only summer it should be permanently.

**5. Is there a good sense of community here? - can you give examples?**

Yes, we came down a few months before moving here for a break and we decided to stay because everybody is so nice. Everyone's lovely there is a really big community here and a really big queer community here, so we decided to stay.

**7.OT**

**1. Do you live in Margate?**

Yes

**2. How long have you lived here?**

About 5-6 years

**3. Do you like the area? - What is it about Margate that you like/dislike?**

Yes, I've always been a Kent lad anyway. I grew up in canterbury, nice to be near the seaside and not too far away from home. A lot of history here with the muggles etc.

**4. Have you noticed any specific changes in the local area? - if yes, what? - how do you feel about the gentrification of Margate happening?**

Yeah sure, the price of the coffee and the price of the beer has gone up. Certain things are doing really well here but bit of a piss take. If you wanted to buy a flat before Covid it was £17000 and now it's £27000. About 8 years ago you wouldn't want to come here. It's good it has been brought up a little bit, but I think now it's been taken to far the other way. Some businesses are here for a while and then some people set it up. They come down from London and then they set shops up and then they charge London prices so it's like are you for real. I think it's a good thing when first the creatives move down here and create interesting things that haven't been done before. But now people are buying things and doing it up as air b&bs. Up in Cliftonville is a bit shitty. In Cliftonville there is a clear juxtaposition though, you look down one street and there are new apartments very modern buildings and then you look down the next street and there are deprived houses, really run down with the residents washing hanging up outside.

**5. Is there a good sense of community here? - can you give examples?**

Yes, I've never felt as home as somewhere for a long, long time. Here is really interesting, interesting quirkiness going on. Which is good. Not a bad viewpoint in Margate at the moment. Everyone is appreciative of who you are. But it's going to get ridiculous with people who own air bnbs. But it's nice it's been brought back to being a seaside town. It is terrible the litter and the sewage in the water as well. Especially in the summer, when the beaches are packed. The aftermath of that means a lot of litter. We get that a lot, and people don't think about these things. I love sea swimming, but you can't go in there sometimes because of the sewage which is obviously a problem. The immigrants as well should be helped, not pushed away. We get a lot of them by boats.

**8.OT**

**1. Do you live in Margate?**

No

**2. How long have you lived here?**

A couple of days tracking around.

**3. Do you like the area? - What is it about Margate that you like/dislike?**

Yes, people are very friendly, and I like the art.

**4. Have you noticed any specific changes in the local area? - if yes, what? - how do you feel about the gentrification of Margate happening?**

A double-edged sword as the area is a dying town. I'm a painter so I came here for the art gallery and stuff, I think on the whole, gentrification for the area is a positive.



**5. Is there a good sense of community here? - can you give examples?**

Seems like it in the pub. Very friendly.

**9.OT**

Glenn

**1. Do you live in Margate?**

Yes

**2. How long have you lived here?**

Almost all my life.

**3. Do you like the area? - What is it about Margate that you like/dislike?**

It's changing. You have new money coming in town. Some of it I like. I don't like the turner it's very snobby but it's bringing the money. The clientele some of it is good and some of it is bad.

**4. Have you noticed any specific changes in the local area? - if yes, what? - how do you feel about the gentrification of Margate happening?**

The locals are being left behind. They don't care about us. It's all about new money. All the b&bs it's a nonsense, and the local people can't get a flat because of the prices. A double end sword. It's too early though maybe in five years' time it will approve the area and I will have a different opinion. But my worry is what happens to the locals in the area. Tracey is good but what she has brought to the area is not good for the locals. The wrong people are being attracted here. The post office chestfilled came overspent a lot of money and then left.

**5. Is there a good sense of community here? - can you give examples?**

In old Margate yeah, but now the heart has been ripped out.

**10.OT**

**1. Do you live in Margate?**

Yes

**2. How long have you lived here?**

Forever, I'm 35

**3. Do you like the area? - What is it about Margate that you like/dislike?**

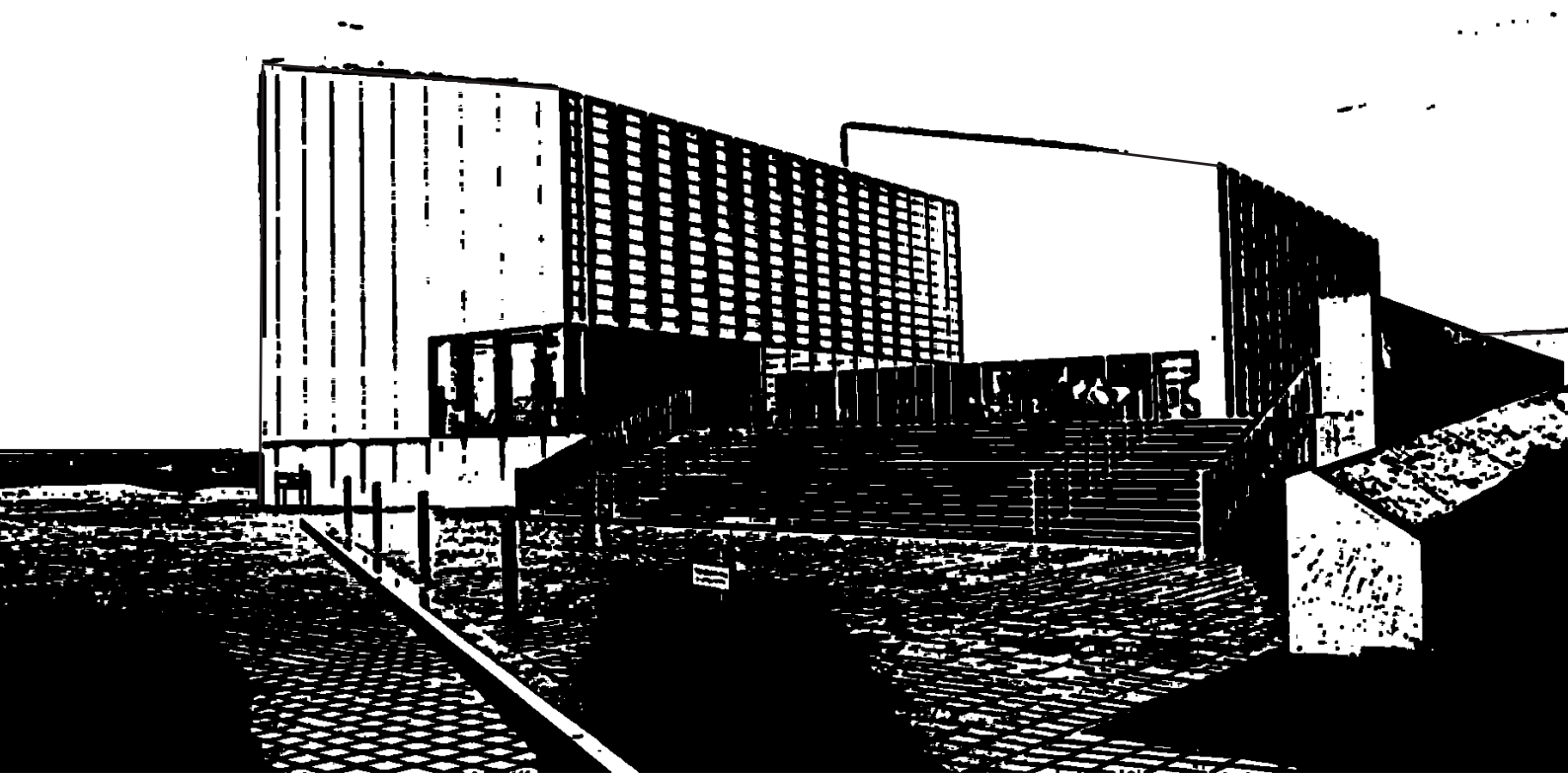
Yes, it's a lot nicer than it used to be. Places to eat and drink.

**4. Have you noticed any specific changes in the local area? - if yes, what? - how do you feel about the gentrification of Margate happening?**

A lot of people have moved here who wasn't originally from here. They have opened businesses that have made it better. I'm fine with it, everyone is a lot nicer than the people who have been here originally. People have been interested in art. So positive but the negatives are the prices.

**5. Is there a good sense of community here? - can you give examples?**

Yes, I think so, I think it's a safe space for lots of different people. A big part of community queer here. A safe space, people on the same wavelength.



**Gentrification in Margate**  
**Is it a “double-edged sword” for local residents?**

# Contents

**Chapter 1 - Research Question and Research Context: 04**

**Chapter 2 - Visual Methodology Statement: 05**

**Chapter 3 - Process of Gentrification: 06**

**Chapter 4 - Margate: 08**

**4.1 - Historical Timeline: 10**

**4.2 - Hotel Timeline: 12**

**4.3 - Tourist Destinations Timeline: 14**

**4.4 - 2000's Statistics: 16**

**4.5 - 2000's Housing Prices: 18**

**Chapter 5 - The Old Town vs Cliftonville: 20**

**5.1 - Community Perspectives: 22**

**5.2 - Seasonal Activity: 24**

**5.3 - Townscape Observation: 26**

**5.4 - Spatial Interaction: 28**

**5.5 - Song Comparison: 30**

**Chapter 6 - Conclusion: 32**

**List of Illustrations: 34**

**Bibliography: 36**



Research question: Gentrification in Margate. Is it a “double-edged sword” for local residents?

This thesis scrutinised gentrification and its intricate effects on Margate’s residents. Utilising secondary and primary research, the author explored gentrification’s dual role as a driver of urban revitalisation and a disruptor of established communities.

The secondary research investigated the historical context of gentrification as a tool for urban regeneration and economic development spanning the past five to six decades. Specifically, studying the emergence of culture-led gentrification and its implications.

Through comparative analysis, the author explored contrasting outcomes of culture-led gentrification in Glasgow, a city that has transformed, and Margate, a coastal town experiencing gentrification.

In addition to literature reviews, primary research methodologies were employed, including interviews with ten individuals from The Old Town a gentrified area, and Cliftonville an area that is undergoing persistent urban challenges, both located in Margate. These interviews extracted perspectives on the town’s transformation and locals’ attitudes towards the ongoing gentrification process. Furthermore, an observational photographic study was conducted to document and analyse spatial dynamics and community interactions within the two zones.

In this visual research endeavour, the author will extensively explore the effects of culture-led gentrification through past, present and future periods within Margate, aiming to gain a deeper understanding of its socio-economic impacts and implications and whether it is a double-edged sword for the local residents.

The methodology begins with secondary research to visually delineate the gentrification process, providing insight into its factors. A timeline illustrates key positive and negative impacts triggering gentrification, and laser-cut model timelines explore the historic evolution of Margate’s hotel industry and tourist infrastructure. Moreover, showing rising living costs and population growth, alongside highlighting substantial housing price increases in The Old Town and Cliftonville.

Furthermore, the primary research explored in the thesis is utilised to visually categorize responses and observe seasonal activity in both zones, showcasing their diversity. Photographic documentation complements this by visually representing the distinct characteristics of each area. Finally, an analysis of songs dedicated to Margate and Cliftonville provides deeper insights into the impacts of gentrification on the local community.

This method ensures a comprehensive exploration of gentrification in Margate, uncovering both the positive and negative consequences for local communities.



## Chapter 3 - Process of Gentrification

- 1 - Investors find an area where buildings are going for a low rate: seeing an opportunity to redevelop. Landlords begin to sell these properties, thus causing the first wave of working-class tenants to relocate (powerserve, 2019).
- 2 - Older buildings are refurbished or knocked down to make space for new developments that will be sold to wealthier tenants. There begins to be a noticeable change in demographics in the area due to early middle-class settlers moving in (powerserve, 2019).
- 3 - An increased number of local businesses cannot afford the ever-growing rent in the neighbourhood caused by larger business chains moving in to cater for the increased middle-class presence (powerserve, 2019).
- 4 - At this stage, the remaining original tenants have no choice but to concede to displacement as the property value is at an all-time high, which increases taxes (powerserve, 2019).

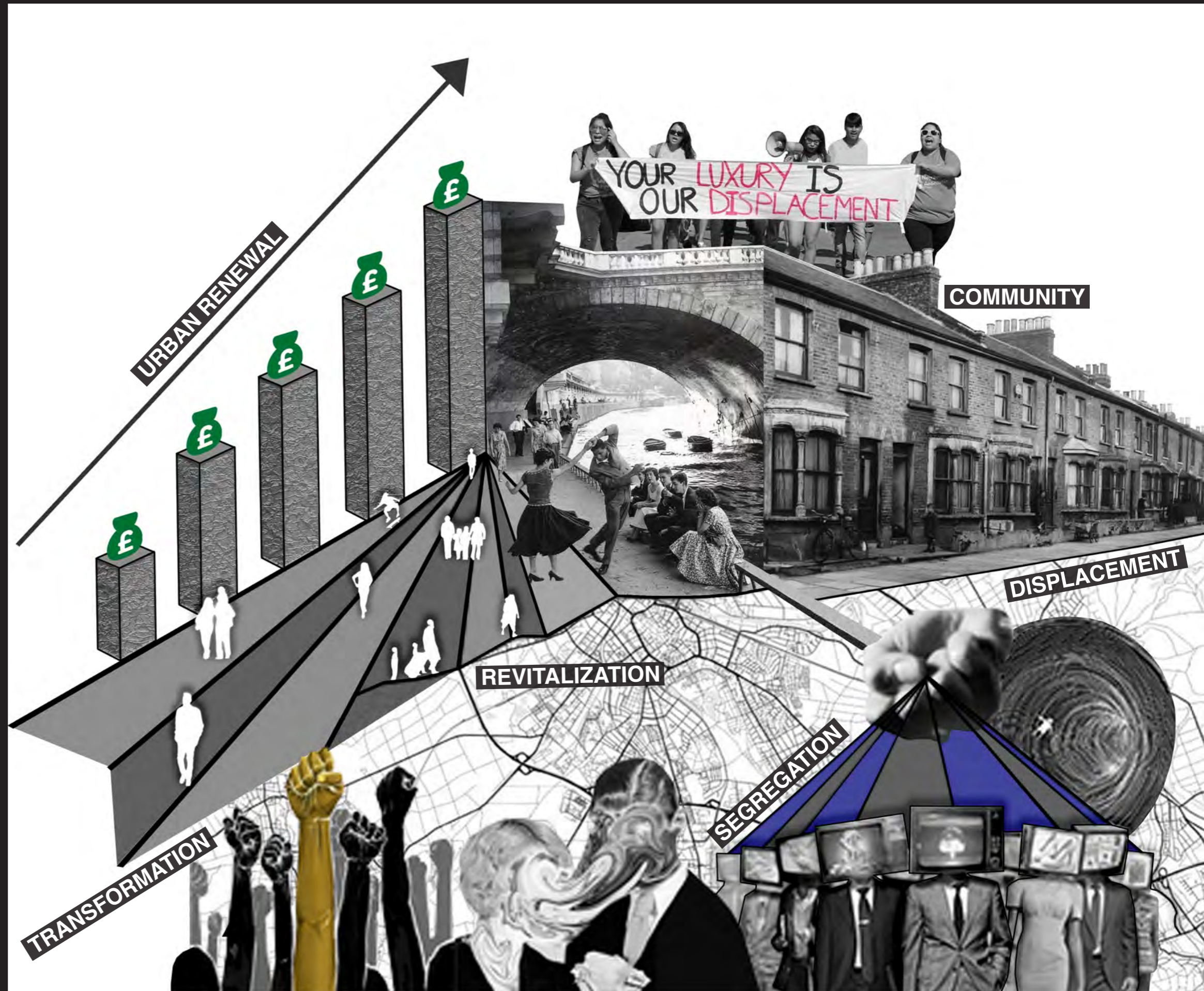


Fig. 1 Process of Gentrification Collage (2024)

Chapter 4 delves into Margate's historical context, tracing its evolution into a gentrified enclave. In 4.1, the author explores the historical backdrop, while 4.2 focuses on the rise and fall of hotels, typical infrastructure in gentrified areas. Lastly, in 4.3, the author examines key tourist destinations, including the impact of Turner Contemporary, to understand Margate's gentrification journey.

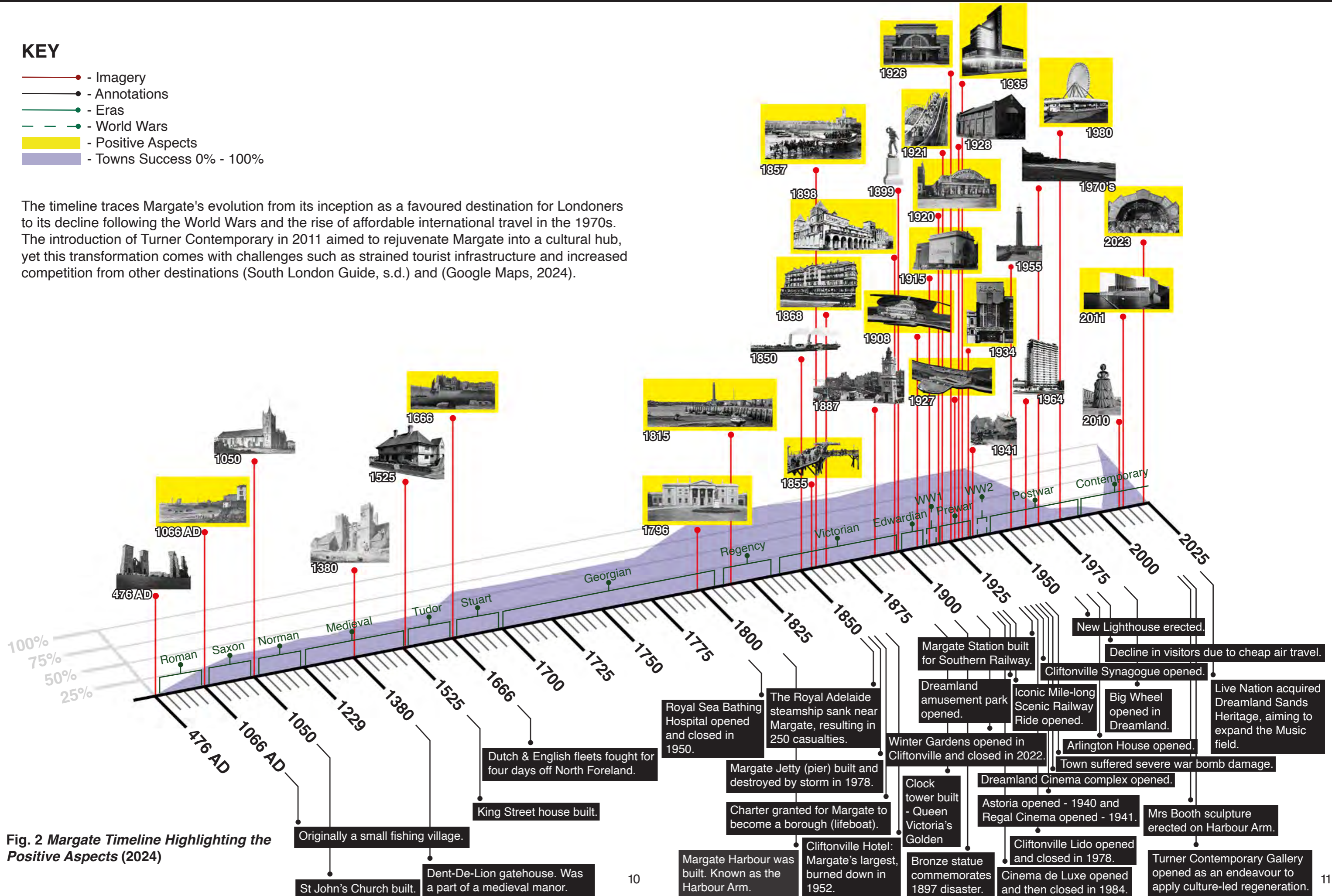


# 4.1 - Historical Timeline

## KEY

- - Imagery
- - Annotations
- - Eras
- - World Wars
- Positive Aspects
- Towns Success 0% - 100%

The timeline traces Margate's evolution from its inception as a favoured destination for Londoners to its decline following the World Wars and the rise of affordable international travel in the 1970s. The introduction of Turner Contemporary in 2011 aimed to rejuvenate Margate into a cultural hub, yet this transformation comes with challenges such as strained tourist infrastructure and increased competition from other destinations (South London Guide, s.d.) and (Google Maps, 2024).



**Fig. 2 Margate Timeline Highlighting the Positive Aspects (2024)**



## 4.2 - Hotel Timeline

### KEY

- - The Old Town Location
- - Cliftonville Location
- - Current Hotels
- - Future Hotels

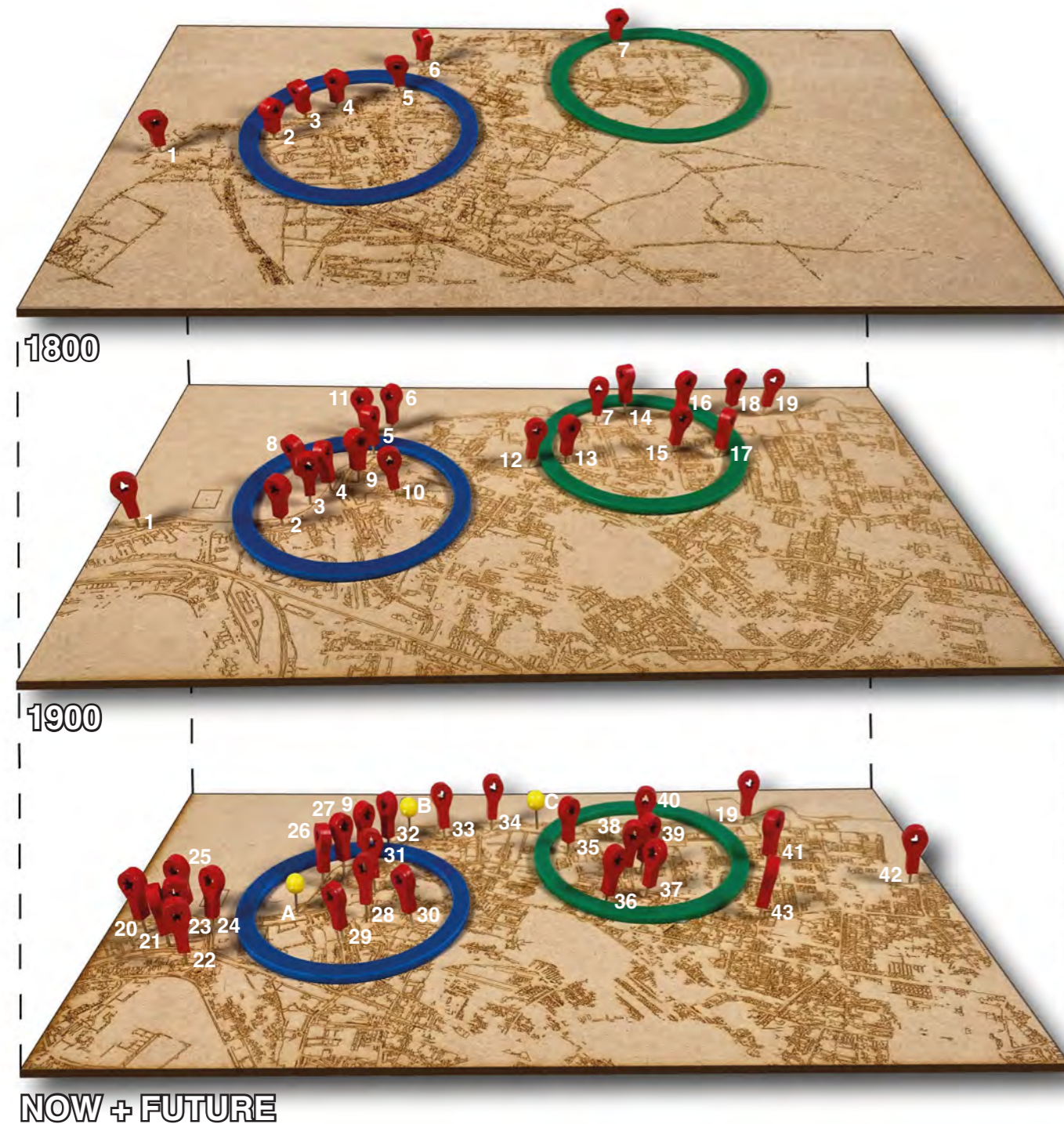


Fig. 3 Margate Hotel Timeline in the 1800s, 1900s, Now and Future Periods (2024)

### 1800

- 1 - The Dog & Duck
- 2 - Kent Hotel
- 3 - Kings Head
- 4 - Royal York Hotel
- 5 - Marine Terrace
- 6 - Hotel Metropole
- 7 - St Georges Hotel

### 1900

- 1 - The Dog & Duck
- 2 - Kent Hotel
- 3 - Kings Head
- 4 - Royal York Hotel
- 5 - Marine Terrace
- 6 - Hotel Metropole
- 7 - St Georges Hotel
- 8 - The Ship Inn
- 9 - The White Hart Hotel
- 10 - Elephant Hotel
- 11 - The Princes Hotel
- 12 - Sands Hotel
- 13 - Butlins
- 14 - The Grand
- 15 - Endcliffe
- 16 - The Queens Hotel
- 17 - Hydro Hotel
- 18 - Norfolk
- 19 - Walpole Bay Hotel

### NOW

- 19 - Walpole Bay Hotel
- 20 - Burlington House
- 21 - Shenandoah House
- 22 - The Bear Guest House
- 23 - Nayland Rock Hotel
- 24 - The Pink House Hotel
- 25 - Sommerville Hotel
- 26 - NO.42 by Guesthouse
- 27 - Beetroot
- 28 - Margate House
- 29 - Angelas Rooms
- 30 - The Reading Room
- 31 - Smugglers Cottage
- 32 - Fort Road Hotel
- 33 - The Britannia
- 34 - The Victorian Hotel
- 35 - The Glenwood Hotel
- 36 - Hopewell Margate
- 37 - Cliftonville Townhouse
- 38 - Rosslynn Court
- 39 - The Albion Rooms
- 40 - Selina Margate & Cowork
- 41 - The Florence Court
- 42 - The Dog House Margate
- 43 - Botany Bay Hotel

### FUTURE

- A - Sea View Hotel
- B - 100 Room Hostel
- C - Seven Storey 117 Bed Hotel

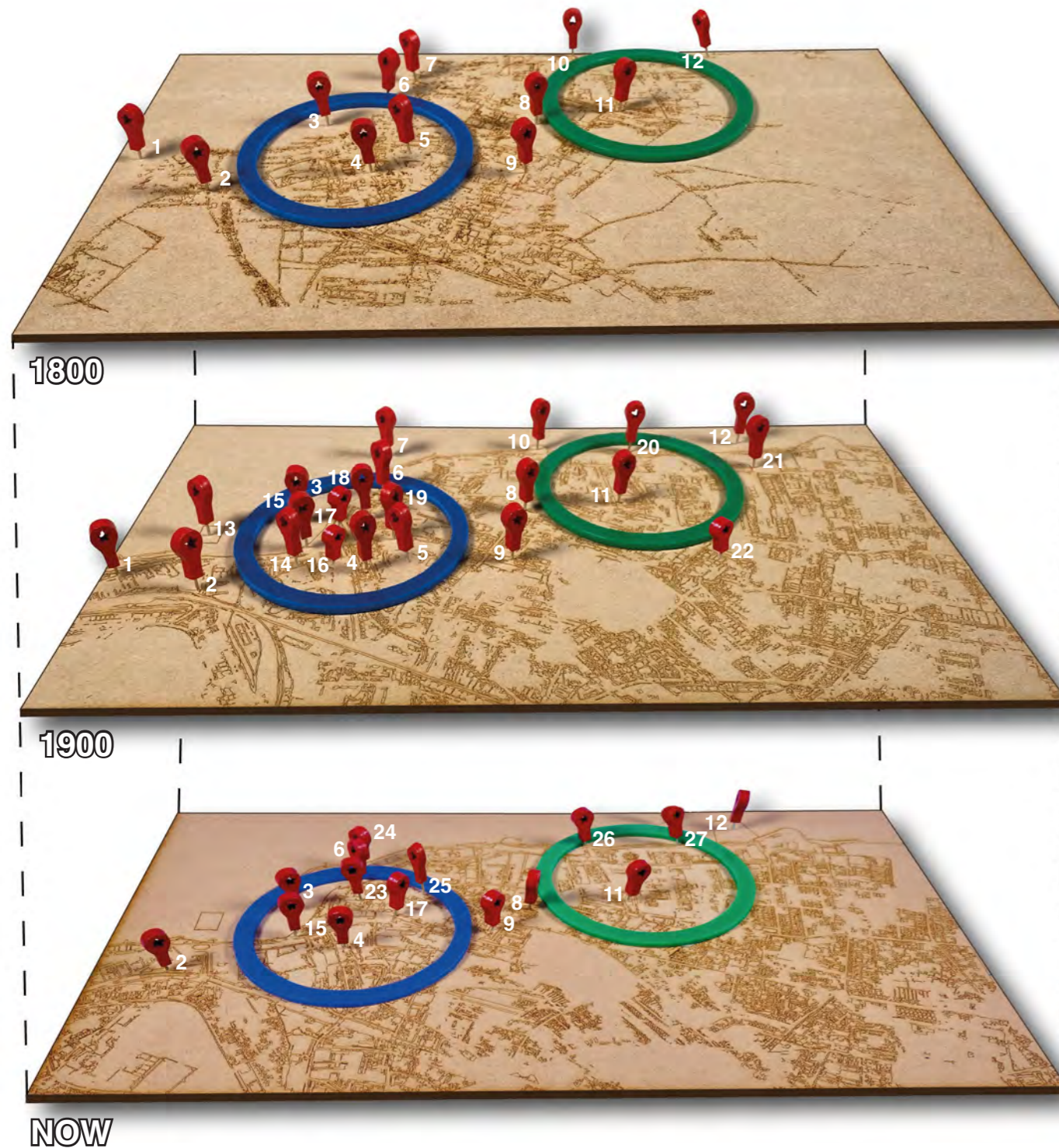
The timeline shows Margate's shift from a gentrified town in the 19th and early 20th centuries to its present state in the 21st century (Google Maps, 2024). The recent surge in hotel developments, driven by property redesigns for tourists, raises concerns about rising prices, particularly with the rise in staycations (Bailes, 2018), (Davis, 2018) and (Leclere, 2019).



## 4.3 - Tourist Destinations Timeline

### KEY

- - The Old Town Location
- - Cliftonville Location
- - Tourist Destinations



### 1800

- 1 - Sea Bathing Hospital
- 2 - Train Station
- 3 - Main Sands
- 4 - Dreamland
- 5 - Theatre Royal
- 6 - Margate Harbour Arm
- 7 - Margate Pier
- 8 - Margate Caves
- 9 - Shell Grotto
- 10 - Winter Gardens
- 11 - Lovelys Gallery
- 12 - Walpole Bay

- 21 - Tom Thumb Theatre
- 22 - Astoria

### NOW

- 2 - Train Station
- 3 - Main Sands
- 4 - Dreamland
- 6 - Margate Harbour Arm
- 8 - Margate Caves
- 9 - Shell Grotto
- 11 - Lovelys Gallery
- 12 - Walpole Bay
- 15 - Arcades
- 17 - Margate Museum
- 23 - Crab Museum
- 24 - Turner Contemporary
- 25 - Tudor House
- 26 - Black Axe Throwing
- 27 - Walpole Bay Museum

### 1900

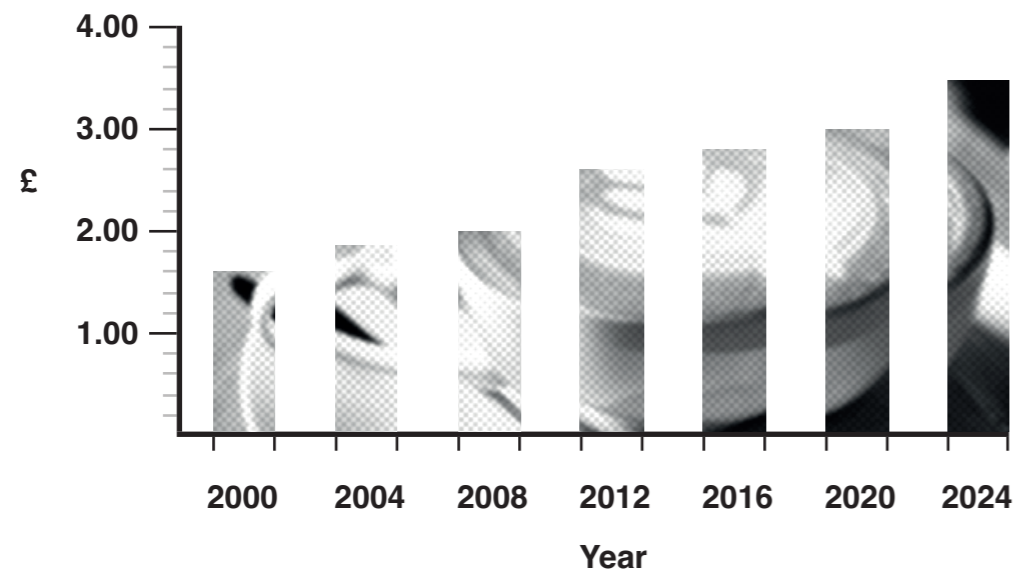
- 1 - Sea Bathing Hospital
- 2 - Train Station
- 3 - Main Sands
- 4 - Dreamland
- 5 - Theatre Royal
- 6 - Margate Harbour Arm
- 7 - Margate Pier
- 8 - Margate Caves
- 9 - Shell Grotto
- 10 - Winter Gardens
- 11 - Lovelys Gallery
- 12 - Walpole Bay
- 13 - Bathing Pavillion
- 14 - Dreamland Cinema
- 15 - Arcades
- 16 - Regal Cinema
- 17 - Hippidrome
- 18 - The Parade Cinema
- 19 - Margate Museum
- 20 - Margate Lido

Fig. 4 Margate Tourist Destinations in the 1800s, 1900s, Now Period (2024)

The timeline provides a visual representation of Margate's historical prominence as a tourist destination in the 20th century, followed by the significant impact of World War II which resulted in extensive damage to its buildings. Additionally, it illustrates Margate's contemporary resurgence with the emergence of numerous new tourist destinations in the present day (South London Guide, s.d.) and (Google Maps, 2024).

## 4.4 - 2000's Statistics

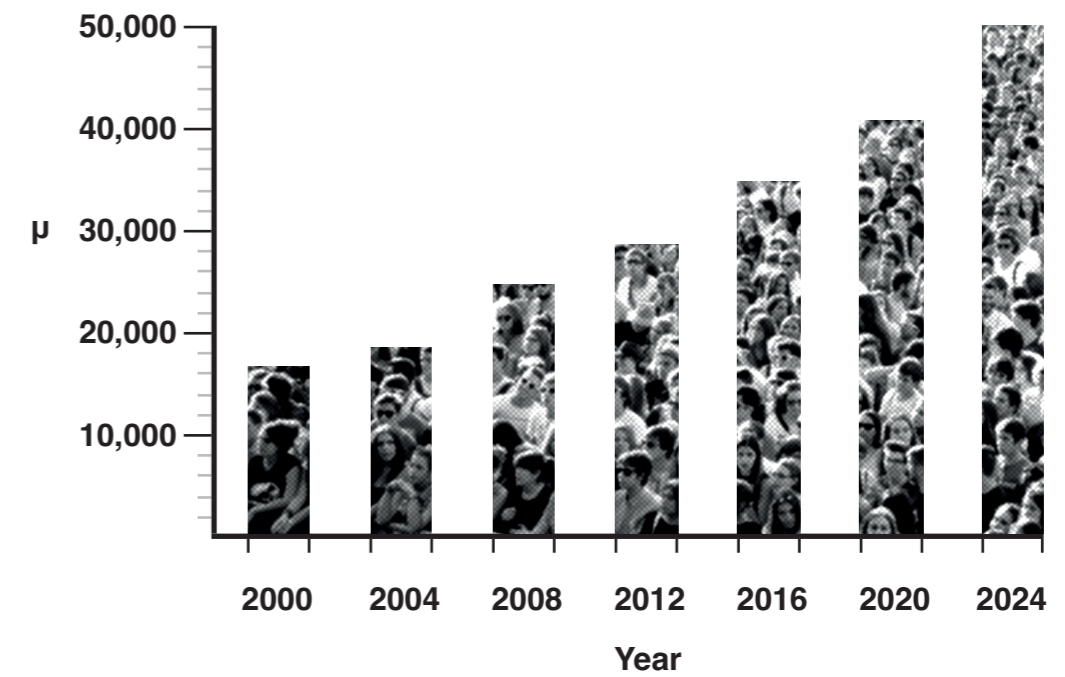
### ● Average Coffee Price 2000s



**Fig. 5** *The Average Coffee Price Increase in the 2000s (2024)*

The bar chart visually depicts a significant doubling in the price of coffee since 2000, serving as a clear indicator of the substantial increase in the cost of living over the past 24 years (DripBeans, 2020) and (ONS, 2024).

### ● Margate Population 2000s



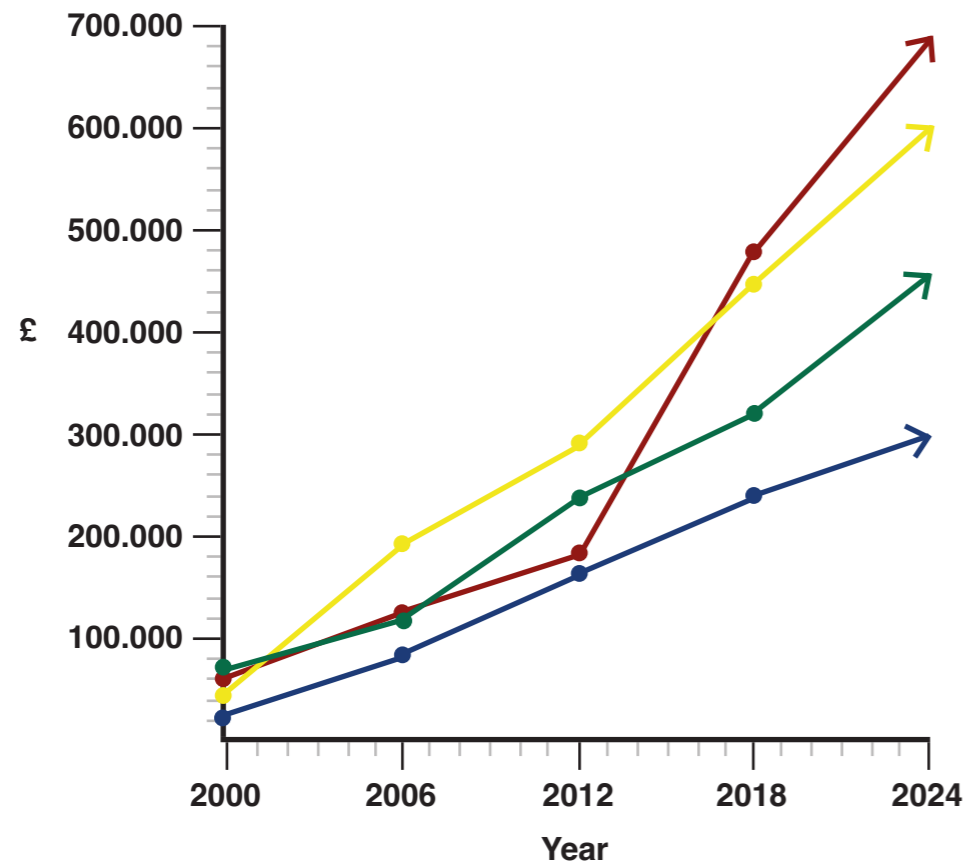
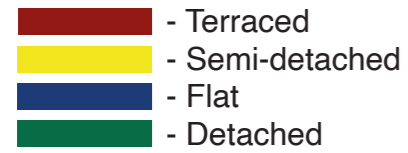
**Fig. 6** *Margates Population Increase in the 2000s (2024)*

The bar chart highlights a marked increase in Margate's population over time, notably from 2020 to 2024. This surge may stem from post-COVID-19 migration trends and the attraction of new tourist infrastructure and cultural amenities, potentially drawing in wealthier residents (World Population Review, 2024).

## 4.5 - 2000's Housing prices

### The Old Town Area

#### KEY

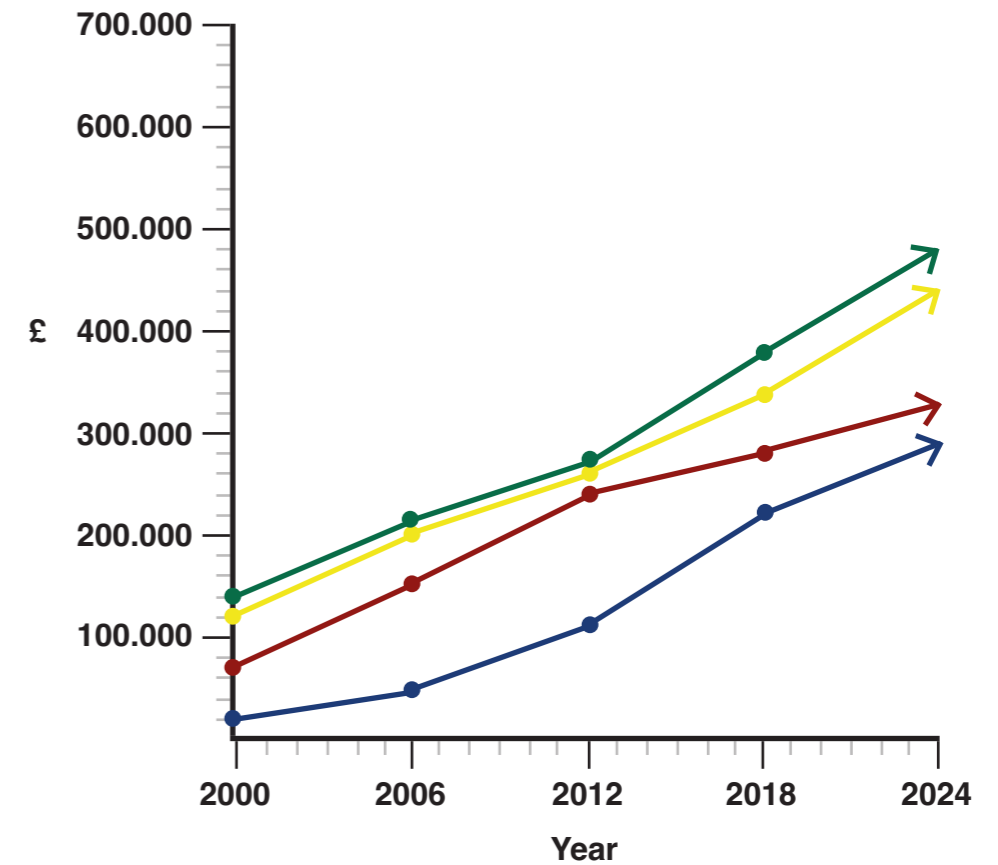
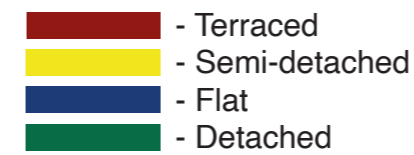


**Fig. 7 The Old Town Housing Prices Increase in the 2000s (2024)**

The line graph above indicates a consistent upward trend in property prices for terraced, semi-detached, flats, and detached houses from the year 2000 to the present (HOME.CO.UK, 2024). Notably, terraced houses emerge as the most expensive category, attributed to their prime location along Margate's seafront.

### Cliftonville Area

#### KEY



**Fig. 8 Cliftonville Housing Prices Increase in the 2000s (2024)**

The line graph illustrates a consistent escalation in property prices across all categories over the twenty-four-year period (We Are The Market, 2024). Notably, flats have experienced a significant surge, soaring from £27,000 to £290,000. This considerable spike poses challenges for first-time buyers aspiring to own property and for renters, who are also likely to face substantial increases in rental costs.



Chapter 5 delves into Margate's diverse neighbourhoods, spotlighting The Old Town and Cliftonville, juxtaposed yet intertwined. We start by exploring community perspectives in 5.1, followed by seasonal activities in 5.2, townscape observations in 5.3, spatial interactions in 5.4, and comparative analyses of songs about Margate and Cliftonville over time in 5.5. Through this structured journey, we unravel the rich tapestry of Margate's identity, revealing the intricate interplay of history, culture, and community within its streets.

## 5.1 - Community Perspectives

### KEY

- The Old Town
- Cliftonville
- Combined

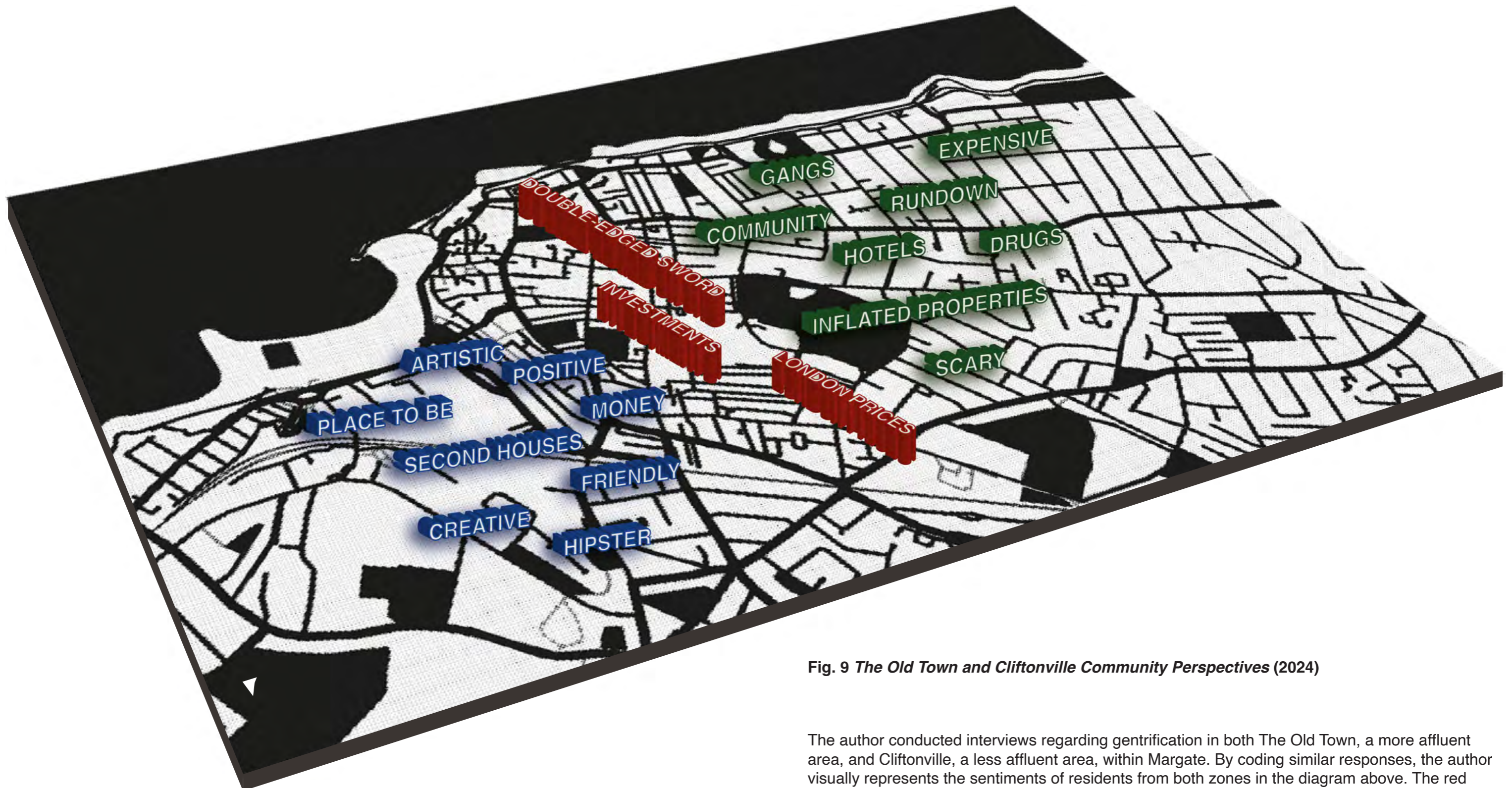


Fig. 9 *The Old Town and Cliftonville Community Perspectives (2024)*




The author conducted interviews regarding gentrification in both The Old Town, a more affluent area, and Cliftonville, a less affluent area, within Margate. By coding similar responses, the author visually represents the sentiments of residents from both zones in the diagram above. The red words visually express terms that were recurrently mentioned across both areas.



### THE OLD TOWN

#### Summer

#### KEY

-  - Wind & Wave Movement
-  - Human Interaction
-  - Dreamland Sound

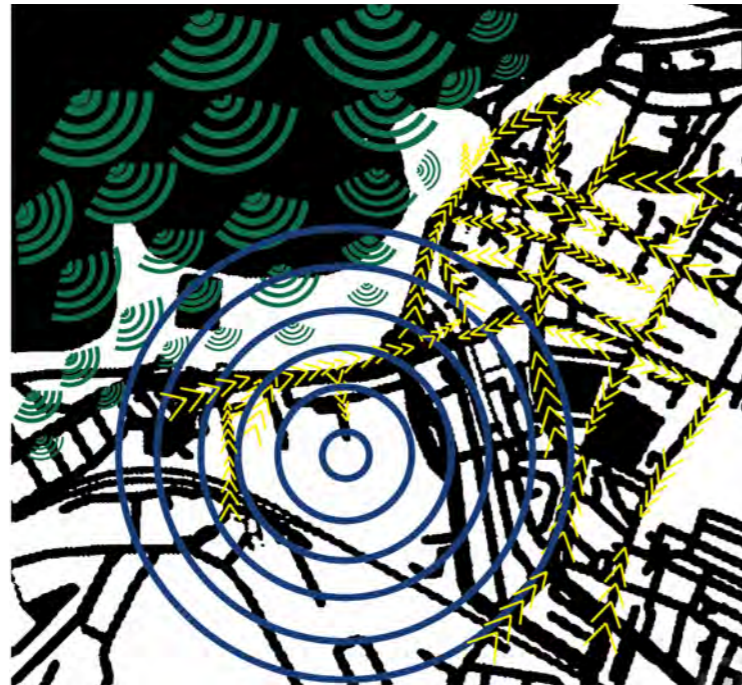


Fig. 10 *The Old Town Summer Activity (2024)*

#### Winter

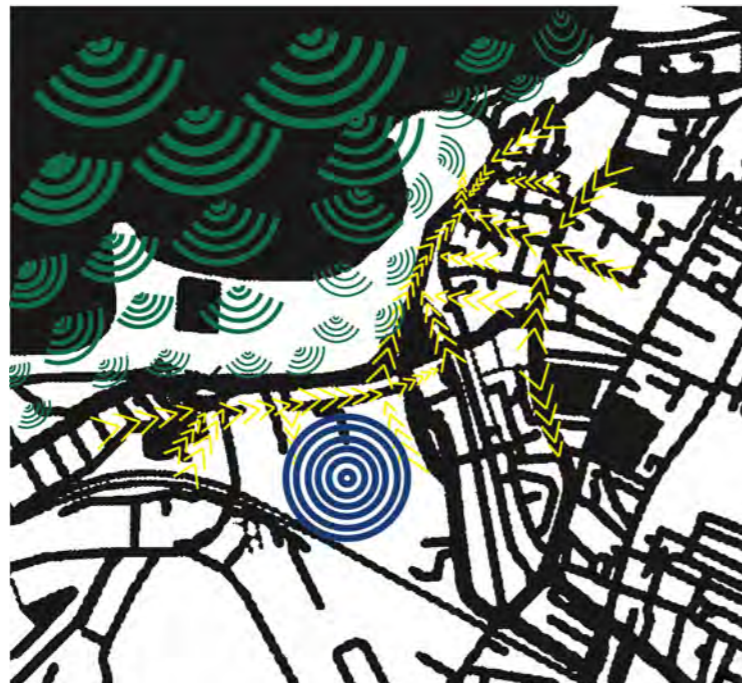


Fig. 11 *The Old Town Winter Activity (2024)*

The diagrams illustrate that Margate experiences its peak activity during the summer, with stronger wind and wave movement in winter affecting both The Old Town and Cliftonville. Dreamland, a major tourist attraction, contributes significantly to summer noise levels, likely due to full operation during this time. This highlights the quieter winter period and the summer challenges for residents unable to afford to live in the town.

### CLIFTONVILLE

#### Summer



Fig. 12 *Cliftonville Summer Activity (2024)*

#### Winter



Fig. 13 *Cliftonville Winter Activity (2024)*



## 5.3 - Townscape Observation

The differing infrastructure suggests unequal treatment, with The Old Town benefiting from its proximity to key attractions while Cliftonville may receive less maintenance due to its peripheral location.

### ● THE OLD TOWN



Fig. 14 *The Old Town Street Observations (2024)*

The diagram portrays pristine streets devoid of litter, while the buildings exhibit unique architectural characteristics, each with its distinct personality. Notably, the illustration captures a dynamic scene with numerous individuals actively exploring the locale, contributing to its lively ambience.

### ● CLIFTONVILLE

#### KEY

- - Cliftonville
- - Cliftonville Locations



Fig. 15 *Cliftonville Street Observations (2024)*

The diagram above depicts a scene marked by neglect, showcasing litter scattered throughout and an array of closed and abandoned shops. Broken windows, obscured with timber, tarnish the facades of these forsaken establishments. The absence of individuals in the images signifies the notable lack of activity and pedestrian traffic within the area.



## 5.4 - Spatial Interaction

### KEY

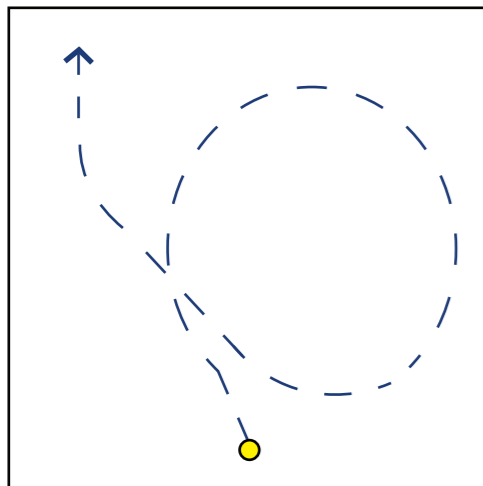
- - - The Old Town Walkway
- > - Direction
- - Starting Point

● THE OLD TOWN

### Child



### Movement



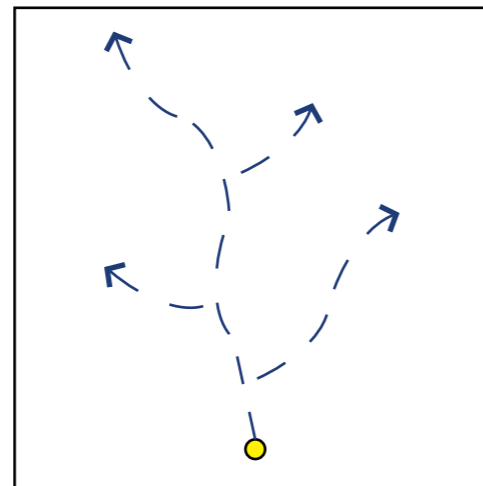
**Fig. 16** *The Old Town Spatial Interaction of a Child (2024)*

The expansive area provides a meticulously maintained environment, offering abundant space for children to freely explore and enjoy their surroundings with comfort and ease.

### Adult



### Movement



**Fig. 17** *The Old Town Spatial Interaction of an Adult (2024)*

The zone's cleanliness and spacious layout serve as magnets for a diverse demographic, allured by its array of distinctive shops. Adults frequently engage in leisurely window shopping, benefiting from the inviting atmosphere, while dog walkers are a common sight traversing the area.

### KEY

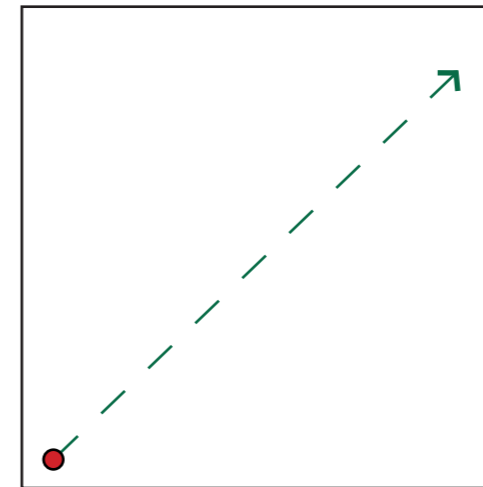
- - - Cliftonville Walkway
- > - Direction
- - Starting Point

● CLIFTONVILLE

### Child



### Movement



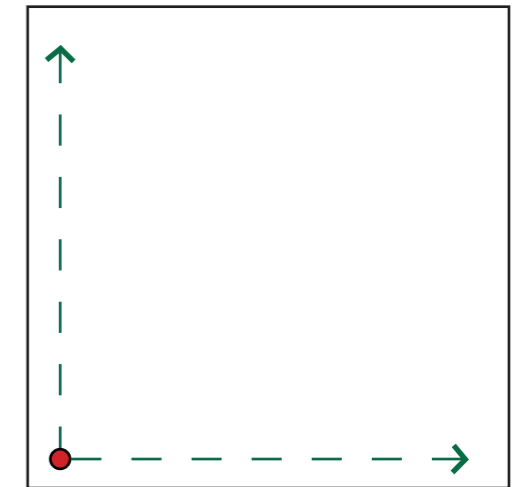
**Fig. 18** *Cliftonville Spatial Interaction of a Child (2024)*

The zone exhibits a lower presence of children compared to The Old Town. When children are observed within the vicinity, they are often seen making their way towards The Old Town or returning home. This trend may stem from perceptions of inadequate cleanliness and limited space within the zone.

### Adult



### Movement



**Fig. 19** *Cliftonville Spatial Interaction of an Adult (2024)*

Cliftonville is often less explored compared to The Old Town. Many individuals traverse its main thoroughfare or side streets while engaged in tasks such as grocery shopping, commuting to work, or returning home.

## 5.5 - Song Comparison

### KEY

- - Key words from song 'Margate' by Chas and Dave (1982).
- - Key words from song 'Cliftonville is not really Margate' by Tony Westcliff (2023).
- - Similarities in both songs.

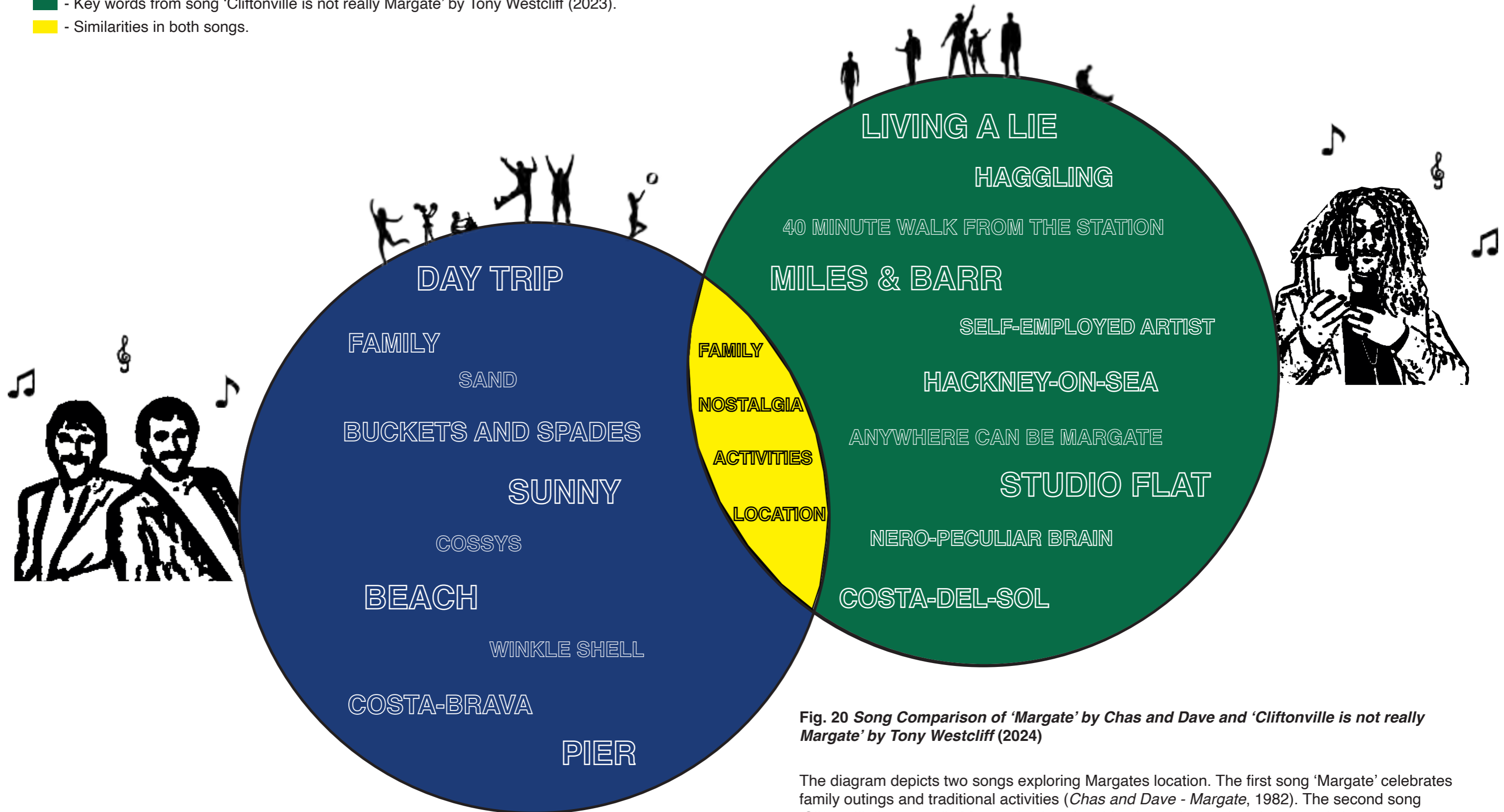


Fig. 20 Song Comparison of 'Margate' by Chas and Dave and 'Cliftonville is not really Margate' by Tony Westcliff (2024)

The diagram depicts two songs exploring Margate's location. The first song 'Margate' celebrates family outings and traditional activities (*Chas and Dave - Margate, 1982*). The second song 'Cliftonville is not really Margate' delves into identity, satire, and socioeconomic issues like housing affordability (*Tony Westcliff & The Abomonations - Cliftonville is not really Margate, 2024*). Both reflect Margate's evolving atmosphere, highlighting gentrification and political shifts to this present day.

In conclusion, the comprehensive analysis conducted visually provides valuable insights into the impacts of gentrification within Margate's The Old Town and Cliftonville neighbourhoods. The juxtaposition of these areas highlights the dynamics of urban transformation and emphasises the natural complexities in the gentrification process.

The research findings reveal a contrast between The Old Town and Cliftonville in Margate. The Old Town emerges as a vibrant and affluent area, characterized by robust community engagement. Conversely, Cliftonville faces significant socio-economic challenges and housing affordability issues.

The distinctions underscored in both the written thesis and the visual elements underscore the imperative for Margate to embrace inclusive development strategies. Preserving the distinct identity of each neighbourhood and attending to the requirements of its inhabitants are paramount. Through strategies centered on inclusivity and social equity, Margate can foster sustainable progress while safeguarding the welfare of its diverse community.



## List of Illustrations

Fig. 0 Glancey, J. (2011) *Turner Contemporary* [Image] In: The Guardian 06/04/2011 At: <https://www.theguardian.com/artanddesign/2011/apr/06/turner-contemporary-margate> (Accessed 22/04/2024).

Fig. 1 Collins, G. (2024) *Process of Gentrification Collage* [Drawing] In possession of the author: Canterbury.

Fig. 2 Collins, G. (2024) *Margate Timeline Highlighting the Positive Aspects* [Drawing] In possession of the author: Canterbury.

Fig. 3 Collins, G. (2024) *Margate Hotel Timeline in the 1800s, 1900s, Now and Future Periods* [Drawing] In possession of the author: Canterbury.

Fig. 4 Collins, G. (2024) *Margate Tourist Destinations in the 1800s, 1900s and Now Period* [Drawing] In possession of the author: Canterbury.

Fig. 5 Collins, G. (2024) *The Average Coffee Price Increase in the 2000s* [Bar Graph] In possession of the author: Canterbury.

Fig. 6 Collins, G. (2024) *Margates Population Increase in the 2000s* [Bar Graph] In possession of the author: Canterbury.

Fig. 7 Collins, G. (2024) *The Old Town Housing Prices Increase in the 2000s* [Line Graph] In possession of the author: Canterbury.

Fig. 8 Collins, G. (2024) *Cliftonville Housing Prices Increase in the 2000s* [Line Graph] In possession of the author: Canterbury.

Fig. 9 Collins, G. (2024) *The Old Town and Cliftonville Community Perspectives* [Drawing] In possession of the author: Canterbury.

Fig. 10 Collins, G. (2024) *The Old Town Summer Activity* [Drawing] In possession of the author: Canterbury.

Fig. 11 Collins, G. (2024) *The Old Town Winter Activity* [Drawing] In possession of the author: Canterbury.

Fig. 12 Collins, G. (2024) *Cliftonville Summer Activity* [Drawing] In possession of the author: Canterbury.

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Fig. 16 Collins, G. (2024) *The Old Town Spatial Interaction of a Child* [Drawing] In possession of the author: Canterbury.

Fig. 17 Collins, G. (2024) *The Old Town Spatial Interaction of an Adult* [Drawing] In possession of the author: Canterbury.

Fig. 18 Collins, G. (2024) *Cliftonville Spatial Interaction of a Child* [Drawing] In possession of the author: Canterbury.

Fig. 19 Collins, G. (2024) *Cliftonville Spatial Interaction of an Adult* [Drawing] In possession of the author: Canterbury.

Fig. 20 Collins, G. (2024) *Song Comparison of 'Margate' by Chas and Dave and 'Cliftonville is not really Margate' by Tony Westcliff* [Drawing] In possession of the author: Canterbury.

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