



MARGATE LIDO

1 ETHELBERT TERRACE, CLIFTONVILLE, MARGATE, CT9 1RX



A unique development opportunity located in a prime seafront location, offering panoramic views over the English channel

CONTENTS

- 03** Executive Summary
- 04** The Opportunity
- 06** Location
- 08** Transport and Connectivity
- 12** Proposed Scheme
- 13** Proposed Plan
- 14** Further Information
- 15** Contacts



EXECUTIVE SUMMARY

- The site offers a unique opportunity for a landmark mixed-used development.
- This seafront site comprising 2.1 acres (0.85 ha), encompasses the Grade II listed Clifton Baths and is situated within the Clifftop Conservation Area, providing panoramic views over the English Channel.
- Situated less than a mile from Margate Train Station and within walking distance of the town centre, the site offers excellent transport connectivity across Kent and into London.
- Southeastern rail services provide direct access to London St Pancras in approximately 90 minutes via the High Speed 1 line, while regular services to London Victoria and Cannon Street are also available. The site benefits from proximity to the A28 and A299, offering onward road links to the M2 and M25.
- Margate is renowned for its cultural attractions, including the Turner Contemporary Art Gallery, Dreamland amusement park, and a growing number of independent galleries, bars, and eateries.
- A feasibility study was commissioned in 2018 to demonstrate the opportunity available on the site. The Lee Evans-led study proposed a landmark mixed-use scheme comprising a 100-bed boutique spa hotel, approximately 90 one- and two-bedroom apartments built into the cliffside, and a publicly accessible clifftop sculpture park.



1 ETHELBERT TERRACE, CLIFTONVILLE, MARGATE, CT9 1RX

THE OPPORTUNITY

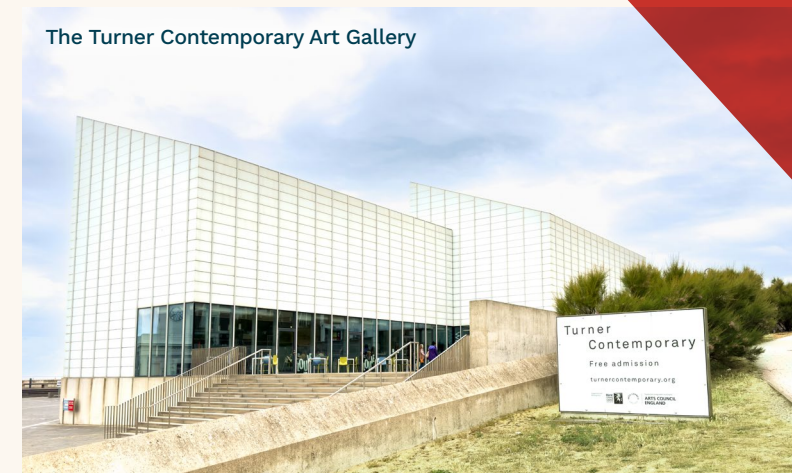


- The site comprises a prominent and historic seafront parcel (2.1 acres, 0.85 ha).
- Located on Ethelbert Terrace between Margate town centre and Cliftonville. The land spans multiple levels from the clifftop promenade down to the lower bathing terraces and includes the Grade II listed Clifton Baths, a significant heritage asset dating back to 1824.
- The site has been largely unused since the 1970s and presents a rare opportunity for regeneration.
- The site is bound to the north by Ethelbert Terrace, a row of Victorian townhouses with protected sea views, to the east by the former putting green and children's play area, and to the south by the English Channel. The western edge connects Fort Hill and the Margate Winter Gardens.
- Although the site currently has no active use, it retains considerable historic fabric, including subterranean vaulted chambers, tunnels, and sea bathing pools. A network of underground structures extends beneath the cliff and former Lido buildings.
- Pedestrian access is available from Cliff Terrace at the upper level and from Marine Drive and the lower promenade at beach level. The site lies within the Clifftop Conservation Area and forms part of a wider historic leisure coastline stretching from, the Royal Sea Bathing Hospital to the Turner Contemporary.
- The immediate area includes a mix of residential, leisure, and cultural uses. The scale, character and heritage of the site combine to offer a unique canvas for redevelopment in one of the UK's most culturally dynamic coastal towns.
- There is an opportunity to purchase the Bar and Pool Hall which currently has an option agreement in place with the current Vendor.



LOCATION

- The site is located in the heart of Margate, a vibrant seaside town on Kent's north coast renowned for its unique blend of historic charm and contemporary culture.
- Margate has experienced a significant renaissance in recent years, driven by growing investment in the arts, leisure, and hospitality sectors. The town centre is home to a thriving mix of independent shops, cafes, galleries, and established national retailers, all within walking distance of the Lido site.
- Nearby attractions include the Turner Contemporary art gallery, Dreamland amusement park, the historic Margate Winter Gardens, and the Main Sands beach, all of which contribute to the town's growing reputation as a creative coastal destination.
- The adjacent Cliftonville neighbourhood is known for its artistic community and continues to evolve as one of Kent's most dynamic cultural quarters.



The Parade, Margate



Margate Main Beach



Wellesley Haddon Dene School, Broadstairs



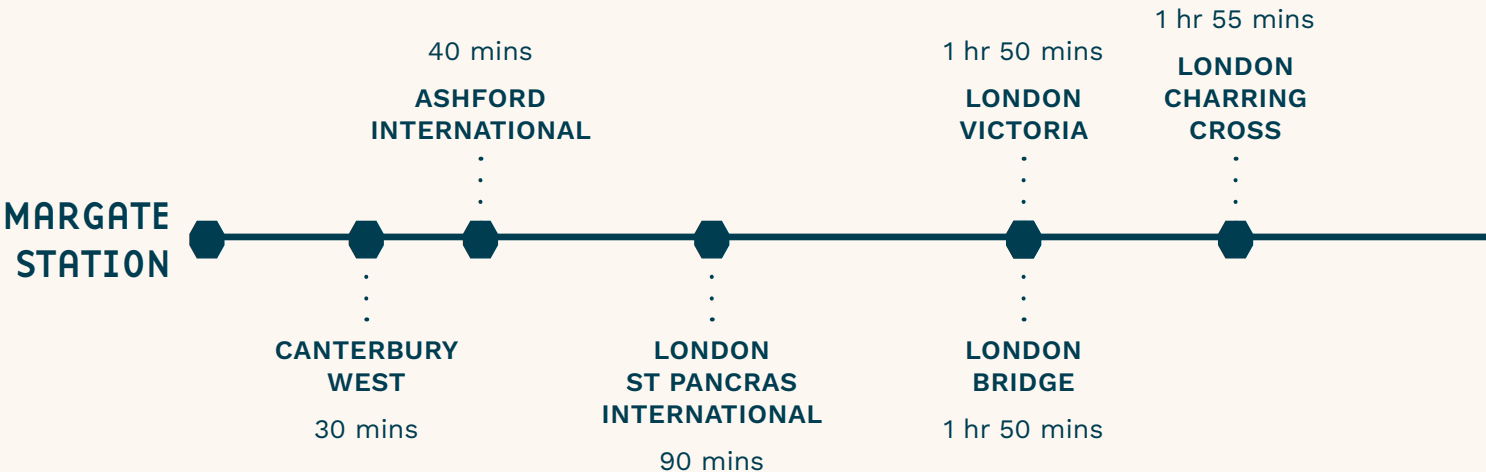
- In addition to the immediate town centre, the neighbouring towns of Broadstairs and Ramsgate offer further amenities, while Canterbury, just 30 minutes away, provides a wider retail and educational offer. The Lido site benefits from a prominent cliff-top position with uninterrupted sea views and direct access to coastal promenades.
- Education provision in the area is well served, with a wide range of primary and secondary schools nearby, including Wellesley Haddon Dene School, St Lawrence College, Hartsdown Academy and the Ursuline College. Further education is available at East Kent College and Canterbury Christ Church University, which has campuses nearby.
- With excellent transport links, a strong amenity base, and a growing national profile, Margate offers a rare opportunity to deliver a significant seafront development in one of the UK's most distinctive and evolving coastal towns.



TRANSPORT AND CONNECTIVITY

BY RAIL

The site is ideally located on Ethelbert Terrace in central Margate, just under a mile from Margate train station. This highly accessible position provides direct rail services to key destinations, including London St Pancras International in approximately 90 minutes via High Speed 1, and London Victoria in around 1 hour 50 minutes. Regular services also connect to Canterbury, Ashford International, and Ramsgate.



BY ROAD

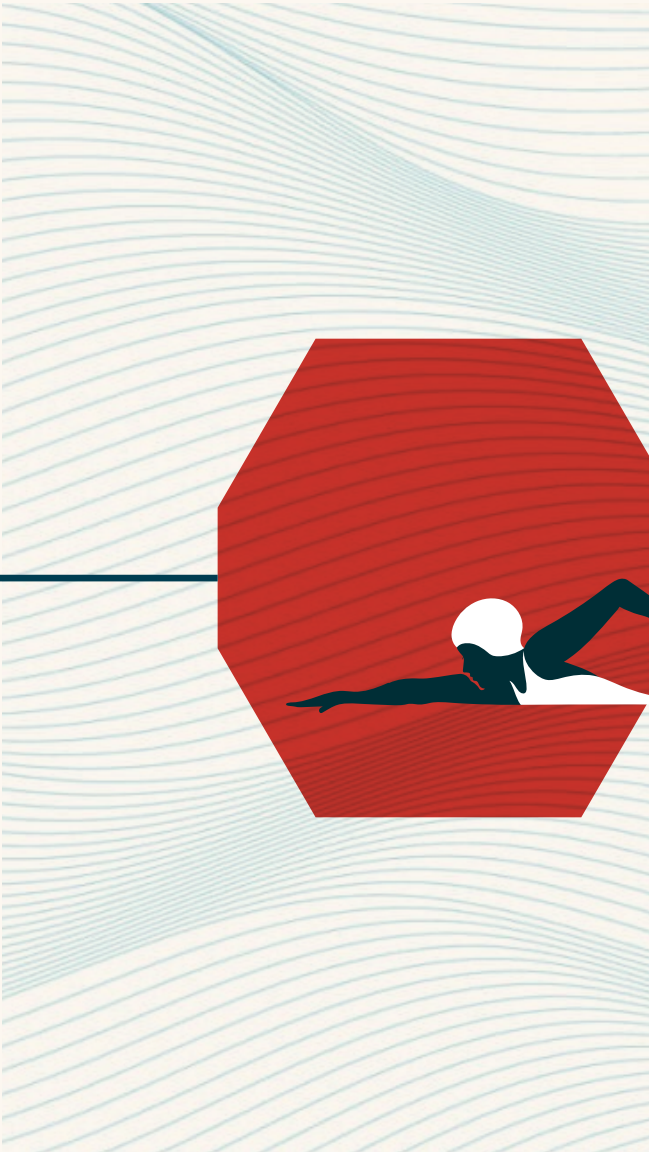
Margate is well connected by road, with the A28 and A299 (Thanet Way) offering access to the M2 motorway and wider South East region. These routes provide onward connections to the M26, Greater London, and the Channel Ports, enhancing accessibility for residents and visitors alike.

The town is also served by an established bus network, with nearby stops along Northdown Road and Marine Drive offering regular services to Broadstairs, Ramsgate, Canterbury, and surrounding communities.



INTERNATIONAL TRAVEL

For international travel, Dover Ferry Terminal is approximately 45 minutes by car, while Ashford International station provides Eurostar connections to mainland Europe. London Gatwick and London City airports are both reachable in under two hours by car or train, making the site suitable for tourism and extended stays.



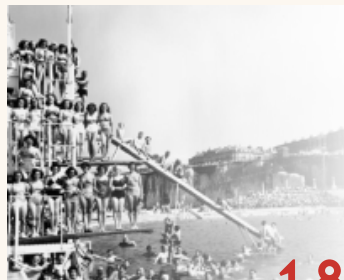
MARGATE LIDO HISTORY

- The Margate Lido, originally developed as the Clifton Baths, is a site steeped in over 200 years of British seaside and architectural heritage. First constructed between 1824 and 1828 by entrepreneur John Boys, the Clifton Baths were carved directly into the chalk cliffs and housed on one of the earliest seawater bathing facilities in the country. The complex featured subterranean tunnels, vaulted chambers, and a plunge bath, forming part of Margate's pioneering role in the development of English sea bathing.
- By the mid-19th century, the site was expanded with the addition of new public facilities, including terraces, dressing rooms, and a tunnel network connecting bathers to the beach via horse-drawn 'bathing machines'. These structures reflected Margate's rise as a fashionable health and leisure destination.
- In 1926, the site was transformed into the Cliftonville Lido, a bold Art Deco leisure complex under the ownership of John Henry Iles, who also developed Dreamland amusement park. The new Lido included restaurants, cafes, nightclubs, and a large open-air swimming pool projecting into the sea, all layered above the original Clifton Baths. This fusion of heritage and modern entertainment made the Lido one of Margate's defining coastal landmarks.
- Despite popularity through the mid-20th century, the site began to decline due to storm damage and shifting tourism patterns. The complex was largely closed by 1978. However, much of the historic Georgian structure remains intact beneath later additions, forming a rare and significant survival of subterranean leisure architecture.
- Today, the site is recognised as a Grade II listed heritage asset of national importance. Proposals for its revival focus on restoring the original Clifton Baths, reactivating the seafront with new uses including a spa hotel and cultural public realm, and ensuring long-term preservation through sensitive regeneration.



HISTORIC TIMELINE

Bathers' Terrace added, enabling patrons to access bathing machines and beach tunnels.



1831

NEW ADDITIONS

Site rebranded as Cliftonville Lido under John Henry Iles, major Art Deco leisure redevelopment.



1926

REBRAND

Lido facilities permanently close due to further storm damage and falling visitor numbers.



1978

PERMANENT CLOSURE

1824
TO
1828



Clifton Baths constructed by John Boys, carved from the chalk cliffs as an early sea bathing facility.

CONSTRUCTION

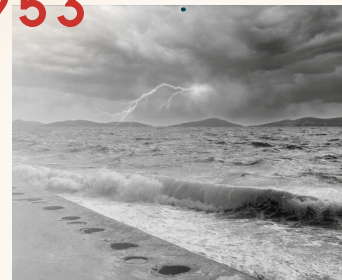
1902



Separate male and female bathing rooms introduced, further expansion of the site.

EXPANSION

1953



East coast storms cause damage to facilities, gradual decline begins.

DECLINE BEGINS

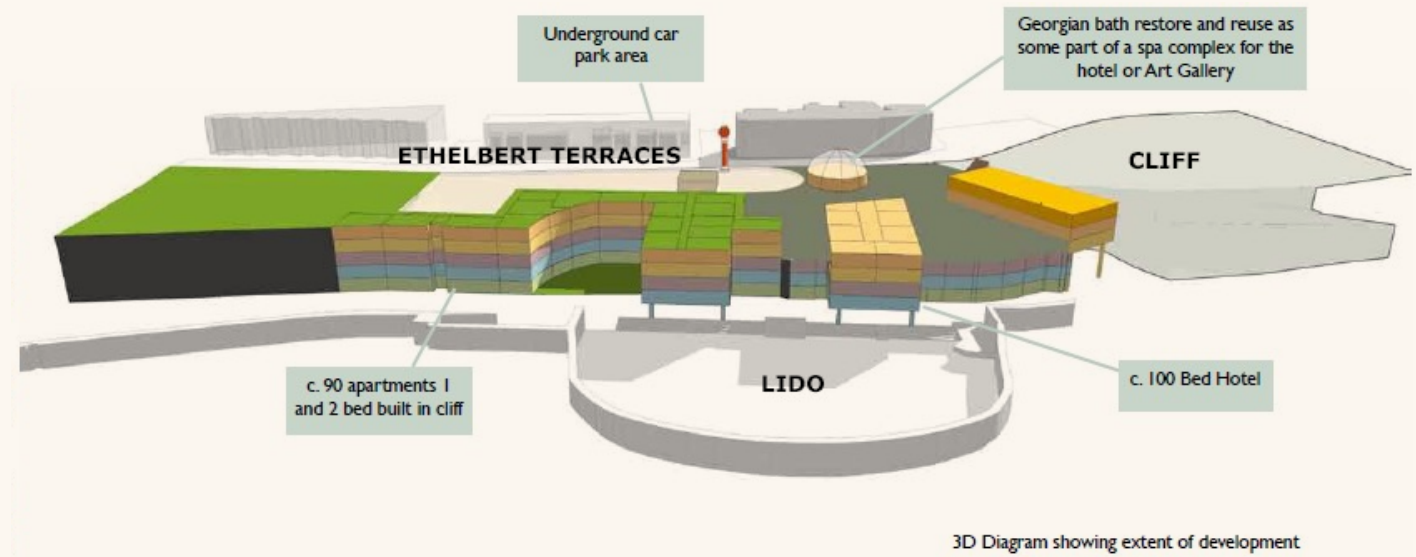
2018



Feasibility study and pre-application submitted proposing heritage-led mixed-use redevelopment.

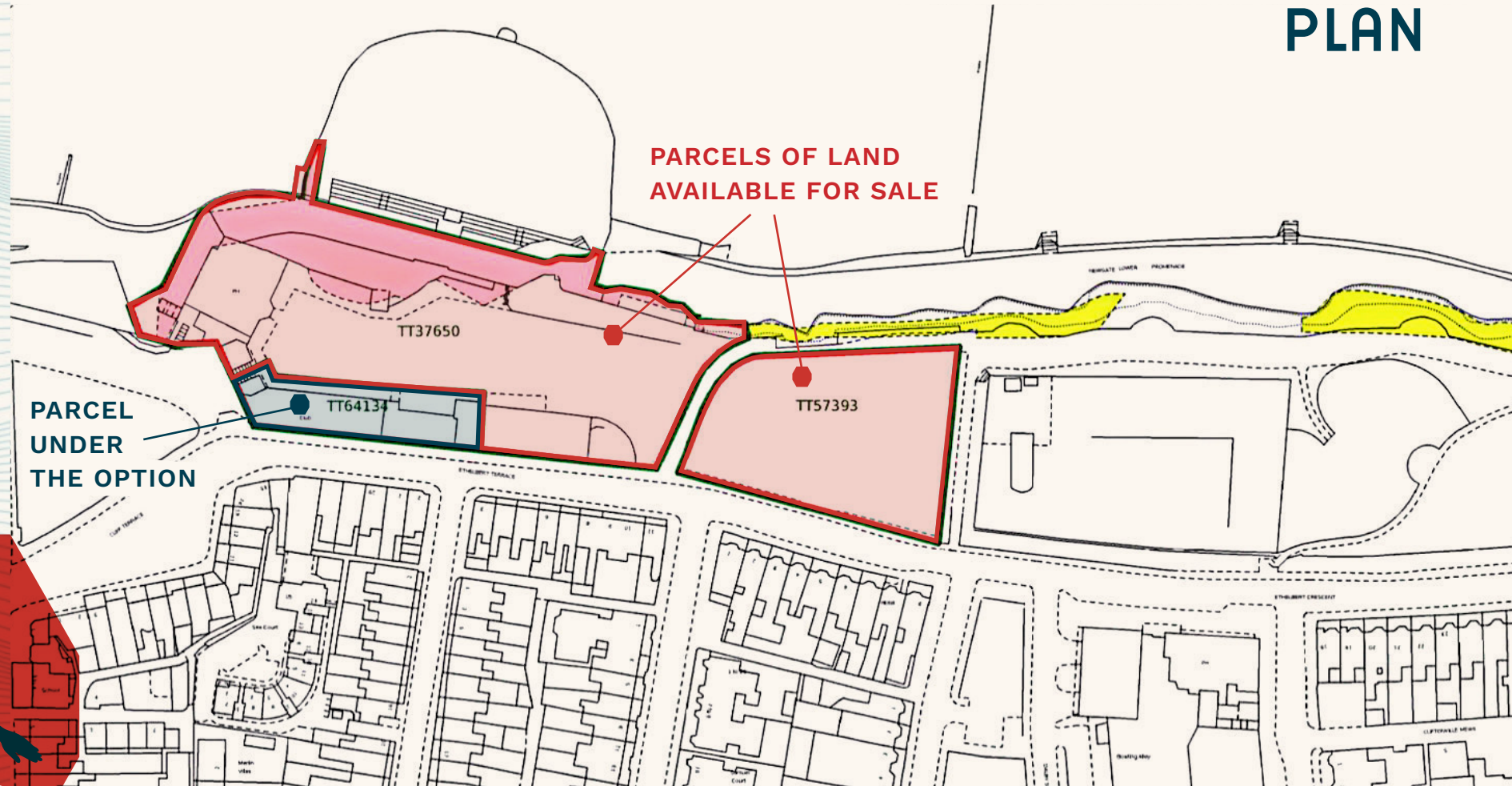
PROPOSED REDEVELOPMENT

PROPOSED SCHEME



- The site is identified in the adopted Thanet Local Plan (2020) under Policy SP08 as a location where proposals for tourism and leisure related uses will be supported.
- Mixed use development, including residential, is also encouraged, provided it is sympathetic to the site's heritage and seafront context.
- The site also lies within Cliftonville West, an area identified in the Council's policies (including the Cliftonville Development Plan Document) as being in need of regeneration and investment. The Council's planning framework supports schemes that preserve and enhance heritage assets whilst contributing to the town's broader economic and social renewal.
- Thanet District Council has confirmed in pre-application discussions (2018) that a proposal including a spa hotel, new apartments, and a sculpture park would be supported in principle, subject to design quality, heritage sensitivity, and public access.
- Although development must address key considerations such as sea view protection, public realm enhancement, and heritage-led design, the site is widely seen as an important strategic opportunity within the wider regeneration of Margate and Cliftonville.
- For further detail on the planning history, adopted policy context, and heritage guidance, please refer to the Planning Summary and D&A Statement available in the [data room](#).

PROPOSED PLAN



1 ETHELBERT TERRACE, CLIFTONVILLE, MARGATE, CT9 1RX

FURTHER INFORMATION

TENURE

The property is held freehold under title number K523205. Copies of the Land Registry documents can be found in the data room.

LOCAL AUTHORITY

Thanet District Council

INSPECTION

The property may be inspected by prior appointment through the vendor's sole selling agents, Knight Frank LLP. Prospective purchasers should be aware that inspections are made entirely at their own risk and no liability is accepted by the vendor or their agent.

METHOD OF SALE

Preferred offers are requested for the freehold interest, on an unconditional basis.

VAT

The site is not elected for VAT.

OTHER INFORMATION

Please see the dedicated website for the following information:

- Bidding Guidelines
- Planning Documentation
- Site Plan
- Title Documentation

DATA ROOM

Please visit: [Margate Lido, 1 Ethelbert Terrace, CT9 1RX - Home](#)



CONTACT US

JAMES BARTON

Department Head, Land Agency

James.Barton@knightfrank.com

+44 7979 884 621

ALICE SERBY

Senior Surveyor, Land Agency

Alice.Serby@knightfrank.com

+44 7813 565 446

HERMIONE BRITTEN

Land Agency

Hermione.Britten@knightfrank.com

+44 7977 759 521



Forum St Paul's
33 Gutter Lane
London EC2V 8AS

www.knightfrank.co.uk

Important Notice: 1. Particulars: These particulars are not an offer or contract, nor part of one. You should not rely on statements by Knight Frank LLP in the particulars or by word of mouth or in writing ("information") as being factually accurate about the property, its condition or its value. Neither Knight Frank LLP nor any joint agent has any authority to make any representations about the property, and accordingly any information given is entirely without responsibility on the part of the agents, seller(s) or lessor(s). 2. Photos, Videos etc: The photographs, property videos and virtual viewings etc. show only certain parts of the property as they appeared at the time they were taken. Areas, measurements and distances given are approximate only. 3. Regulations etc: Any reference to alterations to, or use of, any part of the property does not mean that any necessary planning, building regulations or other consent has been obtained. A buyer or lessee must find out by inspection or in other ways that these matters have been properly dealt with and that all information is correct. 4. VAT: The VAT position relating to the property may change without notice. 5. To find out how we process Personal Data, please refer to our Group Privacy Statement and other notices at <https://www.knightfrank.com/legals/privacy-statement>.

Particulars dated April 2025.

Knight Frank is the trading name of Knight Frank LLP. Knight Frank LLP is a limited liability partnership registered in England and Wales with registered number OC305934. Our registered office is at 55 Baker Street, London W1U 8AN where you may look at a list of members' names. If we use the term 'partner' when referring to one of our representatives, that person will either be a member, employee, worker or consultant of Knight Frank LLP and not a partner in a partnership. If you do not want us to contact you further about our services then please contact us by either calling 020 3544 0692, email to marketing.help@knightfrank.com or post to our UK Residential Marketing Manager at our registered office (above) providing your name and address.

Designed by seandesign.uk