PRIDE IN PLACE
LED BY YOU – BACKED BY UK GOVERNMENT

LOVE CLACTON

Clacton Regeneration Plan

10 Year Vision and Priorities for Investment Summary



Pride in Place Programme

“We Love Clacton – and want to share that feeling of pride, positivity, and love with all the residents and businesses of Clacton as we embark on this journey through the Pride in Place programme, and beyond.”

— George Kieffer, Chair, Clacton Town Board



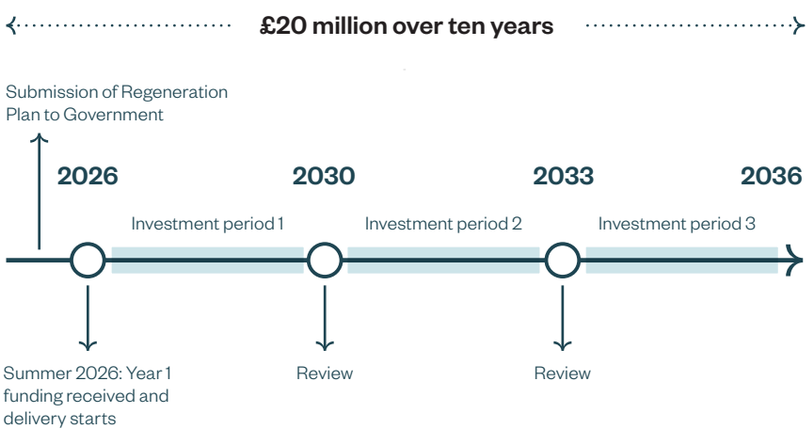
Through the Government’s Pride in Place programme, our town has been awarded £20 million to deliver a safer, more prosperous and healthier future for everyone who lives, works and visits here.

Pride in Place is a national ten-year programme that supports towns across the UK to revitalise their local communities and improve quality of life. For Clacton, it means a sustained, long term commitment to delivering real, visible change.

We are the Clacton Town Board: a group of local leaders, businesses, community organisations and public partners working together to shape this programme. Building on the priorities identified through genuine engagement, we developed a strategic programme including a ten-year vision and priorities for investment for Clacton, centred around three core pillars: *Safe and Lively, Prosperous, and Healthy.*

We will ensure that investment reaches where it is most needed, guided by what residents and businesses have told us they want to see.

Change will not happen overnight. Over the next decade, a mix of quick wins and longer-term investments will combine to build a thriving, sustainable future for Clacton. The Programme has built in flexibility, with three investment periods allowing for periodic review.



Investment period 1

We will work together to make Clacton

Safe and Lively

...by transforming our public realm into a vibrant stage for community life. Through improved lighting, greenery, and celebration of our heritage, we will create a Town Centre that is a destination with a dynamic day and night economy where people feel secure and engaged.

Our investments will target both the appearance and the safety of the Town Centre: renovating public spaces, shopfronts and heritage buildings, upgrading CCTV and lighting, tackling anti-social behaviour through coordinated enforcement, and animating streets through a regular programme of cultural activities, events and pop-up markets.



A local event for children held in the town centre square

This means:

Clacton's residents and everyday communities will experience a Town Centre that feels safer, cleaner and more welcoming. Improved lighting, refreshed public spaces and a coordinated enforcement presence will improve safety and the feeling of safety, and support street animation.

Clacton's businesses and entrepreneurs will benefit from a more attractive streetscape and lively events drawing more people into town at day and evening time. They will benefit from support in renovating their shopfronts, and the refreshed town centre will encourage more businesses to invest in the town.

Clacton's young people will find a more animated and welcoming Town Centre, with a broader programme of events, activities and cultural offers to enjoy safely.

Clacton's visitors will discover a more characterful, confident town: cleaner streets, restored heritage buildings and a livelier day and evening offer that they can discover after enjoying the seaside.

We will work together to make Clacton

Prosperous

...by building an inclusive economy that nurtures local talent and enterprise. By expanding skills training, creating affordable business spaces, improving housing standards, and enhancing connectivity, we will develop pathways to opportunities that benefit all residents.

Our investments will focus on activating vacant Town Centre shops providing affordable spaces for new businesses, building a Clacton Youth Board with direct control over a portion of the Pride in Place fund, improving housing quality above shops, supporting the delivery of a learning hub and developing a stronger marketing offer to promote the town.



Charnallies, in Pier Avenue, was awarded funding to revive the eatery's shopfront and shutters

This means:

Clacton's residents and everyday communities will benefit from improved skills and training pathways, better quality and affordable homes in accessible locations close to the seafront, and more employment opportunities in the Town Centre.

Clacton's businesses and entrepreneurs will find affordable workspace and practical support for start-ups and small and medium-sized businesses, alongside marketing and digital connectivity that supports their business.

Clacton's young people will see clearer routes into local employment and enterprise, supported by expanded apprenticeship opportunities, and a dedicated fund that young people involved in the Pride in Place programme can control and direct themselves.

Clacton's visitors will find a more diverse Town Centre, with a richer mix of independent businesses, and easy navigation of the local offer through improved communications and marketing.

We will work together to make Clacton

Healthy

...by embedding wellness into our community fabric. Through enhanced access to sports facilities, green spaces, and integrated wellbeing services, we will tackle health inequalities and empower everyone to lead fulfilling, active lives.

Our investments will provide grants to local sports clubs and facilities, and develop a programme to encourage walking, cycling, access to green space and active play. We will look at options such as improvements to the Leisure Centre and the planned Wellbeing Hub, and deliver a walking and cycling path across the Vista Road Recreation Ground.



The Essex Pedal Power Programme, which included Clacton and Jaywick Sands

This means:

Clacton's residents and everyday communities will have greater access to sports facilities, green spaces and walking and cycling routes, reducing the need to use cars. Expanded community wellbeing programmes will make it easier for people to stay active, connected and healthy.

Clacton's businesses and entrepreneurs will benefit from operating in a healthier, more active community, where greater participation in local life supports a more vibrant Town Centre economy.

Clacton's young people will have better access to sporting activities and outdoor play spaces. They will be supported in travelling to their local school walking and cycling, helping them to build healthier habits from an early age.

Clacton's visitors will find a town that makes the most of its natural assets, with improved walking and cycling routes and better access to outdoor leisure.

Wider Regeneration in Clacton

Pride in Place does not work in isolation. By aligning our Pride in Place funding to other public funding, creating investor confidence, and engaging the community and voluntary sector, Clacton can unlock transformative regeneration.

Significant investment is already underway, with over £40million secured through the Community Regeneration Partnership, Local Regeneration Fund and wider public investment.

These cover completed and ongoing investments including:

- The skate park
- Programmes such as Essex Pedal Power and Shopsafe Radio
- The new Civic Quarter Learning Hub
- Carnarvon Terrace's new homes and commercial spaces
- A Seafront Arts micro-venue
- Community Transport Buses
- The first phase of the Town Centre shopfront improvements (the second phase will be delivered with Pride in Place funding)



Illustration of the future Seafront Arts micro-venue project, which repurposes a disused toilet block for seafront arts, exhibition, and community space, funded through the Community Regeneration Partnership scheme.

In addition to public funding, private businesses such as Clacton Pier and Parkdean Resorts are also expanding their offer, demonstrating how together, public and private sector investments can deliver benefit for local communities.

We aim at replicating this momentum across the wider town, attracting similar levels of private sector investment to diversify and strengthen the local economy.

Listening to Local Voices

We built this Regeneration Plan by listening. More than 600 residents, 70 local businesses and a dedicated Youth Board of young people contributed their views, helping us understand what matters most to Clacton's communities.



"Everyone who lives and works within Clacton has got so much pride and passion when it comes to the seafront and the pier. But when it comes to the town, if people had more pride, people would use it more. It's as simple as that"

"The future of Clacton is safe and lively spaces, so people come here, spend time here and enjoy being here"





"I want to see more community space for charities like mine, to carry on the good work we have been doing"

"In Clacton I would like to see more opportunities for young people to get jobs"

Call to Action

This is just the beginning. As we move into delivery, local voices will remain at the heart of every decision. Look out for upcoming opportunities to get involved, shape projects through co-design and stewardship, and make change visible and lasting across Clacton.

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For further information:
www.loveclacton.org

To get in touch, please visit:
www.loveclacton.org/speak-to-us/

Or email us at:
LoveClacton@tendringdc.gov.uk