

Celebrate-on- Sea

Putting the fun back into Clacton!





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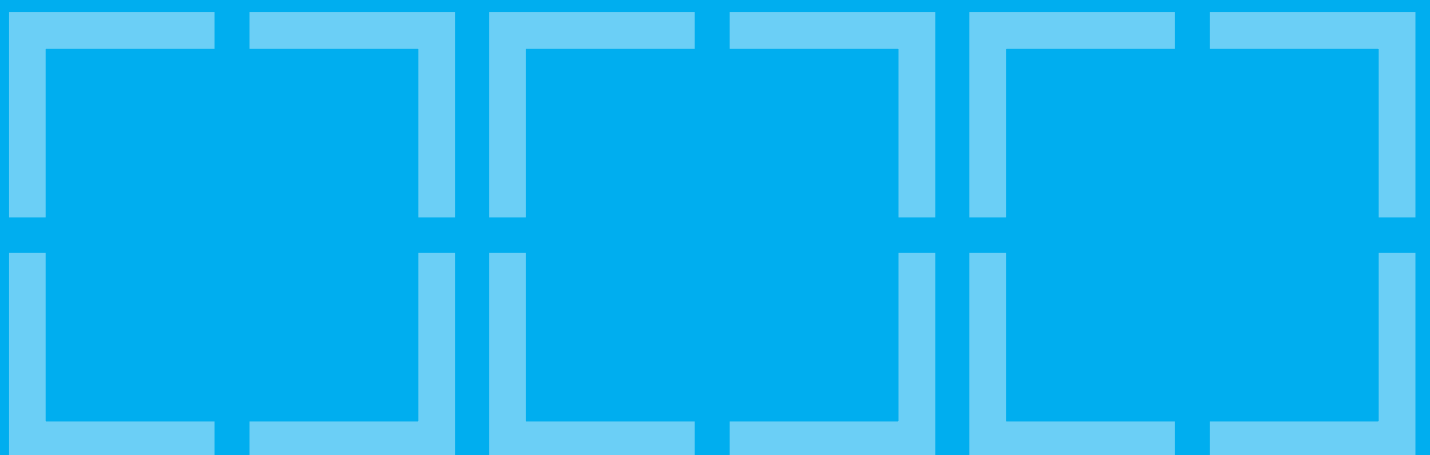
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‘Nice places to live and work particularly by the sea are inevitably nice places to visit’



Developed by:

BroadwayMalyan^{BM}

HEMINGWAY DESIGN

Introduction



Since its Victorian heyday Clacton-on-Sea has been famous as a place for fun, entertainment and relaxation, but changes in the tourist market and declining visitor numbers have meant the image of the town has changed and some of the fun has gone. Now it is time to put the fun back into Clacton and build the foundations for a more successful future



Clacton has the capacity to reinvent itself as a truly 21st century resort offering a high quality all year round visitor experience, building on the many assets of the town - its heritage, new investment such as DONG Energy, attractive open spaces, local enterprise and good transport connections and above all - the seafront. The next step is to consider how to take advantage of these excellent assets to improve the image of the town, driving it forward and making it more successful and attractive.

This document sets out proposals for the transformation of Clacton seafront, focussing on the area around Pier Gap Gateway. The proposals have been prepared by Tendring District Council and its regeneration company INTend, working with architects Broadway Malyan and award-winning designers Wayne and Gerardine Hemingway MBE, following consultation with key stakeholders, local residents and businesses and visitors to the town. The proposals have been developed within the context of the Tendring Core Strategy and the Draft Clacton Town Centre Area Action Plan and demonstrate the commitment of the Council to promoting the regeneration of the town and maximising the opportunities presented by the seafront. The focus is on changing the image and perception of Clacton and creating a high quality and distinctive destination-

a place where people will choose to live, work and visit.

Our vision

The delivery of wider regeneration and prosperity is a key priority for the Council and INTend in making Tendring a better place to live and work and the transformation of the Clacton seafront is central to delivering the wider regeneration of the town. The proposals build on the Clacton Town Centre Vision and the work being undertaken by the Council in preparing the Core Strategy which will guide development over the next 15 years.

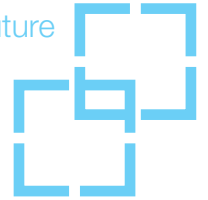
Tourism and leisure development is seen as the springboard for the renaissance of Tendring's Coastline. The Tourism Strategy 2010-2016 sets out an ambitious programme to transform the tourism offer and appeal of the District and to reposition it as a major tourism destination, reduce seasonality and grow the local economy through increasing employment in tourism and visitor spend. The proposals set out in this document represent the next step in taking forward the objectives set out in the Tourism Strategy.

Our vision is to reinvent Clacton as a 21st Century resort offering high quality experiences and facilities for the local community and visitors- 'a year-round

resort' offering a mix of contemporary and traditional family leisure activities with a vibrant evening economy and conference opportunities. Our focus is on the people who will use it, the experience they will have when they visit the seafront and the memories they take away. It is also about improving pedestrian linkages from the seafront to the town centre and station through better signage and lighting - so the experience starts as soon as the visitor arrives. It is about reviving the fun and laughter associated with Clacton by creating a high quality and distinctive seafront which along with effective branding and marketing will create new business and investment opportunities and ensure Clacton is recognised as a brand in its own right and placed firmly back on the visitor map.

The overarching aim is to use the seafront as a catalyst to drive forward the transformation and regeneration of the town. The key principle is to put the fun back into Clacton by celebrating the seafront- creating a high quality and distinctive area which will create new opportunities for the town, local businesses and residents. The overall objective is to generate a critical mass of activity that is deliverable and distinctive whilst at the same time, creating a high quality destination with a strong sense of place and good connections with the wider area. The aim is to revitalise Clacton through a comprehensive





programme of key initiatives which seek to:

- Create a distinctive destination and a unique Clacton brand
- Encourage investment in new development and improvements to the seafront
- Create new business and tourism opportunities
- Improve pedestrian links between the station, town centre and the seafront
- Enrich the existing character of the seafront and the town's cultural heritage
- Phase proposals to make best use of available funding and investment
- Promote a new image for the town

Partnership Working and Consultation

Partnership working has been central to the development of these proposals. A public exhibition was held in June 2010 which generated significant interest and highlighted key issues of concern to residents, businesses and visitors - in particular, the need to tackle anti-social behaviour and improve safety; the requirement for better public facilities, signage and information; the need for improved connections with the town and better access for all to the seafront; the importance of marketing and the need to build on the strengths

of the town and local community. These comments have informed the development of the proposals set out in this document and demonstrate a significant level of commitment which must be built on in the future to ensure that the community is fully engaged in taking proposals forward.

Outline of document

The proposals provide a framework for sustainable change and a shared plan of action and seek to create a distinctive place based on fun, celebration, motivation, activity and a shared belief in the future of the town and opportunities for all. Several zones of activity have been identified along with a number of key projects to transform the appearance of the seafront which will be delivered through close partnership working between the Council, other public sector bodies, developers, local businesses and the community. Key to the success of the proposals will be a robust delivery plan and a programme of measures to change the image of Clacton such as celebrating local food and people, an extended 'year round' events programme and improved marketing and branding. This document provides the platform for this important delivery mechanism.

This study presents a number of detailed proposals and recommendations for the rejuvenation of Clacton Seafront area. The document follows the following format:

Section 1 Introduction sets out the aims and objectives

Section 2 'Clacton Today' focuses on Clacton as it is today and provides an overarching analysis of the existing situation focussing on the seafront's assets

Section 3 'Creating a 21st Century Resort' examines the opportunities for reinventing Clacton and the key themes underpinning the proposals for Pier Gap

Section 4 'Hello Future' sets out the overall plans and proposals which form the key elements that will drive change and deliver regeneration in Clacton

Section 5 'Putting the Fun Back into Clacton' outlines the key projects which will transform the seafront

Section 6 'Clacton's Unique' outlines the approach to rebranding and marketing Clacton-on-Sea to a wider audience

Section 7 'The Future Starts Now' focuses on delivery and sets out an Action Plan for taking forward the vision and proposals for the seafront



Clacton today

The potential for
change



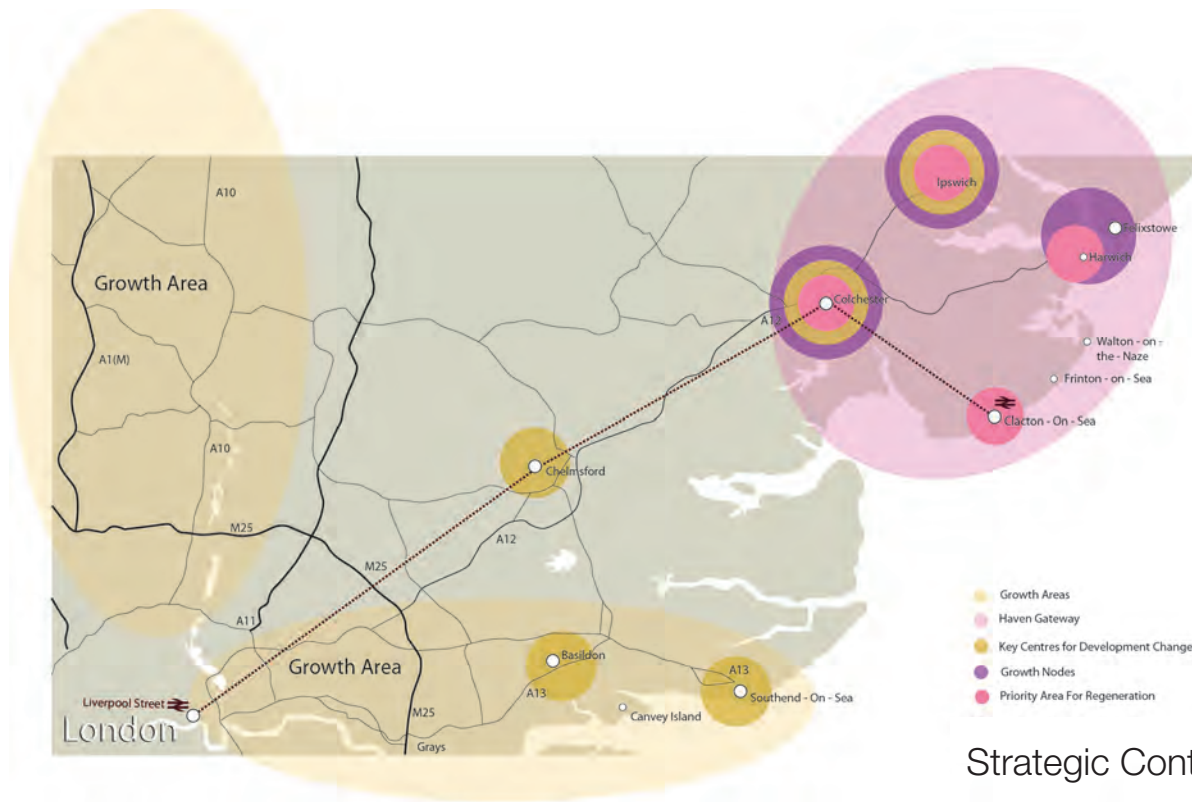
Clacton: A New Future

A Strategic Location

Located within the Haven Gateway Growth Area, Tendring is a dynamic district with many opportunities for future growth. The sub-region is one of the key international gateways to the UK. Its growth and infrastructure are therefore of national significance to the well-being of the UK economy. 740,000

people live in the Haven Gateway sub-region, which contains the regional cities of Ipswich, which has 20 percent of the population and is Haven Gateway's largest functional urban economy, and Colchester, which contains 15 percent of population. The increasing links with London are a feature of the economic flows within and across the gateway. The sub-region is also defined in

relation to the internationally significant Haven Ports (principally Felixstowe, Harwich and Ipswich), its market and coastal towns and its high-quality rural hinterland. The Haven Gateway is gearing up for substantial economic and housing growth over the next two decades.



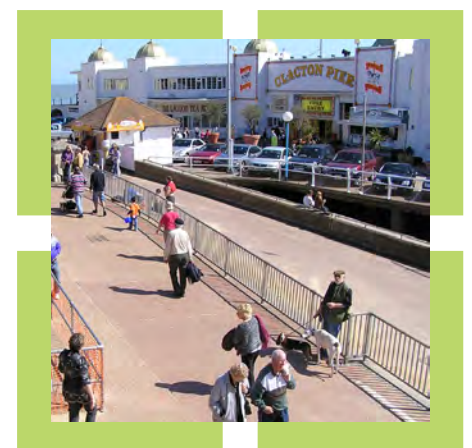
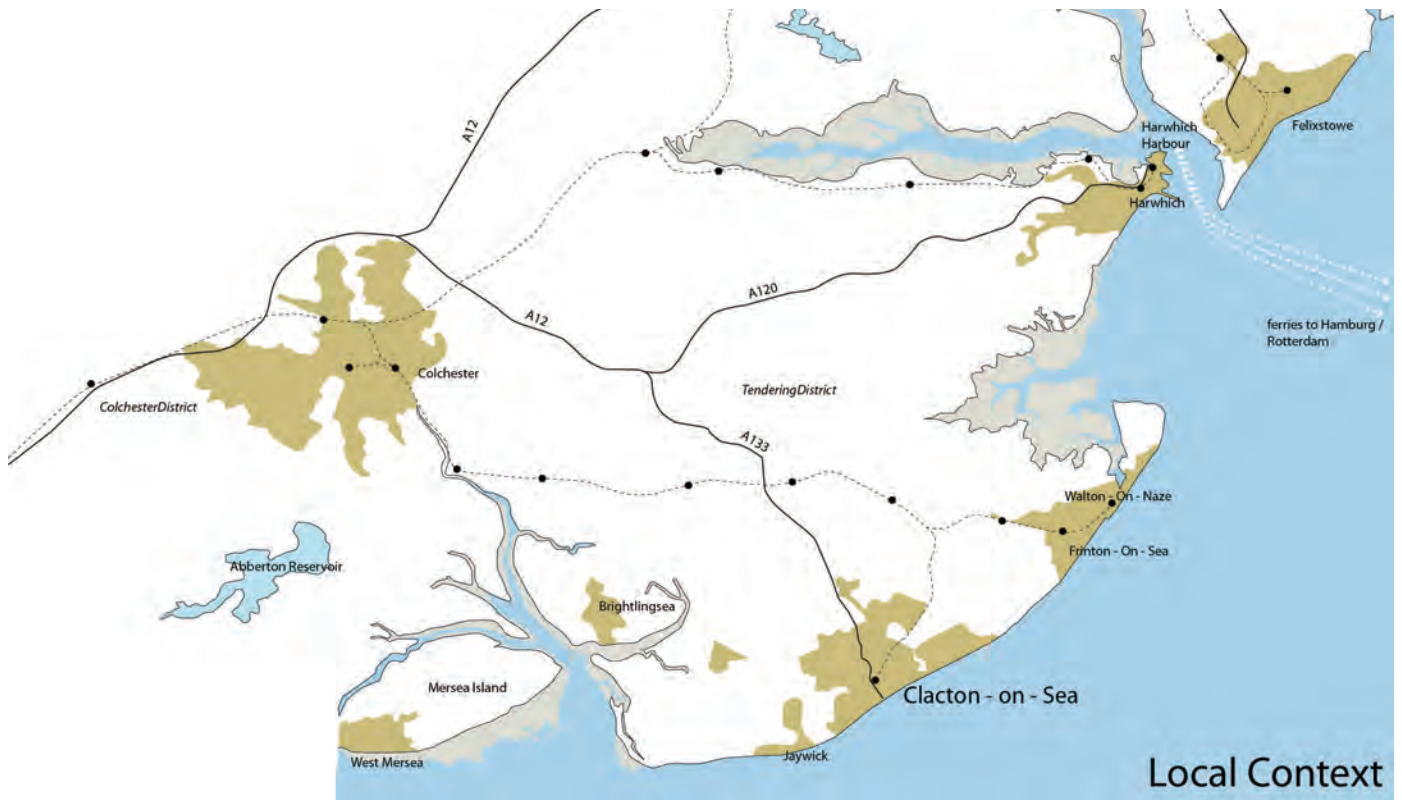
Strategic Context



Tendring has been growing rapidly for the past two decades and the population of 146,000 is forecast to grow to 172,000 by 2025. Clacton is the largest town in the district with a population of over 53,000 and is an important driver of the economy in the area. The town has good road and rail links to its immediate surroundings,

Colchester, the East of England and London and has a number of natural assets such as good quality beaches, family entertainment facilities and a committed local community. In this context, Clacton offers significant opportunities for the future.

However, like many traditional seaside resorts in the UK, Clacton has faced decline and has not kept pace with some of the more affluent parts of the district. The town faces a number of challenges and there is an urgent requirement for a holistic regeneration strategy to improve the quality of life for the town's residents as well as attracting new investment and visitors.



The Challenge

There is a general recognition highlighted through stakeholder and public consultation that Clacton is not fulfilling its potential and that there is an urgent requirement to enhance the general environment of the seafront and town centre in order to deliver regeneration and make it a more attractive destination. A number of key issues have been identified through the Council's work on the Town Centre Area Action Plan.

- Unappealing Gateways into the town
- Difficult 'wayfinding'
- Unattractive spaces lacking definition
- Need for new tourist attractions and improvements to existing facilities, in particular the Pier
- Lack of complementary leisure uses to supplement the retail offer

At present, the potential of the seafront is diminished by poor quality public realm and vacant or underused areas and buildings which are isolated from the rest of the town by the car dominated Marine Parade and poor quality pedestrian connections. Clacton lacks a distinctive quality tourism/visitor offer. It is famous and loved for its beaches and pier which have created a highly seasonal destination but there is a limited range of attractions and visitor facilities to promote year round activity and broaden its market appeal.

Currently Clacton has a distinct lack of lighting along the seafront and has no adopted lighting strategy. This is an essential feature of successful seaside towns and puts the town at a disadvantage in relation to its competitors. The promenade and gardens provide a tranquil environment during the day, but by night they become under used and deserted. This, combined with the lack of lighting creates an area which is unsafe, insecure and discourages visitors in the evenings. Existing overnight accommodation is limited in its quality, range and number of bed spaces

and this affects the potential to attract overnight visitors. Above all, Clacton lacks a distinctive brand - the Tendring or 'Sunshine' Coast is not a familiar marketing brand and there is a need to revitalise existing branding to attract new visitors.

The Area Action Plan identifies four key issues for the seafront:

- Location, scale and nature of future leisure and recreation uses
- Balance of conservation objectives and regeneration needs to revitalise the area
- Transport and movement including seasonal parking demand, signage and pedestrian connections
- Seafront defences

The challenge is how to address these issues in a comprehensive way and use the development of Pier Gap Gateway as a catalyst to deliver the Clacton Town Centre Vision in a sustainable, viable and memorable way.



The Opportunity

The Clacton Town Centre Vision (2009) represents a critical milestone in the regeneration of Clacton and sets out the ambition:

‘ to create a revitalised and thriving town centre which is safe and attractive and a place where people want to shop, work, visit and invest’.

The vision is underpinned by the following key principles:

- **A more attractive seaside destination...** where visitors stay longer and spend more
- **A green and sustainable town...** making the most of the town’s natural assets
- **A town that respects its heritage...** whilst looking to the future

A key objective is the creation of an attractive seafront quarter focussed around a sustainable pier with legible routes between the town centre and the seafront. The Vision also places importance on the following:

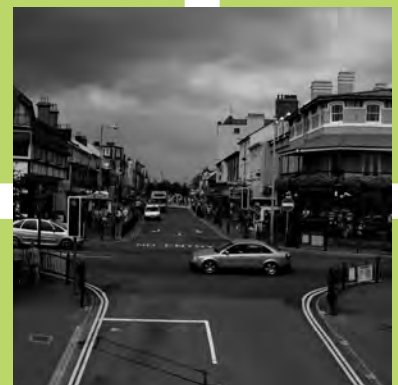
- Revitalisation of the town centre through the creation of new retail opportunities, community, entertainment and civic uses and a vibrant public realm
- Opportunities for young people and intergenerational relationships to promote community cohesion
- Increasing economic activity by supporting business growth and local employment
- Enabling skills improvement
- Enabling a more active and healthy community

The proposals for the Pier Gap Gateway area seek to build on the Town Centre Vision by creating an attractive seafront quarter with a viable year round leisure and entertainment offer and reinforcing the connections with the wider town centre.

It is clear that to achieve the vision, a number of challenges need to be addressed but in doing so we must at all times focus on the assets of the town. These assets are not currently being fully utilised or promoted and provide strong foundations for the renaissance of the seafront and a more successful future for the town.

Clacton has many assets to build on—good strategic transport connections, distinctive natural features, a committed and enthusiastic local community, a strong sense of local entrepreneurial willingness, a sense of seaside nostalgia and the unique opportunities presented by the significant investment by DONG energy in off-shore windfarm developments.

The town also hosts successful events such as the Clacton Airshow which attract a large number of visitors. Most important, there is a growing appetite in the town for change and partnership working.



We need to make the most of these strong and distinctive features:

- **Beaches** – safe, blue flag awarded with unrestricted views out to the open sea. These provide the platform for seaside events and festivals as well as a focus for family activities
- **Sea** – natural landscape gives opportunity for leisure and sports
- **Pier** – the largest pier in the country with a long tradition since its construction in 1871, offering family entertainment all year round
- **Seafront gardens** – tranquil, green spaces which are highly valued by the community and complement the beaches. The gardens provide a distinctive feature of the upper promenade and there is potential to build on the existing themed sections to include contemporary landscape treatment and improved connections
- **Cliff walks and promenade** – provide an attractive soft edge and backdrop to the seafront, which offer a provision for joggers, dog walkers or visitors wanting a leisurely stroll

- **Victorian Heritage** – Victorian buildings and features located throughout the study area
- **Seaside buildings** – There are a number of buildings and outlets located along the promenades that provide facilities for visitors or have the potential for such provisions. The Atlanta Café, the Pavilion, seafront kiosks, kiosks on the Pier and the Martello Tower - there is an opportunity to use these in a more effective manner to extend the visitor offer.

The proposals seek to build on these assets to transform the image of Clacton, driving the town forward and making it more successful and attractive - a place where people want to 'live, visit and invest'. In particular, the proposals address the objectives for the seafront as set out in the Area Action Plan including:

- Update, improve and modernise the area to create a new image as a vibrant and attractive seaside town
- Commitment to high quality design, that can create a real sense of place with a strong identity and distinctive character

- Promote, develop and facilitate the development of new leisure and recreation facilities for the benefit of visitors and residents
- Promote a new emphasis on the future of the seafront, central to the regeneration of the town
- Improve the quality and stability of the towns' beaches and promenades to promote the development of seaside tourism in the area

These objectives could be met through improvements to the public realm, promenades and landscaping and the creation of enhanced nodes of activity on the seafront. In particular, the overall character of the area could be significantly enhanced by improved landscaping, lighting and signage/ interpretation facilities and the incorporation of public art.

It will also be necessary to improve the range and quality of the seafront offer in terms of visitor attractions and facilities. The food and drink offer needs to be extended to provide a focus and the celebration of being 'by the sea' and 'in Essex' could be used as a tool to promote this opportunity. The Atlanta Café offers the potential to become



a signature café/restaurant/gallery, generating new interest in the town. This would also assist in extending the night time economy and retain people in the seafront area after 4pm when beach activities begin to wind down.

Current attractions could be diversified to extend their offer and encourage people to visit during low and mid seasons. This approach could be linked to events and festivals which would run outside the traditional high season summer months and provide much needed footfall in low months. There is an opportunity to utilise lighting to create an additional seaside attraction, enhance key sites and facilities, promote Clacton as a destination and to increase the feeling of safety and security throughout the Pier Gap Gateway Area.

The promotion of investment will be critical in securing the renaissance of the town. This will be dependent on dramatically changing the image of the town and seafront and on unlocking development potential. The development potential of public sector land and buildings must be maximised in taking forward proposals for Pier Gap Gateway.

A Commitment to Positive Change

The Council and INTend are committed to the renaissance of the town and seafront and a clear policy intent is provided by the emerging Core Strategy and Town Centre Area Action Plan which reaffirm the importance attached to the seafront as a catalyst for change and the need for a holistic approach to regeneration.

A programme of improvement works has commenced. Tendring District Council and Essex County Council have taken a proactive approach to improving the public realm by streetscape improvements in the town centre. This has included revising the traffic layout with the aim of creating a more pedestrian friendly environment and improvements to the public realm with new paving and street furniture.

Work has begun on the Phase 2 improvements to the pavements and street furniture along Pier Avenue, from West Avenue to Marine Parade, including better crossings for pedestrians. This will improve the main access from the seafront to the town

centre, linking with the recent street improvements. In addition, funding has been secured for the provision of improved signage which will benefit pedestrians and visitors to the town.

The Council has recently published its Tourism Strategy 2010-2016 which sets out an ambitious programme to transform the tourism offer and appeal of the District. The aim of the Tourism Strategy is to reposition Tendring as a major tourism destination, reduce seasonality and grow the local economy through increasing employment in tourism and visitor spend.



The strategy has four key objectives:

- Increase the amount of money visitors spend in Tendring
- Extend the length of time visitors stay in the District
- Attract higher spending visitors
- Improve the perception of Tendring as a tourism destination

The renaissance of the Clacton seafront is critical to realising these objectives.

The Tendring Coastal Resorts Hotel and Guesthouse Retention Study (September 2009) concludes that there is good potential for growth in demand for short breaks and holidays in Clacton subject to:

- Improvements to the leisure tourism offer and regeneration of the town including the provision of new function venues
- Development of further events and festivals
- Effective marketing as a short break and holiday destination
- Further expansion and improvement of the resort's hotel and guesthouse product

Key opportunities identified in the study include:

- Growth in demand from people attending weddings and family parties and visiting friends and relatives as population grows
- Growth in demand from ferry passengers particularly European tourists travelling to the UK via Harwich
- Increase in demand from the contractors market and some growth in business demand

However, the ability of Clacton to respond to these opportunities will be dependent on improving the quality and range of the accommodation offer and the number of bedspaces. It will be important to secure completion of the Royal Hotel renovation works and the proposed redevelopment of the Comfort Inn.

These schemes will improve the range and quality of overnight accommodation and events venues and help to revitalise the seafront. The study also highlights the possible scope for an aparthotel and the repositioning of hotels and guesthouses as boutique offers depending on how well the rest of the resort's tourism product develops.





The Way Forward

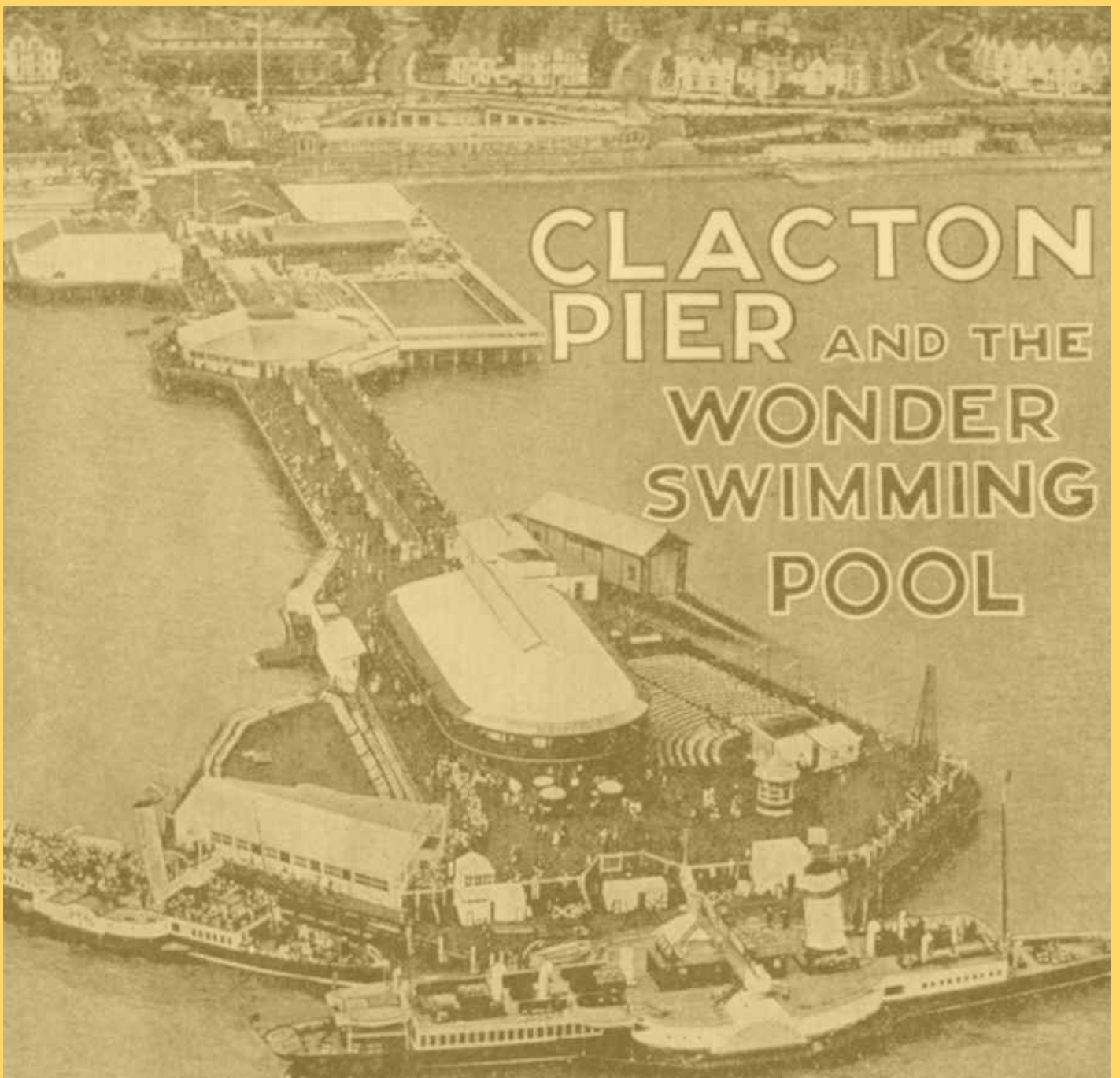
Clacton has the potential to become a more successful resort, building on its natural assets and the commitment to growth and renaissance of the town. There is a shared vision for the regeneration of the town centre and the seafront will play an important role. The Council's emerging Local Development Framework and Tourism Strategy provide a strong policy context for taking forward improvements but a number of key issues must be addressed in the development of proposals:

- How to increase the range and quality of the tourism and leisure offer?** This will be dependent on improvements to visitor attractions and the Pier Gap Gateway area provides an excellent opportunity to increase tourism and business opportunities in the town. The future use of under-utilised facilities such as the Pier, the Pavilion and the Atlanta café will be of particular importance in providing a year round draw to visitors
- How to improve the quality of spaces and connections between the seafront and town?** A key challenge will be the need to address poor pedestrian connections between the seafront, the town centre and the station gateway. This will not just be about overcoming barriers such as traffic volumes on Marine Parade, but also about creating pleasant routes that encourage people to walk and cycle rather than drive. The treatment of Marine Parade/ Pier Avenue South/ Pier Gap junction and addressing issues of safety and security will be of critical importance in improving the integration of the seafront with the town and improving the visitor and pedestrian experience
- How to encourage investment and promote Clacton?** The promotion of new investment will be critical in ensuring the renaissance of the town and this will be dependent on dramatically changing the image of the town and seafront through a positive marketing and branding strategy and unlocking development potential
- How to create a mix of uses and functions?** At present activities are concentrated around Pier Avenue South and Pier Gap and there is a lack of facilities and attractions along the wider length of the seafront to attract visitors particularly in the evenings and outside the summer season. Whilst the intensity of activity should be greatest in the vicinity of the Pier and Pavilion, the aim will be to create a lively and animated seafront and public spaces which will be attractive to all ages. The Clacton offer should be complementary to Holland on Sea, Frinton-on-Sea, Walton-on-the-Naze and Harwich to extend the visitor attraction of the Sunshine Coast
- How to ensure a sustainable future?** Any proposals for new development will need to take into account coastal erosion and flood risk and seek to incorporate necessary mitigation measures including enhanced sea defences in accordance with the strategy set out in the Coastal Management Plan



Creating a
21st Century
Resort

Changing the
image of Clacton





The regeneration of seaside towns is happening all around the country. In every case this has started with a plan of action to improve the visitor experience and create year round attractions, whether it is through the promotion of local produce, such as the Whitstable Oyster, or a programme of events and festivals, such as Brighton. Clacton is now faced with a similar challenge of how to reinvent itself in the face of competition from other seaside destinations along the east coast and further afield in the UK. In developing a masterplan for the seafront, it is necessary to address the key questions of what is the ambition for the future and how big a change is required to achieve the regeneration objectives.

Building on the Assets

Although Clacton faces a number of challenges, the seafront has a number of important assets which can be built on to enhance its character and performance:

- **Beaches** – safe, blue flag awarded with unrestricted views out to the open sea. These provide the platform for seaside events and festivals as well as a focus for family activities. They could however be the focus for increased leisure activity such as watersports, beach volley ball, beach cricket and boat trips
- **Marine Gardens** – Marine Gardens are a fine example of early 20th century seafront gardens and an essential part of the town's holiday heritage. Under the Heritage Lottery Funded Park Life programme, the gardens have been restored to provide five themed gardens- the Memorial Gardens, the Sunken Rose Garden, the 1920's garden, the Mediterranean Garden and the new Sensory Garden. There is potential to further enhance the experience of these gardens by improving the promenade walk between them and extending the garden themes to the west to add further vitality and activity to the seafront
- **Cliff walks and promenades** - the three promenades provide a unique opportunity for creating a variety of experiences and maximising access to the seafront. There is a requirement to improve the quality of the environment and to address issues of safety and security and accessibility as part of a comprehensive plan
- **Heritage** – the seafront is home to a number of historic and character buildings which reflect its heyday as a seaside resort, notably the Pier and the Pavilion. They offer the potential for revitalisation to enhance the attractions of the seafront and to celebrate the town's heritage
- **Underutilised land and buildings**- the seafront contains a number of underutilised areas and buildings such as the Atlanta Café which provide the potential for new uses
- **Private sector investment and local enterprise**- investment is taking place in the restoration of the Pier and Lido to provide new and enhanced facilities and attractions on the seafront. It will be necessary to ensure that proposals are coordinated to maximise benefits for the town



Understanding the opportunity

English seaside tourism has declined significantly over the last 20 years but many seaside towns are addressing this decline through a coordinated programme of innovation, actions, investment and partnerships to respond to modern needs and demands.

Good practice demonstrates that the regeneration of seaside towns can be galvanised by the following interventions:

- Use of Iconography to strengthen historical image and distinctiveness
- High quality distinctive architecture
- Stronger brand identity
- Building on traditions
- Promotion of art and culture
- Enhanced public realm and parks
- Extending the visitor season
- Improved management of day and night time economy
- Culture of quality- service, facilities and attractions
- Extended events programme throughout the year

The best examples of regeneration have placed emphasis on the quality of the natural and built environment and focused on a limited number of key projects which have served as a catalyst for regeneration:

- **Local Food**- gourmet seafood, Whitstable and Padstow
- **New leisure attractions** - the Surf Reef, Boscombe
- **Iconic buildings** - the East Beach Café, Littlehampton
- **New cultural facilities** - the Turner Contemporary Gallery, Margate
- **Improvements to the public realm and new quality concessions on the seafront** - Eastbourne
- **An extensive programme of events and festivals** - Brighton
- **A coordinated seafront strategy and public art** - Bridlington
- **Year round attractions and a culture of quality** - Blackpool
- **The development of a 21st century Pier** - Weston-Super-Mare

We can learn from other places but we must not forget that Clacton is unique and we must build on its natural assets if we are to change the image of the town.



Brighton



Bournemouth



West Beach Café Littlehampton



Boscombe



Boscombe



Colchester Oysters



Developing the Brand

Clacton needs a new image and to let the market know that it is changing. The Tourism Strategy provides a strong foundation for rebranding the town based on a number of interrelated themes. Our proposals seek to create a distinctive place based on fun, celebration, motivation, activity and a shared belief in the future of the town and opportunities for people of all ages. This may mean celebrating local food, an extended events programme and a focus on fun bringing back the memories of the traditional seaside. We believe that a fundamental principal is to celebrate the seaside location and to refer again to the town as Clacton-on-Sea.

Clacton-on-Sea should be many things to many people

Activate-on-Sea - a place for leisure, sport and vitality

Gravitate-on-Sea - a place to gather for a range of experiences

Captivate-on-Sea - a place to capture the imagination

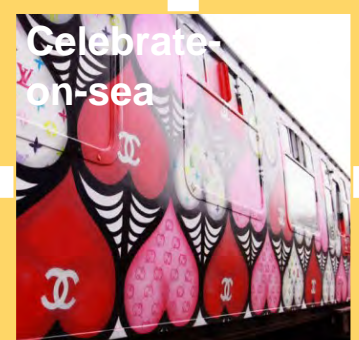
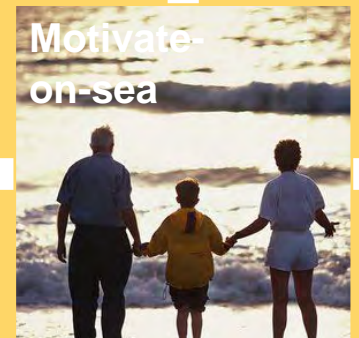
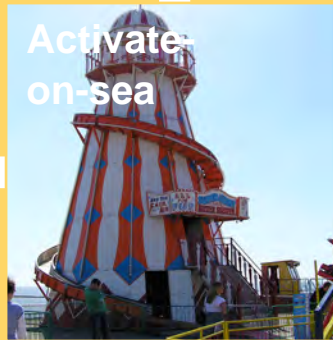
Motivate-on-Sea - a place to feed the senses

Invigorate-on-Sea - a place to feel recharged

Generate-on-Sea - a place to grow

Communicate-on-Sea - a place to call home

Celebrate-on-Sea - a place to celebrate the very best of Clacton and Essex



Branding is a continual journey of discovery and expression of the soul of a place. The brand is the experience that is represented by the environment, the identity, the communication and the service. The perfect ingredients for a world class brand experience with a global reach and a local touch are already in place- we just need to give them expression.

Early ideas

Early branding ideas have been developed based on an understanding of the place and its assets. These ideas will be further developed into a new brand and marketing strategy as part of the Council's Tourism Strategy 2010-2016.

Destination Clacton

Laughter led regeneration from the inside out

Future Clacton

Its not what you build for people its their attitude towards it

The Clacton identity

Telling the story and communication

Clacton through and through

Get people talking

The Clacton Connection

Get people doing

Experience Clacton

What does it look like?

Hello Clacton

When are we going?

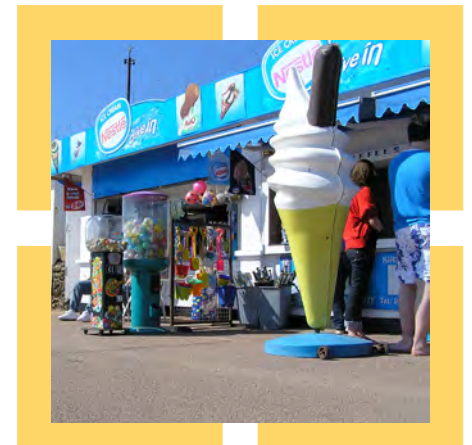
Clacton... we're having a laugh!

Laughter led regeneration

Clacton-on-Sea – a place for celebration and fun

This is the start of the journey in developing the brand but we believe the most effective brands are provocative- they serve to change people's minds and change consumer culture and can deliver business value. The celebration and laughter led regeneration theme builds on the objective to recreate the fun and laughter of the Clacton seafront – it generates a positive local attitude towards the town and delivering a better image and identity. The themes of fun, laughter and the celebration of Clacton have been used to explore initial ideas based on:

- **Events** - Events can be an easy way to generate activity, create publicity and increase visitor offer and awareness of a 'new' Clacton
- **Humour** - Bringing laughter and fun back to the town will be central to the rebranding of the town. Ideas on how to integrate humour and the ideas of play with Clacton's visitor offer have been explored and can be delivered in a number of ways. Humour can be included within physical improvements needed in the area such as signage, it can be used within public art and events to create something different and unique to Clacton – linking to





the brand and generating a unique reason as to why people should visit the town

- **Interactive** - Interaction with the urban environment will create a contrast to the interaction with Clacton's natural assets (the beach and sea) and build upon the fun element of the town
- **Retro Revivalists** - In bringing back the memories and nostalgia of Clacton as a seaside resort a unique selling point for Clacton will be to offer a retro style experience through retro car/bike festivals, 1950's tea dance events and high quality vintage style accommodation (caravans/hotels)
- **Local Food** - Food and drink plays a huge part within the leisure/visitor sector and can alone be used to re brand a destination. Clacton can be easily celebrated in this way – fish and chips, seafood, local ice cream, local wines and jams can all be used to create a unique gastronomic tourism offer – this will encourage a different higher spending visitor to the town

All these themes have been integrated into the proposals ensuring a holistic approach to the regeneration and revitalisation of Clacton as a visitor destination. We believe that Clacton's story can best be conveyed through a message that speaks of fun and celebration- seaside humour, festivals and events, engagement and the best of Clacton! Clacton will have:

- The **best** fish and chip shop
- The **best** ice cream
- The **best** beach huts
- The **best** places to stay
- The **best** beach fun and tranquil spaces
- The **best** café s and local food
- The **best** events
- The **best** play areas
- The **best** seafront

We must aim high and this is the message which underpins the proposals for the seafront.

Celebrate-on-Sea: Putting the fun back into Clacton!



Hello Future

The Overall Plan
for Pier Gap
Gateway and the
seafront



Our idea is a simple one- to make the seafront one of the best in the Country with 21st century facilities. To do this we need a clear vision for the future and a comprehensive plan which will guide development and investment



The overarching aim is to reinvent Clacton-on-Sea as a major seaside destination, acting as a catalyst to initiate the transformation and regeneration of the town. The key principle is to put the fun back into Clacton by creating a high quality and distinctive seafront area which will place Clacton back on the map and create new opportunities for the town.

Clacton has a number of “diamonds in the dust” such as the Martello Tower, the beach, the Pier and the Pavilion but the seafront is lacking cohesion both in terms of future uses and coordination of public and private sector interventions. The celebration of what Clacton has to offer, by improving the public realm, introducing way finding and lighting strategies and improving the retail/leisure offers will all help to re-instate Clacton-on-Sea as a fun and desirable seaside destination.

The plan for Pier Gap Gateway creates a seafront leisure quarter. All development will be required to be of high quality, sustainable and appropriate to its context and surrounding scale and secure positive improvements to the landscape, biodiversity, streetscape or place in which they are located. Particular emphasis is placed on the creation of safe environments and reduced fear of crime, inclusive design,

protection and enhancement of features of heritage importance and the creation of active frontages which add interest, life and vitality to the public realm. The overall plan is based on a number of key priorities including:

- Improve facilities between Marine Parade and the beach including new attractions to draw more residents and visitors
 - Conservation and enhancement of seafront gardens
 - Improvements to the Pier and Pavilion to create a major attraction for residents and visitors through boat trips, recreation and information
 - Develop gardens and interpretation of Martello Tower and links to seafront gardens and promenade
 - Encourage recreation, for example through the organisation of sports and games to enhance the use of the beach
 - Improve standards of maintenance in the public realm and beach
 - Improve signing and wayfinding for pedestrians and road users
- Extend the programme of events to increase the attraction of the area throughout the year

Several zones of activity have been identified along with a number of key projects. The proposals seek to create a distinctive place based on fun, celebration, motivation, activity and a shared belief in the future of the town and opportunities for all members of both the host and visitor communities. The focus is on the people who will use it, the experience they will have when they visit the seafront and the memories they take away. But the seafront cannot be viewed in isolation. It is also about improving linkages from the seafront to the town centre and station through such interventions as better signage and lighting- so the experience starts as soon as the visitor arrives.

Zones of Activity

Different zones of activity are proposed to create a variety of experiences for all ages and to attract a larger number of visitors throughout the year. The creation of zones of activity will provide a range of new tourism, leisure and business opportunities. Each zone will have a different function and character but will fit together to create an integrated seafront experience to



be enjoyed by everyone. The zones of activity will be reinforced by a number of overarching strategies to improve the seafront and range of new projects which will build on existing proposals and open up new opportunities for partnership working and community involvement.

Five principal zones of activity are proposed:

- **Watersports Zone** focussing on Martello beach catering for windsurfing, kayaking and kite surfing
- **Active Beach Zone** with adventure play, beach games and an extended board walk
- **Seafront Gardens** based on the existing gardens and promenades to create a well connected and vibrant area in the daytime and evenings
- **Entertainment Zone** based around the Pier and Pavilion with improved links to Pier Avenue South - a place for fun throughout the year
- **Tranquil Zone** to the east of the Pier for relaxation and informal recreation



Underlying Strategies

The zones of activity are linked by a revitalised promenade and improved connections with the town. The following strategies apply across the whole area:

- **Improvements to the station gateway-** the station is seen as a key gateway and needs to be revitalised to reflect the ambitions for the town and seafront. This will include improved signage and information and a café/ retail outlet representing the best of Clacton
- **Improved pedestrian connections to the town and station-** this will include extended streetscape works and improved crossings on Marine Parade in addition to improvements to the pedestrian crossing and links to the seafront at Pier Gap. Marine Parade is currently a two-way road, approximately 10.5m wide, with intermittent on-street parallel parking in designated bays adjacent to the sea-front. Where Beach Road, Orwell Road and Colne Road intersect Marine Parade East, it is proposed to modify the layout at each of the junctions to manage on-street parking, reinforce pedestrian desire lines and enhance pedestrian movements. This will be achieved by reducing junction corner radii to

modify traffic speed and indenting the footpath opposite each junction. The location of each junction will be highlighted by a change in carriageway surfacing material and adjacent pedestrian paving areas. Where adjoining side roads intersect marine Parade West at Agate Road, Penfold Road, Edith Road, Alton Road and Tower Road, it is proposed to modify the layout of each of the junctions to restrict on-street parking, to reinforce pedestrian desire lines and enhance pedestrian movements by reducing junction corner radii and indenting the footpath opposite the junction. The location of each junction will be highlighted by a change in carriageway surfacing material and adjacent pedestrian paving areas.

- **Coordinated signage and information-** from the station to the seafront, new signage will be provided to assist wayfinding and provide information about the town
- **Lighting-** the seafront will come alive with a programme of lighting on the promenade and key buildings. This will animate the seafront at night, improve safety and security and make the area more attractive to visitors
- **Public art-** the use of public art will add to the distinctiveness and identity of the town and seafront and

will be developed to reflect the theme of fun and celebration. Public art will be used creatively in improvements to the promenade- paving, signage and lighting and will provide the opportunity to engage with the local community

- **Parking strategy-** a comprehensive strategy is required to ensure that demand for parking can be effectively managed throughout the year. The existing on-street parking along Marine Parade East and West Road will be retained where practicable. The extent of the parking bays will be reviewed and those sections that occur within the immediate vicinity of existing junctions will be removed on safety grounds to improve sight-lines and provide safer crossing points for pedestrians. At these junctions pedestrian areas will be indented into the carriageway to create protected lay-by's for vehicle parking in place of the white lining that currently exists. These physical build-outs will regularise the location of parking areas and help reduce the incidence of inconsiderate parking outside the designated areas
- **Marketing/events** – a new marketing campaign and extended events programme to be taken forward as part of the Tendring Tourism Strategy



- 1 Station Gateway
- 2 Improved Wayfinding From The Station
- 3 Town Centre Square with Kiosks
- 4 Improved Wayfinding Towards The Beach
- 5 Temporary Market Stalls at Pier Gap
- 6 Pier Plaza / Events Space
- 7 Atlanta Café
- 8 Performance Spaces / Kiosks



Clacton by Day

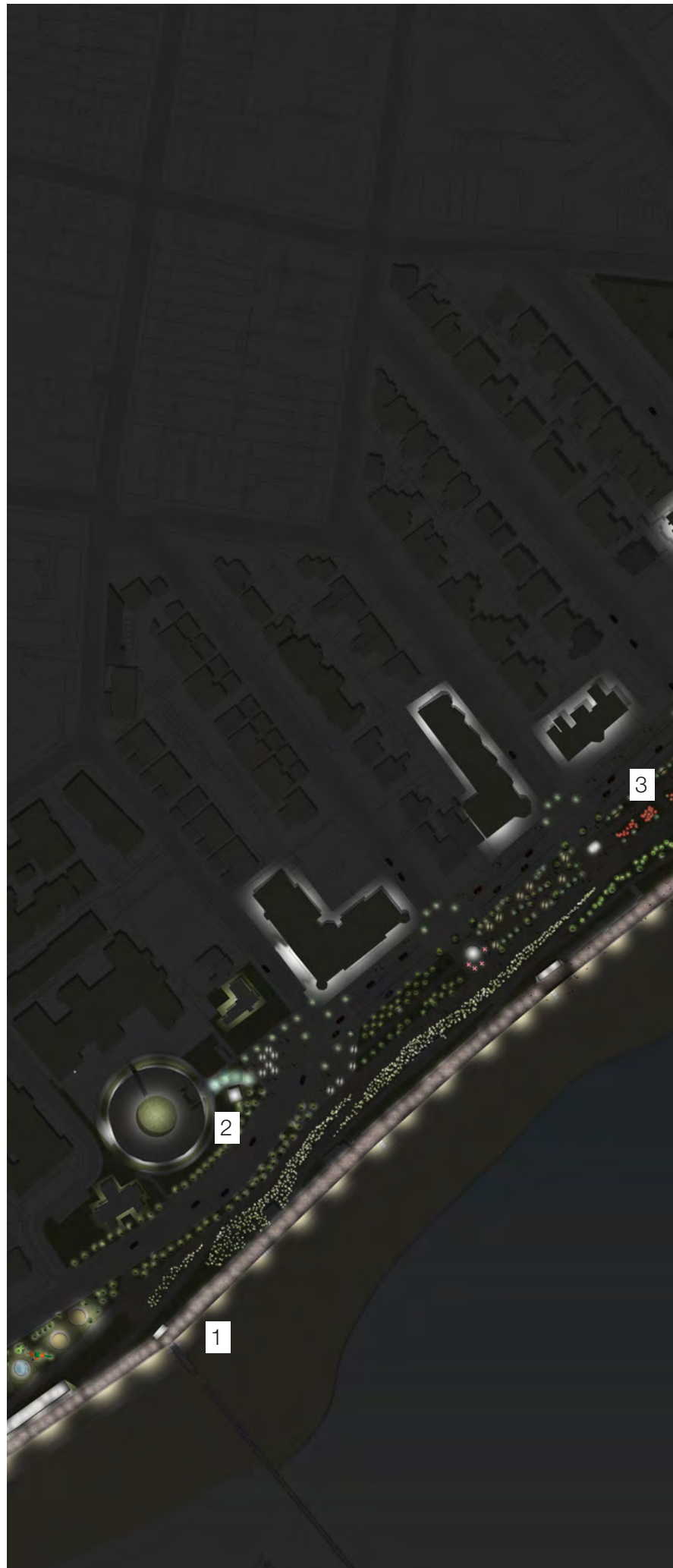
- 1 Adventure Play
- 2 Fun Garden and Café
- 3 Martello Tower & Square
- 4 Active Beach Zone
- 5 Seafront Gardens & Promenades
- 6 Galleries / Craft Workshops
- 7 Refurbished Atlanta Café & Restaurant
- 8 Cycle Hire
- 9 Pier Gap Gateway
- 10 Pavilion Family Entertainment & Terrace
- 11 Lido / Waterpark
- 12 Pier Attractions and Boat Trips
- 13 Nature Gardens / Picnic Areas
- 14 Hotel / Café
- 15 Beach Huts
- 16 Royal Hotel





Clacton by Twilight

- 1 Promenade Lighting
- 2 Martello Tower Restaurant and Function Space
- 3 Seafront Gardens Lighting and Performance Spaces
- 4 Town Centre Extended Retail Hours / Activities
- 5 Atlanta Café / Restaurant
- 6 Lighting of Pier Gap and Venetian Bridge
- 7 Underlighting of Pier
- 8 Evening Entertainment on Pier
- 9 Hotel and Café / Restaurant
- 10 Evening Entertainment in the Pavilion





Invigorate-on-Sea - The Watersports Zone

The area around Martello Beach will become the focus for watersports and associated specialist retail facilities- a place for organised sports and an adrenalin rush

Possible Interventions could include:

- Watersports activity centre with showers and changing facilities for use by schools, community groups and the public
- Specialist retail units offering equipment hire and instruction
- Surf café
- Launching facilities

The Watersports Zone will form part of the string of pearls and nodes of activity linked through a reinvigorated promenade which will encourage visitors to experience the full range of attractions on offer along the Clacton seafront. There will be the opportunity to try out a wide range of watersports such as windsurfing, kayaking, dinghy sailing, kite surfing, paddle boarding and skim-boarding with associated retail and hire facilities. Re-use of under-utilised or vacant buildings for new activities associated with the Watersports Zone will be encouraged. The development of the Watersports Zone and extended watersports activities will provide opportunities for new employment and training and new facilities for the local community. The establishment of organised clubs would have particular benefits for extending opportunities for young people in the town.

The development of the Watersports Zone will be the subject of a separate study.





Activate-on-Sea - The Active Beach Zone

The Western Beach will become the Active Beach Zone- a place to swim, walk, play and relax.

Possible Interventions could include:

- Food and drink offer for sports / activities
- Beach volleyball, rugby, kite surfing
- Play / activities on the Promenade
- Beach hut / deck chair design competitions

Key Projects:

- **Martello Tower**- re-opened as a restaurant and possible boutique accommodation. The Moat gardens will be linked to the seafront park by a new civic space on Marine Parade
- **Boardwalk**- extension of seafront promenade to create new seating areas, café s and play space with provision for bike hire and beach games such as beach volley ball
- **Beach huts**- painting of the existing beach huts and new contemporary beach huts to improve visitor facilities throughout the year

Where adjoining side roads intersect Marine Parade West at Agate Road, Penfold Road, Edith Road, Alton Road and Tower Road, it is proposed to modify the layout of each of the junctions to restrict on-street parking, to reinforce pedestrian desire lines and enhance pedestrian movements by reducing junction corner radii and indenting the footpath opposite the junction. The location of each junction will be highlighted by a change in carriageway surfacing material and adjacent pedestrian paving areas.





Gravitate-on-Sea- The Seafront Gardens

The objective is to build on recent investment in the gardens by improving the overall quality of the promenades and extending the garden themes to the western greensward to reflect the rebranding of the seafront.

The existing gardens date from 1924 and the layout has not altered significantly since this time. The gardens were upgraded in 2000 with funding under the Heritage Lottery Fund. The current area comprises five formal gardens:

- Memorial Garden
- The Sunken Rose Garden
- The 1920s Garden
- The Mediterranean Garden
- The Sensory Garden

The proposals for enhancement of the gardens and promenades are underpinned by the following themes:

- **Enhancement of interpretation, signage and educational opportunities** to showcase Clacton's heritage and ecology

- **Improved accessibility and legibility** to create a strong sense of identity and integration with the town
- **Enhancement of existing buildings and structures** to provide new facilities and animate the promenade
- **Creation of new public spaces** to extend and link the themed gardens
- **Opportunities for play** to appeal to a wider range of ages and help put the fun back into the seafront
- **Promotion of healthy lifestyles** through the encouragement of walking, cycling and exercise
- **Enhanced community safety** to create a welcoming area to be used by people all year and into the evenings

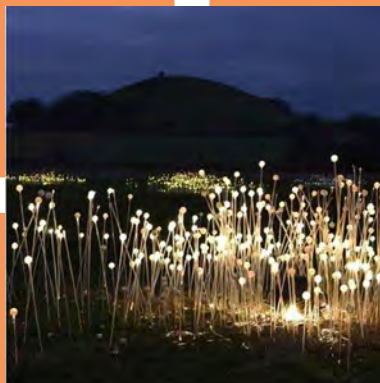
By preserving the gardens and enhancing the facilities around them such as the quality of the promenade and the kiosks, the experience of the sea front can be significantly enhanced. Re-using the shelters along the sea front as concessions will create activity nodes that encourage pedestrian movement along the full stretch of the Clacton's sea front. Decorative lighting would dispel the sense of isolation along the sea front at night and

generate a sense of festivity and safety for pedestrians. The promenades will provide stunning sea views and take the visitor on a journey through the contrasting environments of the gardens

Key Projects:

An integrated plan will be prepared for the Seafront Gardens which will include:

- New seating
- A new Fun Garden incorporating adventure play areas focussed on the area around the former boating pool
- Performance spaces
- Lighting
- Art installations
- Planting
- Reuse of shelters as new concessions
- Linking of promenade including the creation of the West Cliffe fun and exercise trail with the installation of outdoor gym equipment and jokes inset into the paving
- The community will be actively involved in the preparation of proposals for the Seafront Gardens and it is intended that the plans for the gardens and promenades will provide the basis for a bid for Parks for People funding under the Heritage Lottery Fund





Captivate-on-Sea - The Entertainment Zone

The Entertainment Zone focuses on the creation of an attractive and vibrant gateway to the seafront- a place to have fun, laugh and be entertained during the day and evening and throughout the year.

The Council will work with existing owners and businesses to create a successful entertainment zone well integrated with the town and the hub of activity at the heart of the seafront.

Possible Interventions could include:

- Flexible entertainment space on the pier
- Retro bowling alley
- Good quality food and drink offer on the pier
- Pier tea parties / food festivals
- Live music, circus, theatre workshops
- Arcade / leisure upgrade
- Vaudeville / Rock and roll lessons
- New attractions - indoor and outdoor

Key projects:

- **Pier Gap** - improved pedestrian route from town, streetscape works including improved pedestrian crossing, lighting and landscaping. Potential to accommodate temporary exhibitions and events such as themed markets
- **The Pier** - focus on year round activities, events and festivals, indoor and outdoor attractions, lighting, events venue, new places to eat and boat trips to the wind farm and sunshine coast
- **Water Park** - the creation of a Lido enclosed by a replacement breakwater linked by water chutes to a water fun park on the Pier. The incorporation of the breakwater will improve the eastern beach and provide new flood defences
- **The Pavilion** - a family entertainment centre with open views to the sea and links to the Lido and an extended boardwalk
- **The Atlanta Café** - a signature café / restaurant with panoramic views from a rooftop terrace and an extended beachfront terrace. Open all year, the Atlanta will enhance the quality of facilities along the seafront
- **Reuse of existing buildings** - refurbishment of underutilised buildings to create new gallery space, craft workshops and retail spaces and a Tourist Information Centre to exhibit and sell the best of Clacton





- 1 Extended Boardwalk
- 2 Craft Studios / Galleries
- 3 Atlanta Café / Restaurant
- 4 Cycle Hire
- 5 Indoor Entertainment
- 6 Fun Fair
- 7 Central Spine
- 8 Indoor Performance / Events Space
- 9 Café / Outdoor Events Area
- 10 Boat Trips
- 11 Water Park Linked to Lido
- 12 Lido
- 13 Entertainment Space
- 14 Pier Plaza
- 15 Family Entertainment and Sea Terrace
- 16 Extended Boardwalk
- 17 Stepped Sea Wall
- 18 Themed Markets
- 19 Improved Pedestrian Crossing and Links to Town Centre



Motivate-on-Sea- The Eastern Beach Zone

The Eastern Beach will become the tranquil zone, an area for walking, relaxation and informal recreation, with the creation of a cliff top nature garden including picnic and barbeque areas and walking/cycle links to Holland-on-Sea, Frinton-on-Sea and Walton-on-the-Naze.

Possible Interventions could include:

- Trips to wind farm
- Fishing/seal watching trips
- Educational 'eco' attraction
- Eco visitor Centre
- Eco hotel
- Promotion of coastal walks
- Eco commitment from local businesses
- Cycle paths

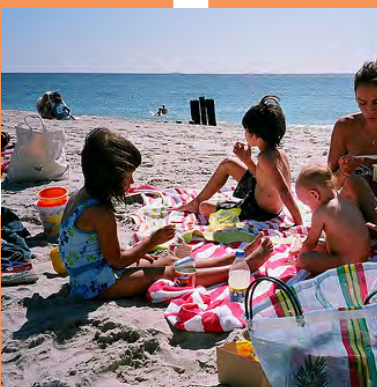
Key Projects:

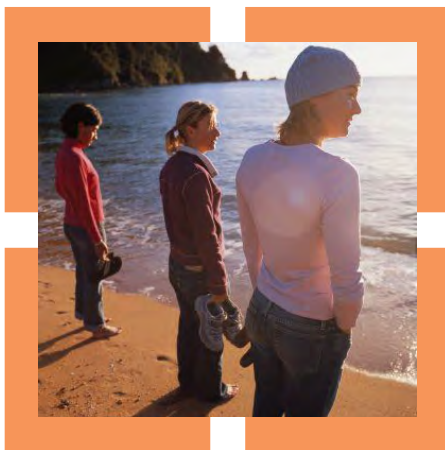
- **Cliff top walk and gardens-** nature gardens with seating and picnic/ barbeque areas
- **Walking/cycle links-** new signed routes to Holland, Frinton and Walton-on-the-Naze
- **Beach huts-** new contemporary beach huts on the lower promenade
- **Breakwaters-** replacement of breakwaters to aid beach replenishment and provide coastal defence
- **Cliff top hotel and café -** realignment of Marine Parade and development of a unique hotel and seafront café on the Anglefield Triangle with unrivalled sea views and access to the beach

Where Beach Road, Orwell Road and Colne Road intersect Marine Parade East, it is proposed to modify the layout at each of the junctions to manage on-street parking, reinforce pedestrian desire lines and enhance pedestrian

movements. This will be achieved by reducing junction corner radii to modify traffic speed and indenting the footpath opposite each junction. The location of each junction will be highlighted by a change in carriageway surfacing material and adjacent pedestrian paving areas.

The Council will aim to work with Essex County Council to secure an acceptable solution to the realignment of Marine Parade to release the Anglefield triangle for development and will seek a suitable developer partner to take forward the opportunity for the seafront hotel. The hotel will provide a new eastern gateway to Clacton and the seafront and attract increased number of visitors to this part of the seafront which is currently underused.



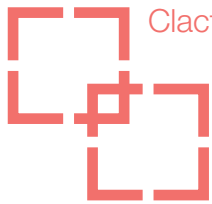


Putting the Fun Back

Key Projects

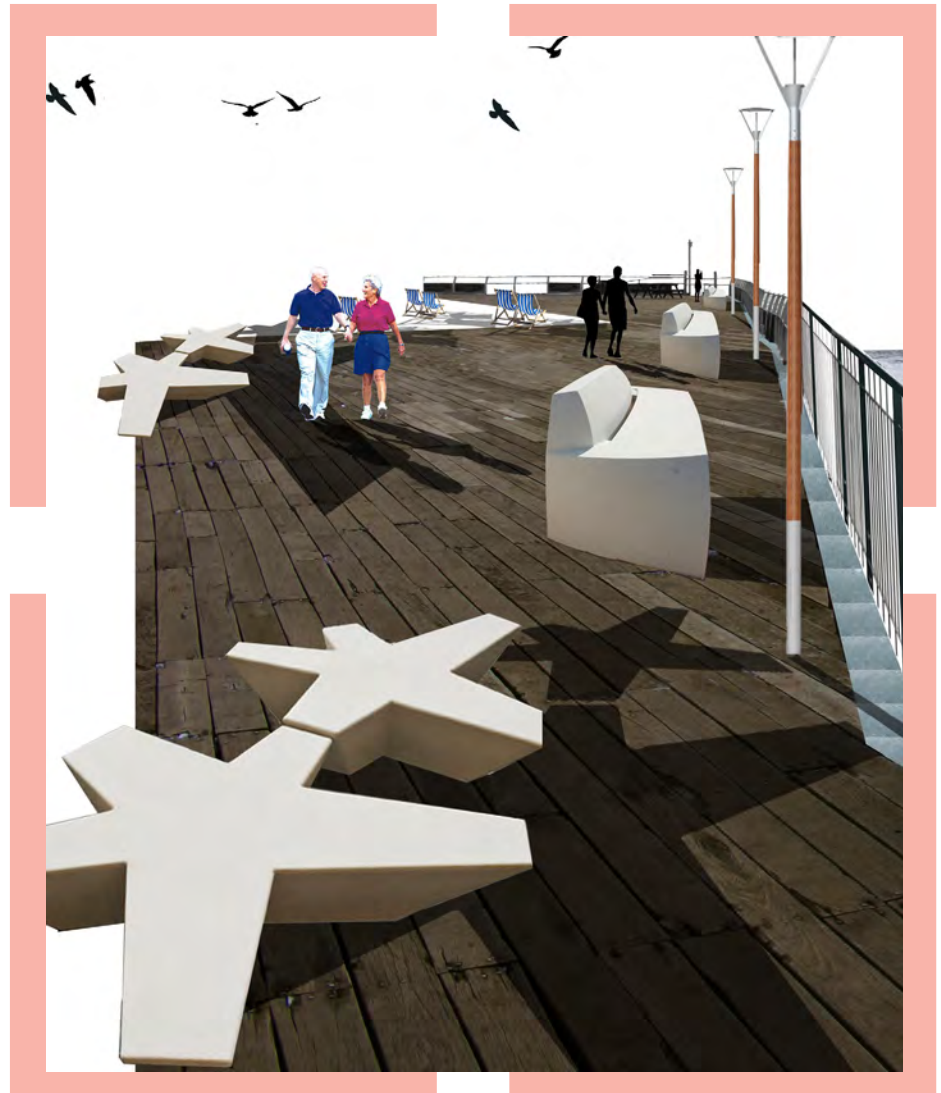


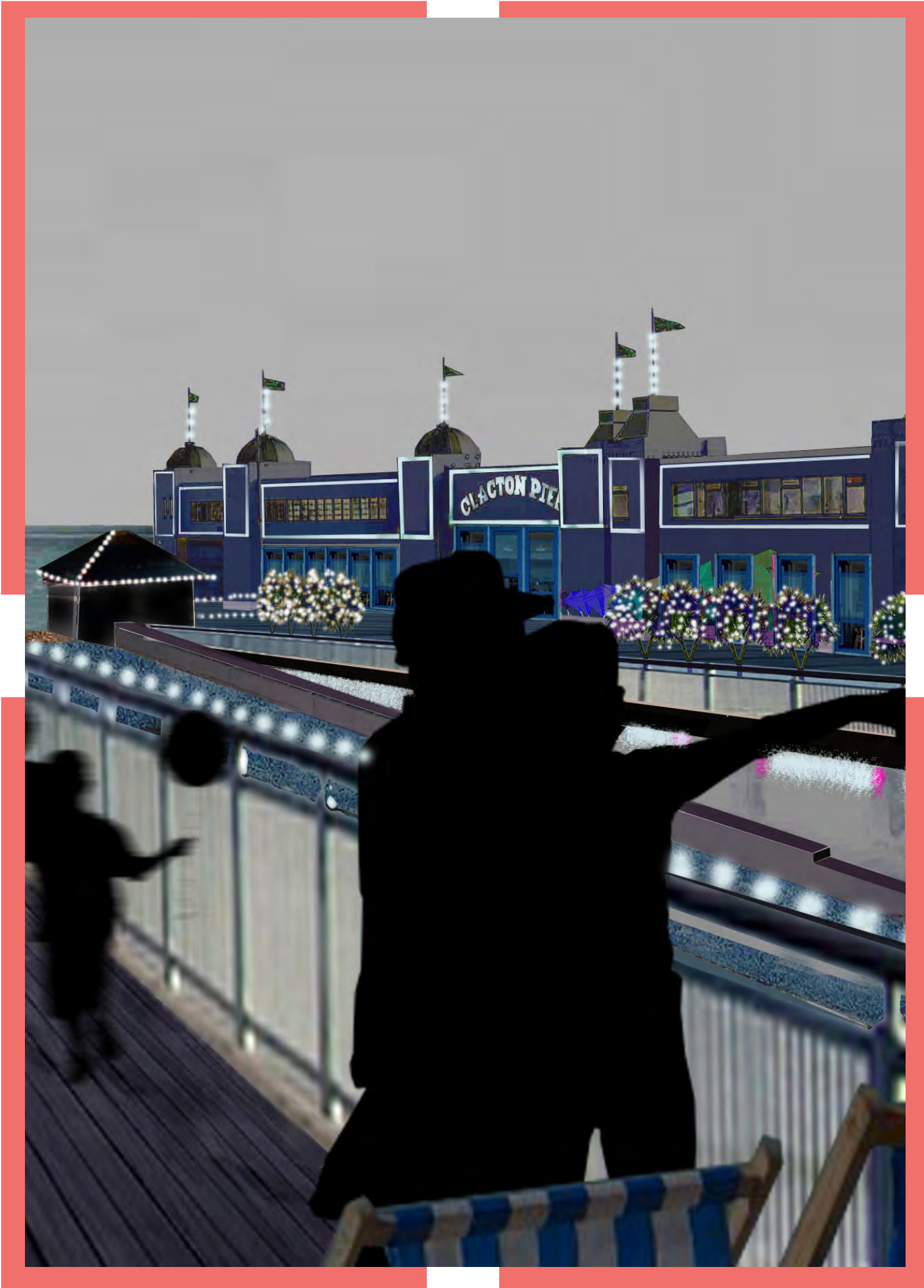
The overall plan provides the framework for transformation of the seafront through the implementation of a number of key projects. All of the projects have a key role to play as part of a comprehensive plan- together they will improve the experience of the seafront and the range and quality of facilities and attractions



The following projects are identified as priority interventions to realise the objectives for regeneration of the seafront. The timescale for implementation will be dependent on funding and partnership working but the projects must be taken forward within a comprehensive development framework to maximise the benefits for the seafront and to act as a catalyst for regeneration of the town. The Watersports Zone is an integral part of the seafront offer and will be the subject of a separate study.

- **Project 1:** Pier Gap and improved connections with the town
- **Project 2:** Seafront Gardens
- **Project 3:** Martello Tower
- **Project 4:** The Pier
- **Project 5:** The Pavilion
- **Project 6:** Atlanta Café
- **Project 7:** Lido and breakwaters
- **Project 8:** Cliff top boutique hotel





Project 1: Pier Gap

Pier Gap is an important gateway to the seafront and the place where most visitors start their experience. It will be important to create a sense of arrival and to improve the connections with the town and station. This will be achieved through a streetscape scheme to improve the pedestrian environment and reduce the severance caused by the existing volume of traffic on Marine Parade. The scheme will form Phase 3 of the streetscape works which commenced in Pier Avenue South.

The junction of Marine Parade East, Pier Gap, West Road and Pier Avenue presents a barrier to pedestrian movement between the town centre and seafront. The proposals to improve the pedestrian environment and the gateway to the seafront comprise the following elements:

- Paved crossing on Marine Parade to extend materials in Pier Avenue South across carriageway to Pier Gap
- Consistent palette of materials
- Removal of barriers
- Widening of pavement at pedestrian crossing points at junction of Pier Gap and Marine Parade
- Treatment of Pier Gap as a shared surface with narrowing of carriageway
- Lighting to accent Venetian Bridge and improve safety
- Signage and information
- Temporary markets and exhibitions to animate and activate the spaces
- Enhanced landscaping

The area in front of the Pier will continue to be used for parking but would be available for use as an event's area during large gatherings and festivals when Pier Gap would be closed to traffic.



Marine Parade East, Pier Gap, Marine Parade West, Pier Avenue Crossroads

At the crossroads, it is proposed to reduce the width of Marine Parade East and Marine Parade West to 6m to widen adjacent footpaths and to remove the existing right-turn lanes in each direction. The existing traffic signals with pedestrian crossing phases and tactile paving for the blind/partially sighted will be retained. The junction will be raised to form a table with the carriageway surfacing material replaced to reflect the change in nature of the road at this location, while enabling pedestrians a level surface to cross between the footway and the main carriageway. This will be achieved by ramps on the main carriageway in advance of the junction that will modify vehicle approach speeds and thereby enhance pedestrian safety. Main pedestrian desire lines will also be reinforced and enhanced through a reduction in junction corner radii. It is proposed to restrict some vehicles emerging from Pier Avenue by only allowing drivers to travel straight onto Pier Gap or turn left. It is also proposed to restrict vehicular access to Pier Gap to straight on from Pier Avenue and to ban the left turn from Marine Parade East and the right turn from West Road.

These measures will provide a positive benefit for pedestrians by providing them with an enlarged area and safer environment at the junction, augmented by new paving.

Pier Avenue

It is proposed to modify the junction with Marine Parade East and West Road by restricting access movements from the Avenue to straight ahead to Pier Gap and left turn only onto Marine Parade East. The Avenue will be raised to the same level as the adjoining footway by provision of a ramp on the final approach to the junction. These measures will reduce vehicle approach speeds to facilitate safer pedestrian crossing movements, while maximising the space for pedestrians. Carriageway surfacing and pedestrian pavement areas will be replaced to highlight the change in character of both the road and pavement in this area.

Pier Gap

This road will be modified to prioritise pedestrian movement. This will be achieved by altering the junction with West Road and Marine Parade East to restrict movements into the road from Pier Avenue only and by restricting movements from the road to allow the right turn only. Definition of the

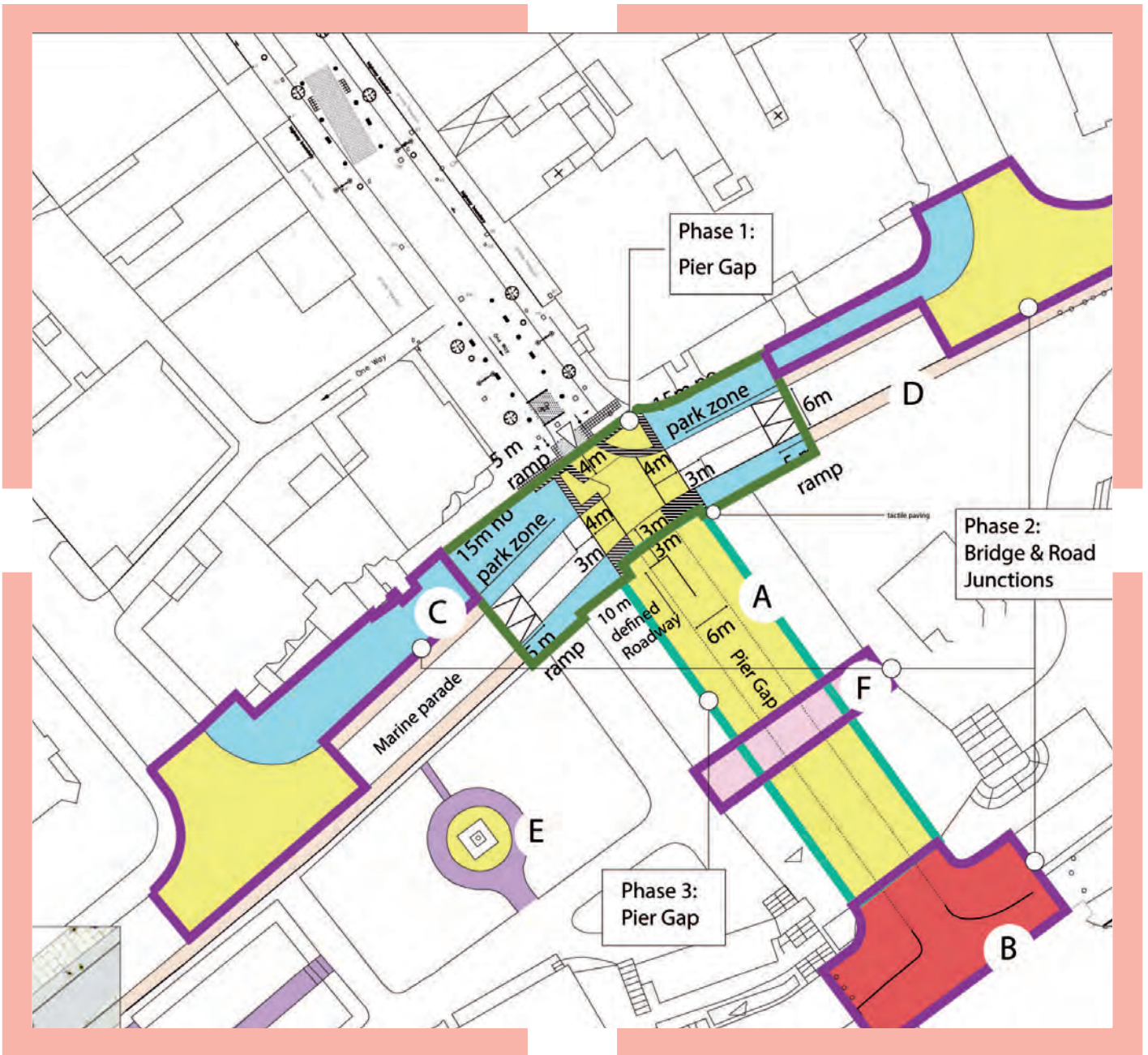
carriageway will be restricted to the final section of the road giving Pier Gap a pedestrianised appearance. New surfacing will enhance the pedestrianised nature of this road, which will reinforce the pedestrian link from the Town Centre to the Pier.





- 1 Widened Footways
- 2 Tabled Junction
- 3 Themed Markets (Temporary Stalls)
- 4 Underlit Venetian Bridge
- 5 Bike Hire Kiosk
- 6 Promenade Improvements
- 7 Atlanta Café and Lift Access to Lower Promenade
- 8 Boardwalk extension
- 9 Lighting and Signage
- 10 Pier Plaza Events Space
- 11 Area Used for Parking or Outdoor Seating
- 12 Pavilion & Lido Promenade
- 13 Pavilion Entertainment Centre
- 14 Widened Footway
- 15 Enhanced Landscaping





- A Granite Stetcher Bond
- B Granite Sets
- C La Lines Paving
- D Tegola Paving
- E Bound Gravel
- F Clear Resin Bond Flint

Project 2: Seafront Gardens

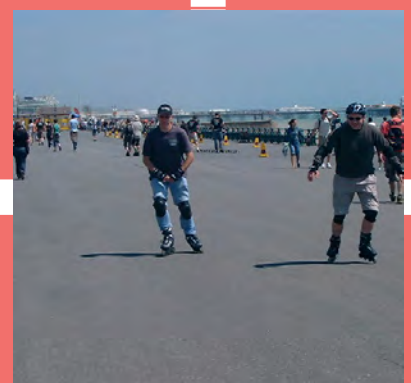
The Marine Gardens are a prized asset of the town and seafront and are much loved by residents and visitors. The themed gardens provide a haven of tranquility and a variety of landscapes which reflect the heritage of the town. The linking of the gardens and reinvigorated promenades will bring new vitality to the seafront and provide the opportunity for the creation of a unique attraction with the full engagement of the community.

An overall plan is required for the Seafront Gardens Zone. The proposals have the potential to be phased over time and comprise the following key elements:

- Access improvements including improved pedestrian crossings and gateways to the promenade and repair of steps and access for mobility impaired. Defined entrances are proposed with clear signage and bold lighting with improved pedestrian crossings and connections with the town. Where

adjoining side roads intersect Marine Parade West at Agate Road, Penfold Road, Edith Road, Alton Road and Tower Road, it is proposed to modify the layout of each of the junctions to restrict on-street parking, to reinforce pedestrian desire lines and enhance pedestrian movements by reducing junction corner radii and indenting the footpath opposite the junction. The location of each junction will be highlighted by a change in carriageway surfacing material and adjacent pedestrian paving areas

- Lighting to improve safety and security and add to the attractions of the seafront. This would include lighting of the pergola and festoon lighting along the upper promenade to encourage evening use of the promenade and gardens and create a new attraction for the community and visitors to enjoy
- Conversion of the shelters to create the opportunity for new concessions such as a café, seasonal kiosk or exhibition space with outdoor seating to add vitality to the seafront and address current issues of anti-social behaviour
- The creation of a new themed fun garden with play features focussed around the boating pool. This would include new play features and sculptures on the theme of seaside fun and humour and a café with outdoor seating for families and young people. This would complement the other themed gardens and reflect the new Clacton brand
- The creation of a West Cliffe fun and exercise trail with outdoor gym equipment and a climbing wall installed along the upper promenade and jokes (selected by the community) inset into the paving
- Integration of the Martello Moat Garden as part of the Seafront Gardens through the creation of a new civic space on Marine Parade. The Moat Garden is a hidden gem and not currently enjoyed by the community or visitors. The integration of the Martello Tower and moat into the Seafront Gardens would enhance the overall experience and diversity of environments and open up the heritage value of this unique feature. The creation of a new civic space



linking the Martello Tower to the promenade and West Cliffe would provide the opportunity for open air performances and events

- Signage and interpretation boards to guide visitors through the seafront gardens and inform them about the seafront's rich heritage
- Public art to reflect the themes of fun and celebration. This will take the form of play sculptures, paving and street furniture
- Outdoor performance spaces at key entry points onto the promenade which will be used in association with the Westcliff Theatre and Princes Theatre
- Conversion of former toilet block to craft/ exhibition space and introduction of bike hire scheme utilising area above existing toilet block
- Enhanced landscaping including selective thinning of boundary planting to improve views of the gardens, promenade and sea and make the Seafront Gardens feel safer and more secure

The objective will be to seek funding for the project under the Heritage Lottery Parks for People programme. In order to promote a successful funding bid, it will be essential to demonstrate clear evidence of community involvement and the aspirations and support of local people. The objective will be to engage fully with the community in the development of proposals.







1. Established gardens to remain but with enhanced planting. Re-surfacing of paths - some removal of trees to open up views

2. Potential for reuse of shelters e.g. as a café teria

3. Temporary seasonal kiosks e.g. florist or tourist information point. Space around the kiosks to be used as entertainment / performance space

4. New surfaced crossing points along Marine Parade / seafront providing improved pedestrian access

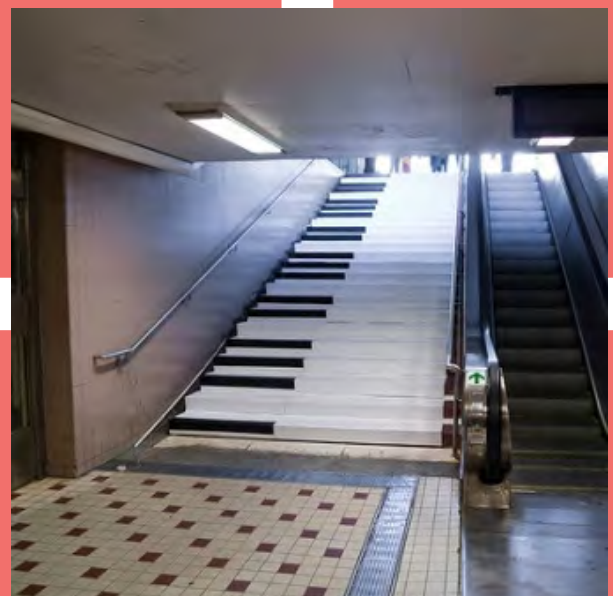


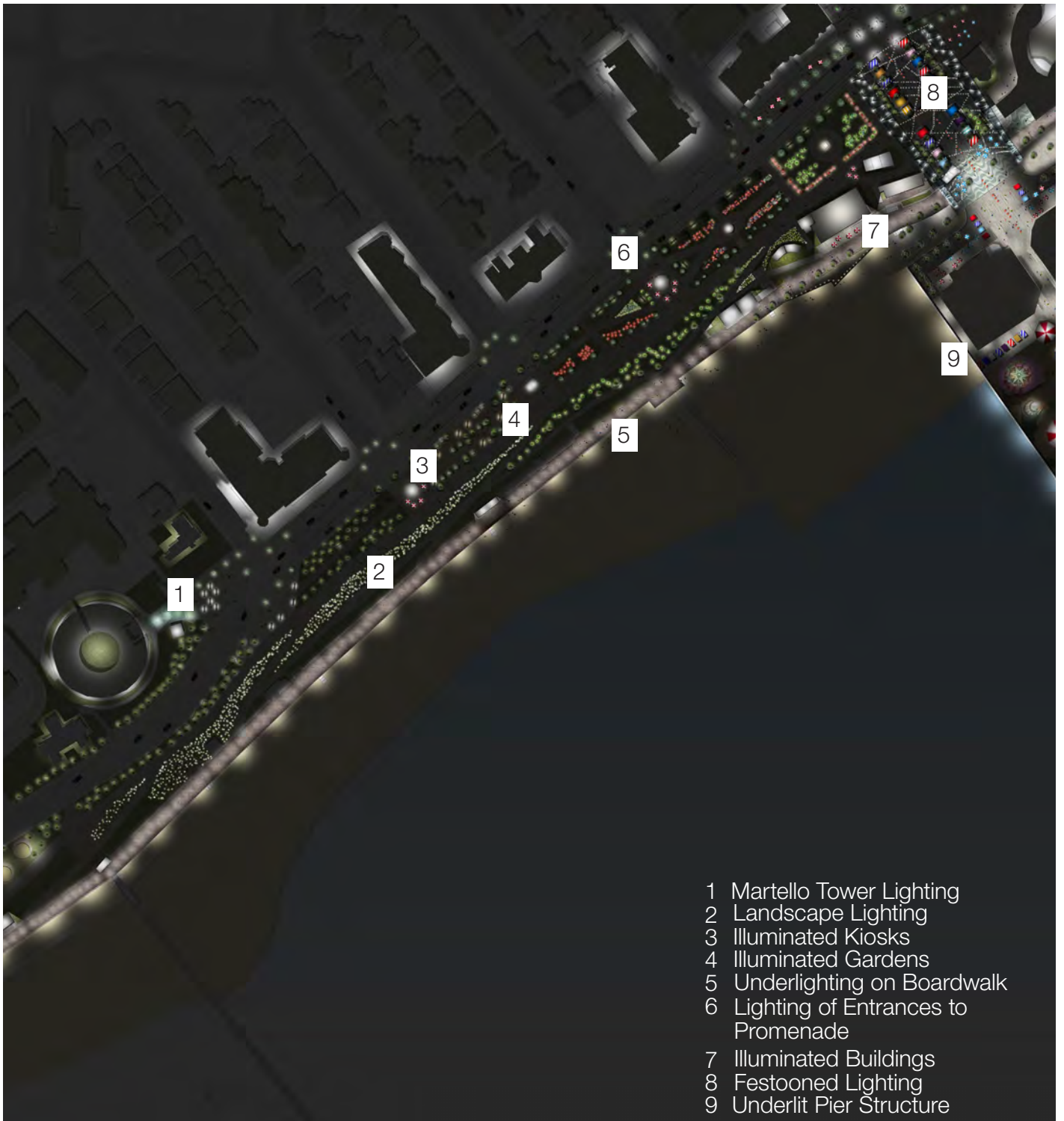
5. A new plaza outside the Martello Tower creates a gateway onto the seafront

6. New play facilities to create a new fun garden

7. Lighting - to improve security and encourage evening activities

8. West Cliffe Fitness and Fun Trail with outdoor gym equipment and jokes





1. Illuminated Sticks
Amongst Planting

2. Illuminated Art
Interventions In Gardens

3. Lighting In Trees



2



3

Project 3: Martello Tower and Square

The Martello Tower and moat is a unique feature of the seafront and the project seeks to realise its heritage and tourism value. The building is owned by the Council and subject to a long lease. It is proposed that the Council will work with the current occupiers to secure a new occupier who will re-establish the Martello Tower as a restaurant with the possibility of a small number of attached boutique hotel rooms.

The Martello Tower has the potential to make a significant contribution to extending the quality and range of facilities and attractions on the seafront. Any conversion works must be sensitively addressed in consultation with English Heritage. The Moat Garden will be integrated with the seafront gardens through an extended public realm.

The proposals could include:

- High quality restaurant, bar and café
- Small number of rooms linked to restaurant offering overnight accommodation
- Function space and winter gardens
- Viewing platform
- Outdoor seating and sculpture garden/ events space
- Temporary roof/ tensile structure to allow for seasonal use of the moat
- Plaza linking Martello Tower and garden with the promenade and seafront

The building is subject to an existing lease but is currently unoccupied. The Council will work with the current leaseholders to secure an appropriate use and occupier for the Martello Tower and to bring the building back into an active use in accordance with the overall plans for the seafront. The creation of function space will have particular benefits for local businesses and the local economy due to the existing shortage of suitable venues. English heritage will be fully engaged in the development of proposals for this important landmark.





- 1 Martello Tower
- 2 Improved Entrance
- 3 Martello Square
- 4 Improved Pedestrian Crossing
- 5 Existing Gardens
- 6 New landscaping
- 7 Extended use of Moat including Tensile Roof Structure to enable Seasonal Use



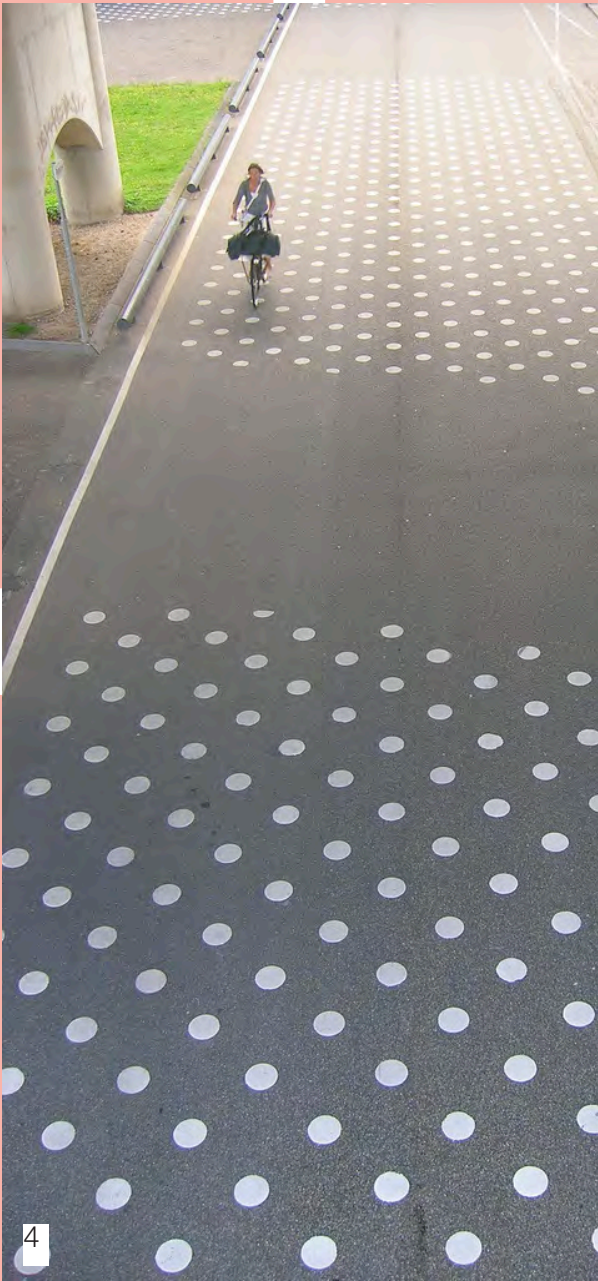
1 New public square and performance space

2 Quality restaurant

3 Public art

4 Improved pedestrian crossing

5 Opening up the moat for public enjoyment



Project 4: The Pier

The Pier forms part of the hub of activity on the seafront and the focus for fun and entertainment. As the largest pleasure pier in the country, it provides huge potential for extended use and new attractions. The Council will work with the owners to take forward a shared vision for the Pier as an integral and vital part of the seafront.

The current owner of the Pier has an ambitious programme for its restoration and an extended range of facilities and events. Rationalizing uses and their placement on the Pier would help to foster a more inviting and sustainable image for the Pier. The focus will be on year round activities and proposals could include:

- Restoration of the frontage to open up views from Pier Gap
- Restoration of the frontage to open up views from Pier Gap
- Lighting to celebrate the Pier as a landmark on the seafront
- Reinstatement of the central spine and sheltered seating

- Outdoor attractions including an extended fun fair and rides
- An extended range of indoor attractions and entertainment to appeal to a wider market including comedy and music spaces
- A new water fun park linked to the proposed Lido by a series of water chutes
- New food and drink outlets- the best fish and chips in Clacton!
- Refurbishment of the Jolly Roger to create a flexible performance and events space that can be used throughout the year- the end of the Pier show!
- An outdoor events space and café at the end of the pier
- A new floating pontoon to introduce boat trips to the windfarm and the sunshine coast and fishing trips
- A digital anemometer to show the output of the windfarm linked to a visitor or exhibition centre

Views to and from the Pier can be enhanced with good lighting and the removal of visual barriers such as the existing fencing. Re-branding and refurbishing the Pier in a coherent fashion will give Clacton an icon / landmark that the town can be proud of.





- 1 Atlanta Café
- 2 Pier Plaza
- 3 Pavilion & Lido Terrace
- 4 Lido
- 5 Waterpark
- 6 Fun Fair
- 7 Central Spine / Shelters
- 8 Indoor Event Space
- 9 Café / Outdoor Events Space
- 10 Boat Trips





3



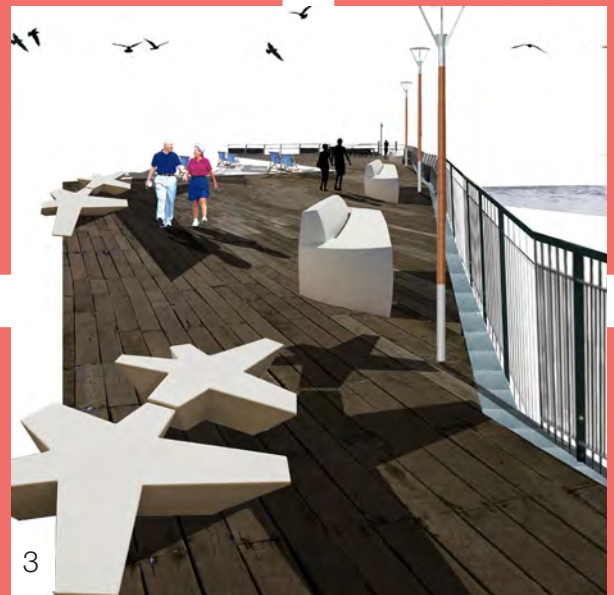
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1 New attractions day and evening

2 Indoor events

3 Replacement of central spine and new seating

4 Re-activating the end of the pier with flexible events space



Project 5: The Pavilion

The Pavilion is a key part of Clacton's heritage and occupies a strategic location at the gateway to the seafront. Refurbishment and reuse of the building would greatly enhance the attractiveness of the seafront for both for residents and visitors but its future needs to be considered as part of a comprehensive plan. The Council will work with the current leaseholders to restore the Pavilion and to maximise its potential as an attraction on the seafront.

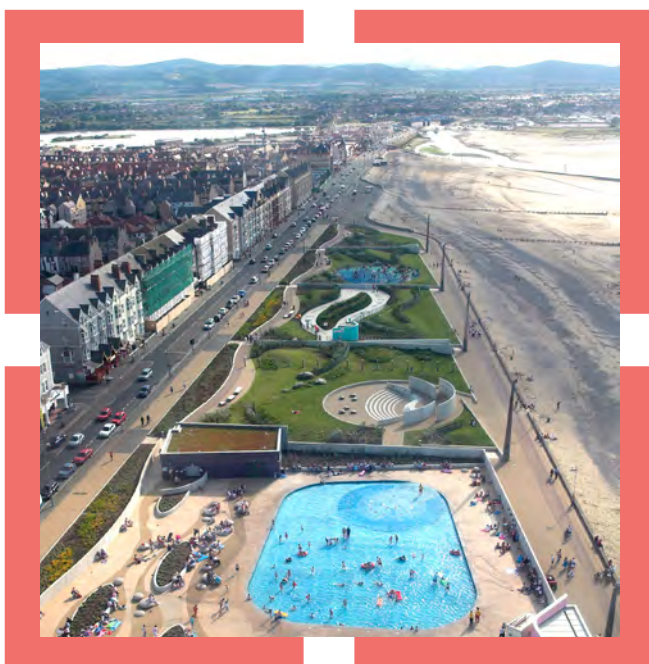
The current leaseholders have embarked on a scheme to renovate the Pavilion for use as a family entertainment venue. The restoration of the building should seek to retain and enhance the original features and to reconnect it with the lower promenade. The aim will be to celebrate the architecture and heritage of the Pavilion and to de-clutter the surface area on Marine Parade. Any works should respect the integrity of the building and avoid the permanent loss of any original features. The future use of the Pavilion should be considered as an integral and complementary part of the overall seafront offer.

Proposals could include:

- New attractions for families eg: bowling and flexible performance space
- Enclosed all weather space and stage
- Viewing terrace
- Improved mini-golf and rides
- Consistent treatment of kiosks
- Links to Lido and extended boardwalk
- Opening up the frontage to the promenade and views to the sea
- Lighting of building

The future use of the Pavilion should take into account the interface with the promenade and relationship to the Pier. The proposed Lido provides the potential to link the Pavilion to the boardwalk and water park.





- 1 Improved Entrance to Pavilion
- 2 Pavilion Grounds / Kiosks
- 3 Pavilion Hub Indoor Activity Space
- 4 Pavilion Terrace Link to Lido
- 5 Extended Boardwalk / Sea Wall
- 6 Lido
- 7 Enhanced Views
- 8 Venetian Bridge and links to Promenade
- 9 Mini Golf



3



1



- 1 Family fun
- 2 Year round activities
- 3 Selling the best of Clacton
- 4 Festivals and celebrations



Project 6: The Atlanta Café

The Atlanta provides the opportunity for an early win and the establishment of a signature café / restaurant on the seafront. This would demonstrate a commitment to the regeneration of the seafront and generate wider market interest in the future of the town.

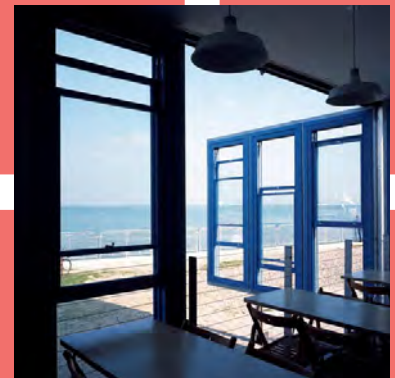
At present, the Atlanta does not fulfil its potential as a key building at the gateway to the seafront. The upper floor and terraces are underutilised and the facility is closed for much of the year. The building is in the ownership of the Council and could be marketed at an early opportunity.

The proposals could include:

- The creation of a signature café/ restaurant which will be open in the day and evening and throughout the year
- Extended outdoor seating area on promenade
- A panoramic roof top restaurant with outdoor terrace
- Potential gallery space

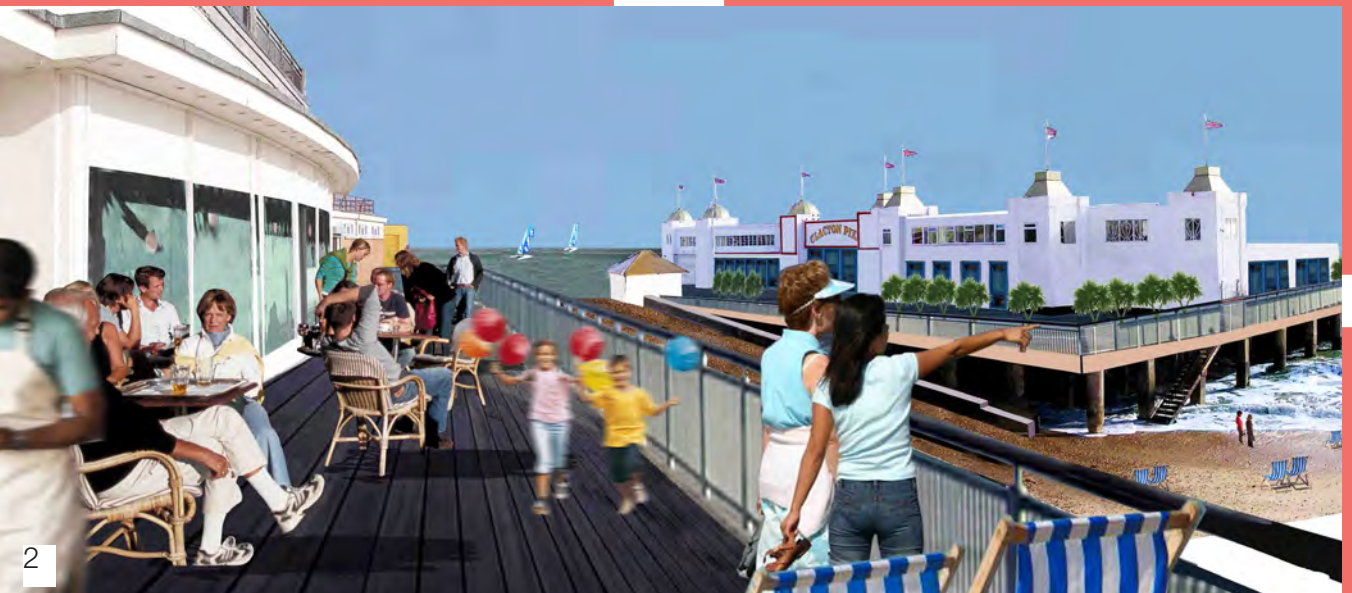
Like the East Beach Café in Littlehampton and the Overstrand building in Boscombe, it is considered that the Atlanta offers great potential to become a flagship of regeneration of the seafront which will help to put Clacton back on the visitor map. Like Littlehampton before it, we want to see Clacton-on-Sea on the pages of Vogue magazine with a world class seafront café. The building provides the potential for a ground floor café / beach bar, a first floor bistro/ bar and gallery and an upper terrace/barbeque outdoor dining area. The Council will seek to secure a

suitable private sector partner to bring the project forward who is committed to the development of a high quality independent offer. The Council will place particular importance on the quality of the proposed use and occupier as this is seen as a key catalyst project to realise the ambition for the seafront. The operator will be secured prior to commencing work on the design of the new premises or any alterations to the building.





- 1 Refurbished Atlanta Café and Roof Top Seating
- 2 Extended decking for Outdoor Café Seating
- 3 Boardwalk
- 4 Refurbished Building / Cycle Hire
- 5 Kiosks
- 6 Pier Plaza
- 7 Temporary Market Stalls



1 Overstrand Café /restaurant, Boscombe
- a model for seafront regeneration

2 Opening up the seafront terrace

3 A new year round food and drink offer

4 Maximising the seafront location



Project 7: The Lido and Breakwaters

The future development and management of the seafront is fundamentally linked to the consequences of climate change, rising sea levels and coastline erosion. The effects of this are apparent on the eastern beach where the beach has been eroded and the breakwaters are in need of replacement to reinstate the beach and sustain the seafront.

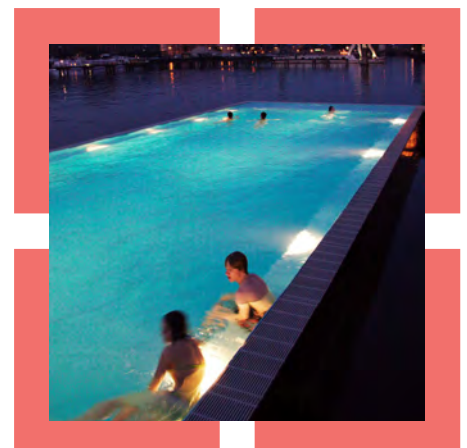
The strategy for the Clacton seafront as set out in the draft Essex and South Suffolk Shoreline Management Plan (March 2010) is to 'hold the line' of the existing defences. Work has been undertaken to renew the sea walls north of the Pier but no further works are highlighted in the draft SMP. Previous proposals for beach recharge and fishtailed groynes were put forward for funding but were not approved by DEFRA. The problems regarding the retention of the eastern beach will therefore persist unless a viable solution can be identified.

The Environment Agency is to commence work later in 2010 on the Clacton and Holland Haven Strategy which will set out more detailed proposals for the Clacton seafront. The focus will be on multi-objective projects which embrace flood risk in design but also have commercial value or economic benefits.

We believe the flood defences can be used to bring life back to the eastern beach and sustain and support the beach and seafront. An ambitious project has been identified to use the provision of a new breakwater and replacement seawall to the east of the Pier to create a Lido. This will have the benefit of creating a new attraction on the seafront which will attract a larger number of visitors and increase revenue from tourism.

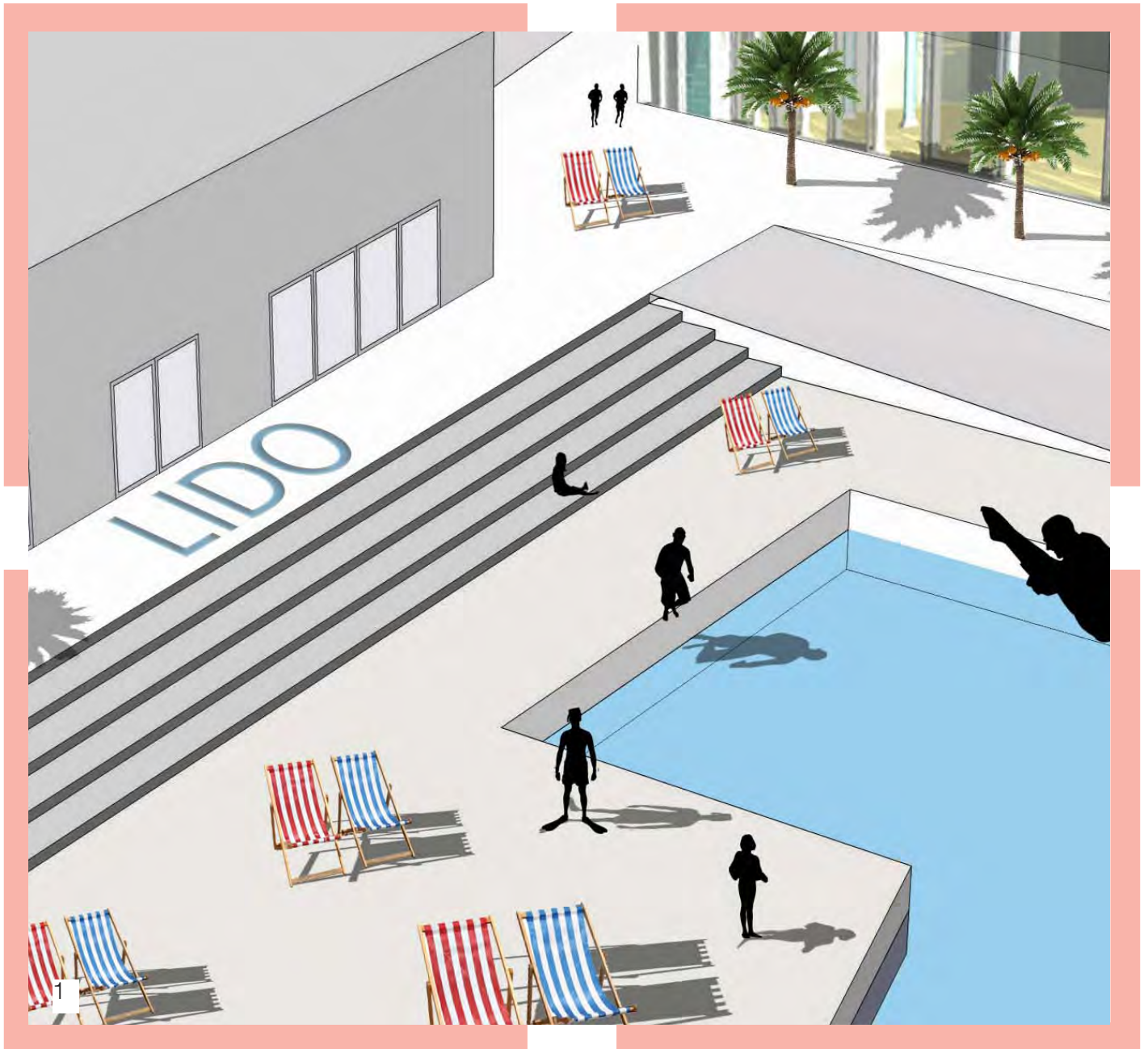
The proposals could include:

- Creation of a beachfront Lido
- Extended boardwalk and stepped river wall
- Replenishment of eastern beach
- Link to water fun attraction on pier by a series of water shuts
- Integration with facilities in refurbished Pavilion





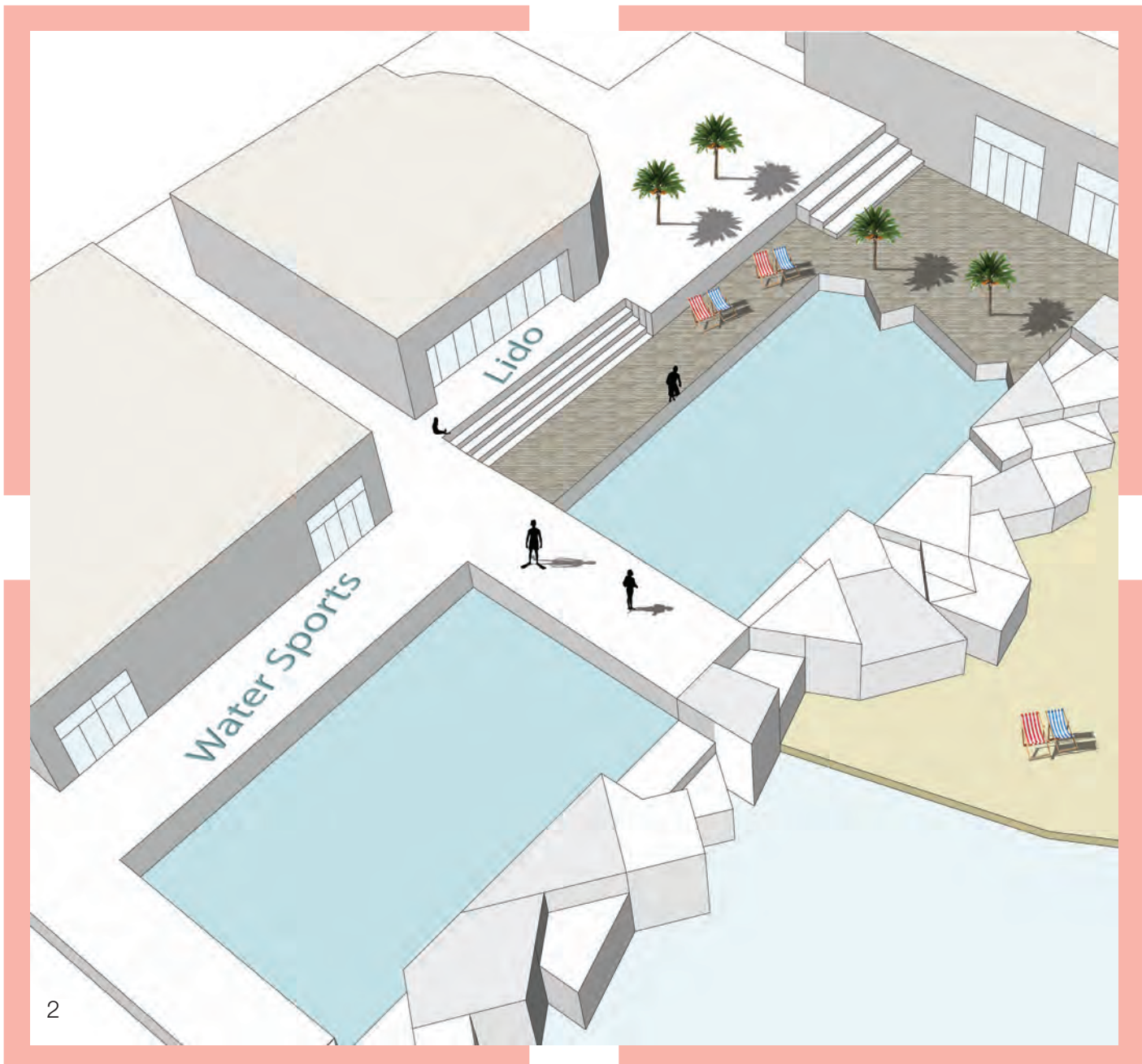
- 1 Pavilion links between Lido terrace
- 2 Lido
- 3 Lido Sun Terrace
- 4 Water Park Pool (Linked to Pier)
- 5 Breakwater
- 6 Waterpark



1 Linking the lido to the Pier and Pavilion

2 Extending the promenade

3 Creating a new visitor attraction



Project 8: Cliff-top Hotel and Pavilion

Clacton has a shortage of good quality hotel accommodation. The provision of new hotels on the seafront will respond to a demand for quality accommodation and add to the vibrancy of the area. Development opportunities are limited but there is potential to create a suitable site on the Anglefield Triangle through the realignment of Marine Parade.

The Hotel Study highlighted the potential for boutique hotel accommodation or an aparthotel within the town. The study also highlighted the potential to create a new gateway to the town and seafront through the development of a small boutique hotel with a seafront terrace and café overlooking the sea. This would be a unique attraction on the seafront.

The site would be created through modifications to the existing traffic island and public highway. There are existing utility services in and around this junction and these will need to

be avoided or diverted to realise the development potential of this site. Existing surface water sewers have been identified running along Marine Parade East and the eastern arm of the Anglefield Triangle.

Any development will need to be positioned to avoid these sewers and to allow for an easement for future maintenance purposes. The carriageway alterations proposed to enable development would consist of a re-configuration of the junction to form a 'T' junction with traffic signal control. A dedicated left turn lane from Carnarvon Road with a give way onto Marine Parade East would be incorporated into the junction design to facilitate left turning traffic. These alterations would permit that section of Marine Parade East along the southern face (sea-front side) of Anglefield Triangle to be extinguished as public highway, with an easement reinstated for existing services as described previously.

The Council will work with Essex County Council to secure an acceptable solution to the realignment of Marine Parade and seek a suitable development partner to take forward the opportunity. The emphasis will be on securing a committed operator and a high quality development which will extend the accommodation offer in the town and maximise the opportunities presented by this unique site.

It is considered that the site could have potential for a small boutique style hotel of 20-30 rooms with a quality anchor restaurant which capitalises on the seafront setting. It is proposed that the development would step down to the sea in a series of low linked pavilions set into the cliff top gardens with landscaped terraces offering spectacular views out to sea.





- 1 Main Hotel Building
- 2 Public Art
- 3 Shared Surface Hotel Plaza
- 4 Chalets Pavilions
- 5 Terrace
- 6 Access to Beach

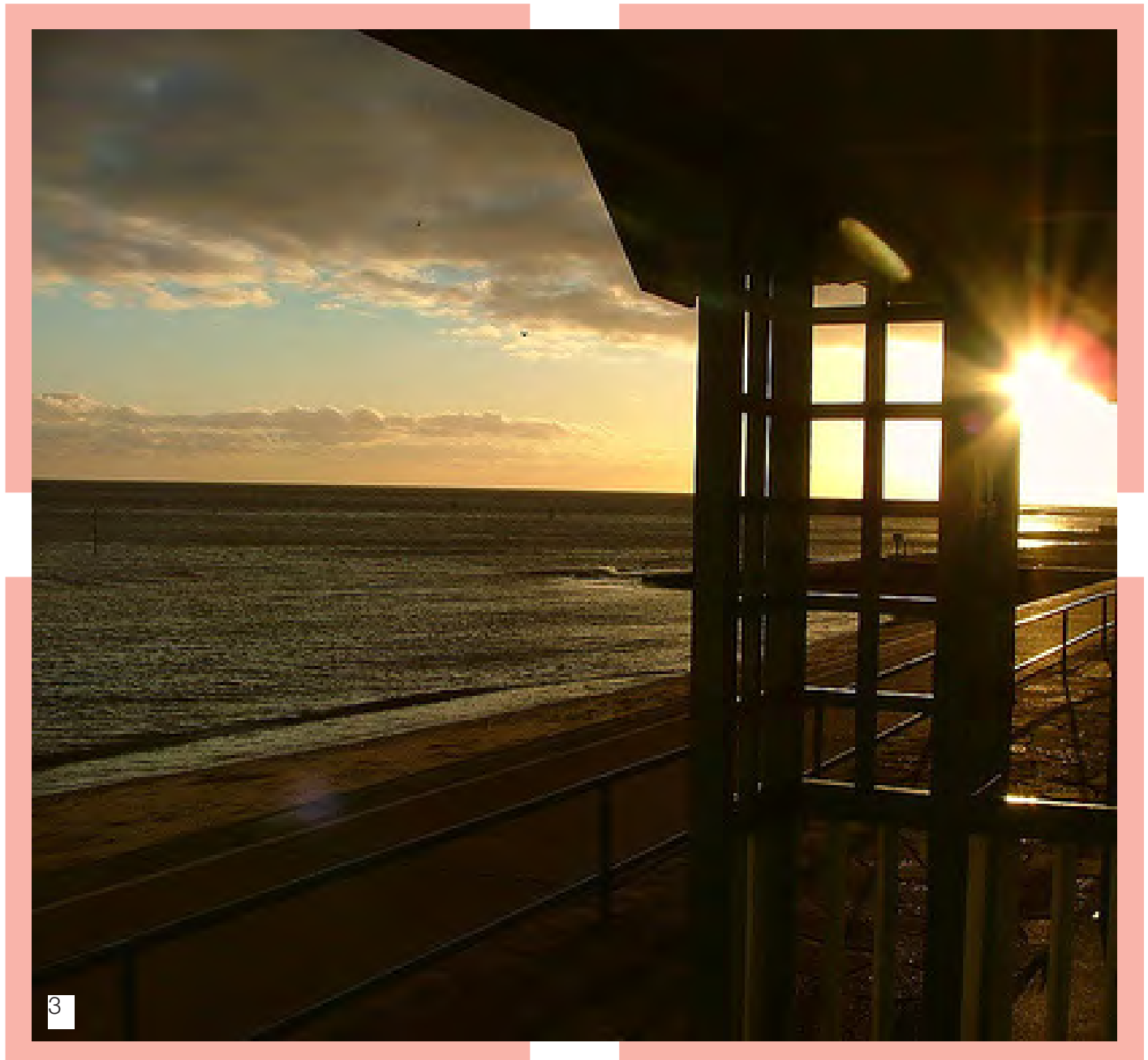


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1. Extending the choice of visitor accommodation

2. Sensitive design - the Scarlet Hotel, Cornwall

3. Enjoying the peace and tranquility of the eastern beach



Clacton's
Unique

Marketing and
Branding Strategy



Clacton needs to change its image to appeal to a wider visitor market. A strong brand and effective marketing will be an essential prerequisite in attracting a larger number of visitors and new investment the proposals for Pier Gap Gateway and the seafront



The re-branding of Clacton, the seafront and its visitor/tourist offer is a key requirement to raise the profile of the town, stimulate private sector investment and increase visitor numbers – the key objectives set out in the Council's Tourism Strategy. The creation of a positive image will provide the foundations for the regeneration and revitalisation of the Pier Gap Gateway area and set the parameters for the delivery of projects set out in this masterplan.

Tendring Council and INTend want to work with local businesses, the community, land owners and investors to develop a unique Clacton brand. The branding and marketing strategy will form an integral part of the Tendring Tourism Strategy 2010-2016 and will assist in the delivery of the Council's objectives for transforming the visitor offer in the District.

Tourism Strategy 2010-2016

Five priority areas and key objectives are identified in the Tourism Strategy. These have been reflected in the development of proposals for Pier Gap Gateway seafront and to ensure consistency with the overall tourism strategy:

1. Marketing, PR and E tourism

- Promotion of local tourism businesses within digital world
- High quality marketing for Tendring
- Promotion of festivals and events online

The aim is that by 2016, the following objectives will have been achieved:

- An integrated tourism portal providing a one stop shop for all visitors
- Joint marketing campaigns
- The provision of a Tourist Information Centre in a town centre/ seafront location and a network of Visitor Information Points have been developed throughout the District.
- Electronic information kiosks installed at strategic points throughout the District capable of dispensing discount vouchers to visitors.

2. Thematic Product Development

- Grouping of tourism products and experiences into themed products, based on assets in order to add value and increase appeal to new visitors
- Grouping together of existing watersports provision, walking and cycling routes and a range of other country pursuits under the banner of 'Active Coast and Countryside' to

attract new specialist markets

- Other themed products including History and Heritage, Countryside and Nature, Food and Drink, Myths and Folklore, Family Fun

The aim is that by 2016, the following objectives will have been achieved:

- The watersports training facility at Martello Bay has been a catalyst for making Clacton the watersports capital of East Anglia
 - Focus on developing a high quality food and drink experience and celebrating local produce has encouraged a celebrity chef/ Michelin star restaurant
 - An international conference recently took place at the Clacton and Coastal Conference Centre
 - Extensive refurbishment of the Pier at Clacton has been delivered and offers year-round and evening entertainment
- ### 3. Visitor Economy and Experience
- In order for the district to become a destination of choice, the Strategy seeks to ensure that Tendring provides a unique visitor experience. This will include development of accessible information and new products/ experiences which appeal to both existing and future visitors



The aim is that by 2016, the following objectives will have been achieved:

- The aspiration for development of a marina in Clacton
- Development of an 'Active Coast' concept and inclusion of all weather facilities
- New tourism attractions and leisure facilities, restaurants, cafés, small retail units and other visitor facilities along Clacton seafront
- New hotel and conference facilities in Clacton
- The Resorts' street scene team has been active for several seasons and the proactive enforcement regime has made a significant impact on 'grot spots'
- High quality, innovative and inspiring public realm and green spaces have been developed in all key visitor areas
- Resort parking initiatives have been introduced across the key resorts

4. Responsible Tourism

- Opportunities for coastal activities, green and eco tourism, local campaign, alternative energy, visitors with special needs

The aim is that by 2016, the following objectives will have been achieved:

- Boats trips to the wind farms and the creation of an eco visitor centre

- Promotion of a shop-local card
- Improvements to the key gateway stations
- Creation of a local cycle hire initiative for the district
- Aim to prepare a green tourism business pack helping businesses reduce their energy usage and carbon footprint
- Accommodation providers to develop rooms not only suited to visitors with mobility problems but also for the hard of hearing and visually impaired

5. Business Support and Community Engagement

- Creation of a Tourism Partnership in order to take forward development and initiatives in the district
- Developing links with education and training providers to attract, retain and train staff and provide business support
- Promotion of Tendring as a destination for local people

The aim is that by 2016, the following objectives will have been achieved:

- Extension of the 'Big Day Out' programme
- Identification and delivery of key development sites. This will be supported/facilitated by emerging planning policy

- Initiative to provide local jobs for local people
- Establishment of a tourism and apprenticeship scheme and development of staff training programmes
- Aim for 95% of tourism providers to have their own website.



Development of Marketing and Branding Strategy

Key to the successful delivery of the strategy will be a strong marketing/ PR campaign to address the negative perceptions of Clacton and to reach out to a totally new audience, who could be attracted by a quality, family offer combined with a celebration of Clacton's "localness". Backing up this marketing campaign is an increase in cultural activities with a proposed enhanced events and public art programme to appeal to a broad audience.

The new brand once established can be taken forward through the implementation of a detailed marketing strategy.

Raising the profile of the town and changing people's perception will be a gradual and staged process and will require an integrated joined up approach that includes key members of the local community. It starts with a simple re-branding idea that generates excitement and interest in the town and the changes occurring – Celebrating Clacton and all it has to offer.

The new Clacton brand should be primarily focussed on bringing back memories of the traditional seaside, in essence celebrating Clacton's assets. It is based on returning the fun, celebration, motivation, activity to the town and creates a shared belief in the future to establish a distinctive place to 'live, visit and invest'.

The brand should build on the objective of recreating the fun and laughter of the Clacton seaside – it should promote laughter led regeneration, generating a positive local attitude towards the town and delivering a better reputation and identity nationally of the town: the aim is to celebrate the town and put back the fun.

Stages in the Creation of a New Brand

To begin to format a marketing strategy and new branding which will change the perception of the town, the themes of fun, laughter and the celebration of Clacton have been used to explore initial ideas. Ideas have been based on:

- **Events** - Events can be an easy way to generate activity, create publicity and increase visitor offer and awareness of a 'new' Clacton
- **Humour** - Bringing laughter and fun back to the town will be central

to the re branding and marketing strategy. Ideas on how to integrate humour and the ideas of play with Clacton's visitor offer have been explored and can be delivered in a number of ways. Humour can be included within physical improvements needed in the area such as signage, it can be used within public art and events to create something different and unique to Clacton – linking to the brand and generating a unique reason as to why people should visit the town

- **Interactive** - Interaction with the urban environment will create a contrast to the interaction with Clacton's natural assets (the beach and sea) and build upon the fun element of the town
- **Retro Revivalists** - In bringing back the memories and nostalgia of Clacton as a seaside resort a unique selling point for Clacton will be to offer a retro style experience through retro car/bike festivals, 1950's tea dance events and high quality vintage style accommodation (caravans/hotels)
- **Local Food** - Food and drink plays a huge part within the leisure/visitor sector and can alone be used to



re brand a destination. Clacton can be easily celebrated in this way – fish and chips, seafood, local ice cream, local wines and jams can all be used to create a unique gastronomic tourism offer – this will encourage a different higher spending visitor to the town

All the above themes have been integrated into the masterplan proposals ensuring a holistic approach to the regeneration and revitalisation of Clacton as a visitor destination.

Development of a co-ordinated Marketing Strategy

There will be a number of delivery stages in developing a marketing strategy for Clacton based on the new brand.

Step 1: Promoting 'easy' wins in the immediate/short term to generate excitement that gets people **talking** about the town.

Step 2: Start to establish and deliver the more permanent small scale ideas, a celebration of Clacton, improving the visitor offer that generates interest – getting people **talking** about the town. This stage will also begin to tackle a number of key issues raised such as 'way finding' and will provide physical improvements around the seafront area.

Step 3: Focus on the bigger wins in the longer term that will get people **shouting** about Clacton and its visitor offer.

The stages in the marketing strategy and rebranding of the seafront will need to follow a clearly defined programme of activity. The programme is set out below and relates to the District's Tourism Strategy to ensure that a holistic 'joined-up' approach is taken forward as part of this masterplan. Each stage will contribute to the delivery of the tourism priorities set out in the Tourism Strategy; all four core objectives of the development of tourism in Tendring will be met once each stage has been carried out.

Stage 1: 'Generate on Sea' - 8 easy wins – the Short term (2010-2011)

The first stage in the Marketing strategy will be to begin to raise the towns profile through a series of events. Over a number of weekends, Clacton will be holding 'Generate- on -Sea' Events focused on the seafront area which will promote Clacton's current assets, local productivity and kick start the masterplan proposals and the regeneration process. The events would coincide with high season and children's school holidays – ensuring a large audience to participate and witness the positive change in Clacton.

Possible events are as follows:

- **Festivals on the Pier** – a number of themed arts work such as music gigs, comedy and family fun days
- **A Pier Gap Street Party** – temporary stalls, music and food and drinks celebrating Clacton's past, present and future as a seaside town
- **Windmill competitions held on the beach (sponsored by DONG)** – arts and craft event with people creating and submitting their own designs and art work, talks and exhibitions relating to renewable energy, wind farms and sustainable living
- **Fishing trip from the end of the pier** – the re launch of the pier and use of boats in Clacton
- **Giant sandcastle competition** – promotion and celebration of Clacton's fine beaches
- **Blue Pier Day** – lighting erected from the station to the end of the Pier highlighting where key changes for Clacton will be located
- **Rejuvenation of Pier Gap Gateway Day** – temporary beach huts selling and showcasing local produce, local arts and crafts, local community groups performing
- **Edible Essex Weekend** – Local food and ales festival



The Generate on Sea stage will begin to deliver the aims of Priority area 1 in the Tourism Strategy 'Marketing, PR and E tourism'. In parallel, the Council will launch the 'Motivate on sea' stage by:

- Selecting a strap line
- Engaging the community
- Developing the branding strategy
- Maintenance of web site
- Working in conjunction with the train operators to revitalise Clacton Station as the gateway to the town and seafront
- Marketing the Atlanta Café
- Carry out a formal launch of re-invigorated Clacton

Stage 2: 'Captivate on Sea' - The mid-term (2011-2013)

The second stage incorporates physical changes and improvements to the Pier Gap Area which relate to the overarching theme of fun and laughter and the new brand. Interventions may include:

- New signage throughout the area – experimenting with seaside icons using scale and humour
- New vivid coloured beach huts along beach/lower promenade
- New branded deck chairs to hire
- Creation of public art
- Lighting under storey of Pier and Seafront Gardens

- Plaques or paving telling jokes throughout the Pier Gap Area
- Continuation and extension of events programme
- Establish design competitions for the fun garden and Martello Square
- Provision of vintage accommodation – temporary vintage caravan park during summer 2011/2012
- Establish regular communication and promotion through social media

The Celebrate on Sea stage will begin to deliver the following key priorities of the Tendring Tourism Strategy:

- Visitor Economy and Experience
- Responsible Tourism
- Business Support and Community Engagement

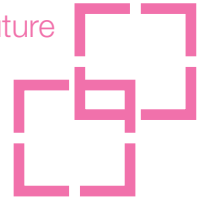
Stage 3: 'Hello Future' – Bigger plans – the longer term (2013-2020)

Once the new brand has been firmly established and a full events programme is being appropriately managed, focus can then be placed on delivery of the bigger wins for Clacton which will further enhance its image as a destination and create attractions to extend the visitor offer.

Alongside these stages a committed programme of events will need to be established and coordinated through

partnership working with key local stakeholders, Tendring District Council, INTend and committed local community members. These events will promote and complement the branding theme 'Clacton, you're having a laugh'; creating fun and celebrating Clacton, its uniqueness and promoting its existing assets. The events programme will raise the profile of the town, tackle seasonality, vary the visitor offer, increase visitor spending and act as a catalyst in the rebranding of Clacton.





Sample Events Programme

August 2010

Saturday 31st- July - Sunday 1st August

Generate on Sea Programme

- Big Beach Bash - Launch of 'Generate on Sea' – a series of events held over an eight week period to launch the re branding of Clacton on Sea
- Festivals on the Pier
- Rejuvenation of Pier Gap Gateway Area Day

Friday 13th August

- Clacton Farmers Market– sales of farming produce to be held in pier gap area – free parking given.

Saturday 14th August – Friday 20th August

Clacton Carnival:

- 14th Carnival Procession
- 15th Carnival Showtime and Sea Angling Competition
- 16th Donkey Derby
- 18th Sandcastle competition/egg throwing contest/Beer Dig
- 19th Fete and Fireworks/Blue Pier Day
- 20th Children's fancy dress competition/ Carnival fun quiz night

Saturday 21st August – Sunday 22nd August

Generate on Sea Programme

- 21st A Pier Gap street Party – temporary stalls, music and food and drinks celebrating Clacton's past, present and future as a seaside town
- 22nd Windmill Competition

Wednesday 25th August – Saturday 28th August

- Clacton Real Ale & Cider Festivals

Thursday 26th August – Friday 27th August

- Clacton Air Show - 2 day event incorporating a full flying programme - stretches along Clacton's seafront and features on-site catering, trade stands and entertainment

Sunday 29th August

- Clacton Classic Car Show

Other Events:

- Art on the promenade – 28th August– 1 week event showing local peoples art work along the promenade, includes art work shops and talks
- Punch and Judy sessions on the beach and seafront gardens – 4 afternoons during school holidays
- Young peoples Beach Volleyball competition
- Under 14's Dig a Hole competition
- Lifeguard Sessions – Stories, first aid awareness, boat open day and demonstrations from the lifeguard team

The Future
Starts Now

The Action Plan



Our focus is on delivery but change will not happen overnight and will require a coordinated Action Plan- most of all it will be dependent on being more creative and working together to realise the potential of the seafront



The proposals for Pier Gap Gateway and the seafront and the planning policies set out in the emerging Local Development Framework provide a strong development framework capable of responding to changing conditions whilst maintaining a clear vision of how we want the Clacton seafront to change. Any new development will be required to fit within this overall framework and to contribute to the overall vision by extending the daily and seasonal use of the seafront and increasing the quality and diversity of the experience and attractions for residents and visitors to enjoy.

In order to deliver the ambitions for the seafront, a coordinated Action Plan is required which identifies proposed timeframes, key partners and possible funding sources and the actions required to deliver the key projects. The timescale for delivery of the projects will be influenced by a number of factors including the ownership and availability of sites, financial viability and funding availability and the Action Plan will be subject to regular monitoring and review.

A number of interventions will be required to deliver the objectives for Pier Gap Gateway and the seafront:

- **Maximising funding opportunities-** at a time of

constraints on public sector finance - it will be necessary for partners to work together to access potential sources of funding such as the Parks for People programme under the Heritage Lottery Fund. The opportunity to bring projects forward within a comprehensive development framework with clearly defined outputs and regeneration benefits will assist in unlocking funding

- **Effective partnership working** - the importance of partnership working to deliver economic growth and regeneration benefits has never been greater. The proposals for Pier Gap Gateway promote a close working relationship between the public and private sectors
- **Encouragement of local business enterprises and investment** - one of Clacton's key strengths lies in the energy and commitment of local businesses. The masterplan identifies a number of new opportunities for business development and seeks to create the conditions to attract new investment to the town
- **Engagement of the community** - Towns ultimately thrive by having an active and involved population.

This process has started and will be maintained through engagement in the development of proposals including the seafront park and the involvement of the creative industries sector and local artists

- **Development of a marketing and branding strategy** - the creation of a strong brand will be essential in changing the image of the town and increasing its appeal. This could include an extended events programme and will require a focussed approach to marketing as part of the overall Tourism Strategy
- **Preparation and monitoring of a phased implementation plan** - proposals must be phased with a focus on early wins to start the process of transformation of the seafront. Implementation of the masterplan will be subject to monitoring and review to take account of changing conditions and new opportunities
- **Management and maintenance** - a coordinated management and maintenance regime will be required to maintain the quality of the seafront and create a safe and attractive environment which is appealing to visitors



Maximising Funding Opportunities

The masterplan will provide a statement of intent for lobbying for public sector funding and private investment. It will give confidence to investors that there is a commitment to change. Potential sources of funding could include:

- Business investments/partnerships to deliver specific items which may positively promote an existing business or a new business
- Charitable organisations with mandates related to works proposed
- East of England Tourism
- Education providers (Tendring Technical College, schools, sixth-form colleges)
- Environment Agency
- Essex County Council
- European Structural Funds
- Haven Gateway Partnership
- National Lottery
- Sport England
- Private sector investment to take forward identified development opportunities
- Public transport operators
- S106 developer contributions as and when development is brought forward
- Tendring District Council
- Sponsorship/advertising opportunities eg: DONG Energy

The availability of public sector funding will be subject to constraints in the short to medium term as a result of the comprehensive spending review. However, committed funding is available for short term interventions under a range of existing programmes, including the Coastal Change Pathfinder scheme.

It is therefore likely that many of the projects identified in the Action Plan, especially in short to medium, will need to be funded by the private sector and this highlights the importance of effective partnership working. There remains an appetite from the private sector for development / investment in small to medium sized project and this will be assisted by having a co-ordinated and comprehensive strategy in place which will help to de-risk potential investment and heighten the prospects for future returns. Whilst public sector funding may be constrained, Council owned assets such as land and buildings can be used as catalysts for change.

Partnership Working

Successful implementation of the masterplan and key projects will only be achieved through creative partnership working. This will be of particular importance in the current economic climate when it will be necessary to consider new and more creative ways

of working. The seafront proposals encompass a wide range of projects and implementation will be dependent on a strong partnership approach involving Tendring District Council, INTend, Essex County Council, wider regeneration and funding partners as well as the local community, businesses and investors. We will work with existing partnerships notably the Haven Gateway Partnership and the Coastal Renaissance Partnership to promote opportunities. This will facilitate high quality, appropriate and timely development and which will bring about a 'step change' to Clacton as a whole.

The public sector will need to take an interventionist approach, pump-priming funding to initiate the regeneration process and, particularly, to enhance the profile and environment of Clacton as a place in which to invest. As both the planning authority and a key landowner, the Council will have a pivotal role in taking forward the proposals and the early marketing of key assets such as the Atlanta will provide a catalyst for change and a potential early win.

The partnership approach will be promoted through the creation of a Seafront Partnership with representatives of the public and private sectors and the local community. A



seafront leader will be identified to coordinate initiatives.

The Council will also engage with the BURA Seaside Network comprising regeneration practitioners from the private, public and community sector to share good practice.

Encouragement of local enterprise

Local enterprise will play an important role in delivering the aspirations for the seafront. The Council will work with local businesses to develop improved facilities and promote the local economy, supporting the creation of new business opportunities which will bring vitality to the seafront. Consideration will be given to a range of initiatives to increase footfall and extend activities into the evening. This could include a review of retail opening hours.

Community involvement

Active engagement of the local community has started and will be critical in taking forward the proposals for the seafront. The delivery strategy recognises the role of the community in the transformation of the town and various suggestions are put forward for joint working, including the creation of a seafront action group with the main focus being the development of proposals for the seafront gardens. The involvement and support of the

community will be particularly critical in taking forward proposals for the seafront gardens and potential to secure funding under the Parks for People programme.

Consideration will be given to how to engage the community and the local creative industries in taking the vision for the seafront forward. This could involve the creation of a team of skilled volunteers (including retired people) who would have the opportunity of using the seafront as a front window to display their talents to a wider audience, for example through the creation of a dedicated web site and design of new street furniture. A good model for engaging local creative industries is the South Coast Design Forum a non-profit organisation run for and by designers and creatives from all disciplines with branches in Chichester, Portsmouth, Brighton, Southampton and Coastal West Sussex. Its aims are simple but potentially far reaching:

- To provide support, awareness and network channels for the South Coast as an area rich in designers, architects and creatives of all kinds
- To generate an authoritative and respected body whose skills are recognised and called upon by local authorities and business
- To provide strong links with

education establishments to further raise standards and help create jobs for graduates and students.

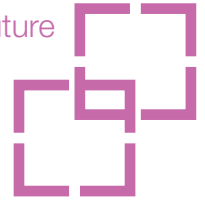
- To highlight these skills through the running of competitions and exhibitions
- To generally raise the awareness and expectations of the South Coast, to turn it about to face the future, whilst acknowledging the historical context of time and place
- To find local and regional solutions to improving the built environment, to incorporate new housing and businesses in a sustainable manner
- To look at the wider implications of climate change and energy decline, to seek solutions that provide viable and sustainable methods of working and living

The role of young people will also be critical in bringing life and animation to the seafront. It is proposed that the existing Youth Council and local schools and colleges should be fully involved in the development of proposals.

A Co-ordinated Action Plan

The Action Plan sets out an indicative programme for implementation, the delivery body / partners, possible funding sources and the actions required. The Action Plan will be subject to regular monitoring and review. Implementation of the proposals





will be subject to funding availability but the process of transformation of the seafront can start immediately through the coordination of actions and interventions.

Four Stages of activity are envisaged but will be subject to monitoring and review:

Stage 1: Early actions (Year 1): The early wins and key actions required to **kick start** the process of change

Stage 2: Short term (1-3 years): The actions which will **consolidate** the new Clacton brand

Stage 3: Medium term (3-5 years): The actions which will **develop** the new Clacton brand

Stage 4: Long term (5-10 years): The bigger wins which will **sustain** Clacton's competitive position

Early Actions

A number of practical steps will need to be taken to initiate delivery of the masterplan. A flexible approach will be required but there are a number of key catalytic projects which will act as drivers for further projects and wider economic benefits. The focus will be on working with existing businesses and landowners and the local community to

make best use of existing assets and available funding and to develop an extended programme of activities and events in taking forward the Tourism Strategy. This will demonstrate the intent of the Council and its partners to work together in taking forward the objectives for the seafront.

Early priority actions will include:

1. Establishment of Seafront Partnership to ensure coordination of initiatives
2. Working with owners of the Pier and Pavilion to develop complementary proposals for future restoration and use of structures as part of a coordinated plan
3. Working with Environment Agency to assess proposals for the Lido and breakwaters as part of the Clacton and Holland Haven Coastal Management Strategy
4. Review funding opportunities including Parks for People
5. Establishment of Seafront Action Group to develop proposals for the seafront gardens as basis for Stage 1 application for Parks for People funding including local community, young people, schools and businesses
6. Development of Clacton brand and marketing campaign as part of Tourism Strategy including

7. extended programme of events
7. Working with owners to secure completion of the Royal Hotel including possible temporary use of ground floor as exhibition space
8. Assisting owners of the Martello Tower to reassign lease to appropriate new occupiers
9. Marketing of the Atlanta to secure early refurbishment as a café / restaurant/ gallery
10. Promotion of programme of works to kiosks including exterior painting
11. Working with local enterprise to establish new seafront facilities and activities eg: bike hire and boat trips
12. Early public realm improvements including painting of Venetian Bridge and lighting to improve safety and security on seafront and encourage twilight/ evening use

The Action Plan highlights priority short term actions (colour coded green) which should be instigated at an early stage although many will run throughout the programme. Mid-term actions (colour coded amber) relate to projects which should come forward within the next 3-5 years and will build on the short term interventions. The big plans are longer term projects (colour coded red) which will be dependent on the success of the earlier projects and could come forward at a later stage in the renaissance of the seafront.



	Immediate Opportunities Year 1	Short Term 1-3 years
Area Wide Initiatives		
<ul style="list-style-type: none"> Marketing and branding Set up a Clacton branding and marketing group Develop Clacton brand Develop extended programme of events Develop and implement marketing strategy Source funds to support enhanced programme / strategy 	<ul style="list-style-type: none"> • • • • • • 	<ul style="list-style-type: none"> • • •
<ul style="list-style-type: none"> Implement marketing strategy in accordance with overall Tourism Strategy Establish Tourist Information Centre on seafront/town centre 		<ul style="list-style-type: none"> • •
Partnership working and Community Engagement		
<ul style="list-style-type: none"> Establish Seafront Action Group with focus on seafront gardens and promenades Develop Phase 1 submission for Parks for People funding On-going engagement in development of seafront proposals 	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • •
<ul style="list-style-type: none"> Develop Phase 2 submission for Parks for People funding 		<ul style="list-style-type: none"> •
Public art programme		
<ul style="list-style-type: none"> Gain approval for development of public arts strategy Seek funding for public arts strategy Creation of Design Forum 	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • •
<ul style="list-style-type: none"> Develop strategy in line with recommendations Implementation 		<ul style="list-style-type: none"> •
Streetscape upgrade		
<ul style="list-style-type: none"> Development of public realm strategy showing location of new street furniture, lighting and improved crossings from station to seafront 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> Integrate strategy with wider public realm and arts strategy for town Source funding Implementation 		<ul style="list-style-type: none"> • • •
Signage and legibility		
<ul style="list-style-type: none"> Develop signage strategy, including design, location and information 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> Commission / purchase signage Installation 		<ul style="list-style-type: none"> • •
Improving quality of concessions / beach huts		
<ul style="list-style-type: none"> Update concessions / beach huts policy to reflect strategy recommendations Set quality mark requirements into leases and promote exterior painting and repairs 	<ul style="list-style-type: none"> • • 	
<ul style="list-style-type: none"> Set up ongoing monitoring and enforcement strategy Develop and implement marketing strategy for vacant/ new units 	<ul style="list-style-type: none"> • • 	<ul style="list-style-type: none"> • •
<ul style="list-style-type: none"> Provision of new beach huts Implement monitoring and enforcement strategy 		<ul style="list-style-type: none"> • • •

Medium Term 3-5 years	Long Term 5-10 years	Delivery Body / Partners	Possible Funding Sources
<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • • 	<p>Tendring DC / INTend Essex County Council Tourist Board Chamber of Commerce Haven Gateway Partnership Coastal Renaissance Partnership</p>	<p>Tendring DC / INTend Essex County Council Sponsorship/ advertising</p>
<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<p>Tendring DC / INTend Local businesses and community Haven Gateway Partnership Coastal Renaissance Partnership</p>	<p>Tendring DC / INTend Sponsorship</p>
<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<p>Tendring DC / INTend Essex County Council Essex Design Initiative Private Sector</p>	<p>S106 Contributions Arts Council Grants Capital and Revenue Budget</p>
<ul style="list-style-type: none"> • • • • 	<ul style="list-style-type: none"> • • • • 	<p>Tendring DC / INTend Essex County Council Essex Design Initiative Private Sector</p>	<p>S106 Contributions Arts Council Grants</p>
		<p>Tendring DC / INTend Essex County Council Essex Design Initiative</p>	<p>S106 Contributions Arts Council Grants</p>
<ul style="list-style-type: none"> • • 	<ul style="list-style-type: none"> • 	<p>Tendring DC / INTend Existing / New Leaseholders</p>	<p>Capital and Revenue Budget Private funding</p>

	Immediate Opportunities Year 1	Short Term 1-3 years
Site Specific Projects		
Project 1: Pier Gap Gateway / Improved Connections		
<ul style="list-style-type: none"> Complete works to Pier Avenue South Gain approval of strategy recommendations Open / continue discussions with County Council (highways) regarding Phase 3 Undertake consultation with surrounding landowners and tenants and community 	<ul style="list-style-type: none"> • • • • 	
<ul style="list-style-type: none"> Explore the feasibility of additional concessions and temporary markets and services and utilities required Develop a public art strategy for Pier Gap gateway including palette of materials, public art, lighting etc Phased implementation 	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • •
Project 2: Seafront Gardens		
<ul style="list-style-type: none"> Establish Seafront Action Group Prepare Parks for People Stage 1 bid Develop maintenance strategy Set up programme of open air performances (linked to area wide marketing strategy) 	<ul style="list-style-type: none"> • • • • 	<ul style="list-style-type: none"> • •
<ul style="list-style-type: none"> Develop detailed design for Seafront Gardens around themes identified in the Strategy and including the reuse of existing shelters and kiosks Set up design competition for specific projects i.e. sculptures Phased implementation 		<ul style="list-style-type: none"> • •
Project 3: Martello Tower and Square		
<ul style="list-style-type: none"> Open / continue dialogue with existing leaseholder re identification of new occupier Develop marketing strategy and secure new occupiers Work with new occupiers to develop proposals for reuse 	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • •
<ul style="list-style-type: none"> Implementation 		<ul style="list-style-type: none"> •
Project 4: Clacton Pier		
<ul style="list-style-type: none"> Work with owners of the Pier through seafront partnership to develop/implement proposals which reflect its importance as a catalyst for the wider seafront strategy Seek engagement of DONG to provide new attraction eg: anemometer to show out put of the wind farm or boat trips Work with Pier owner to promote and market vacant concessions and to improve indoor / outdoor attractions. Develop business plan / programme events in relation to a flexible events space 	<ul style="list-style-type: none"> • • • • 	<ul style="list-style-type: none"> • • • •
<ul style="list-style-type: none"> Work with the owner of the Pier on restoration of its frontage (linked with Pier Gap Gateway public realm improvements) Work closely with the owner of the Pier to ensure maximum benefit / linkages are derived from the proposed tidal pool. 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • •

Medium Term 3-5 years	Long Term 5-10 years	Delivery Body / Partners	Possible Funding Sources
<ul style="list-style-type: none"> • 		Tendring DC / INTend Essex County Council Essex Design Initiative Private Sector (including neighbouring landowners and tenants) Haven Gateway Partnership Coastal Renaissance Partnership	S106 Contributions S278 Contributions
<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	Tendring DC / INTend Essex Design Initiative Haven Gateway Partnership Coastal Renaissance Partnership	Parks for People Grant funding S106 Contributions Arts Council Grants
		Private Sector Tendring DC / INTend	Private Investment (with public sector support in respect of the initial feasibility, procurement and marketing process)
<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • • 		

	Immediate Opportunities Year 1	Short Term 1-3 years
Area Wide Initiatives		
Project 5: Pavilion		
<ul style="list-style-type: none"> Work with owners of Pavilion through seafront partnership to develop/ implement proposals Develop proposals for restoration and reuse of the Pavilion to create a family entertainment centre, with a all year round programme of activities. In partnership ensure maximum benefit / linkages are derived between the Pavilion and the proposed tidal pool and Boardwalk 	<ul style="list-style-type: none"> • • 	<ul style="list-style-type: none"> • • •
Project 6: Atlanta Café		
<ul style="list-style-type: none"> Develop a marketing and procurement strategy Market the opportunity Select operator Implementation 	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> •
Project 7: Breakwaters		
<ul style="list-style-type: none"> Input into the Clacton and Holland Haven Coastal Management Strategy On-going dialogue with environment agency to ensure the lido development proposals are linked to required protection / upgrade of sea defences Undertake study to establish the feasibility of creating a new beachfront lido including ongoing maintenance and operating liabilities) Undertake soft market testing to establish the appetite from the private sector for such a development Implementation 	<ul style="list-style-type: none"> • • • • 	<ul style="list-style-type: none"> • • •
Project 8: Cliff-top Hotel		
<ul style="list-style-type: none"> Continue discussions with County Council (highways) in relation to the reconfiguration of Marine Parade Produce a design and development brief for the site Develop a marketing and procurement strategy (utilising findings from the recently completed hotel study) Market the opportunity Select operator/ development partner Implementation 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • • • •

Medium Term 3-5 years	Long Term 5-10 years	Delivery Body / Partners	Possible Funding Sources
<ul style="list-style-type: none"> • • 	<ul style="list-style-type: none"> • 	Private Sector Tendring DC / INTend	Private Investment
		Private Sector Tendring DC / INTend	Private investment (with public sector support in respect of the initial procurement and marketing process)
<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	Tendring DC / INTend Private Sector Including adjoining landowners Haven Gateway Partnership Coastal Renaissance Partnership	EA Funding S106 Private Investment
<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	Tendring DC / INTend Private Sector Including adjoining landowners	Private investment (with public sector support in respect of the initial procurement and marketing process)

