Clacton Town Centre Vision
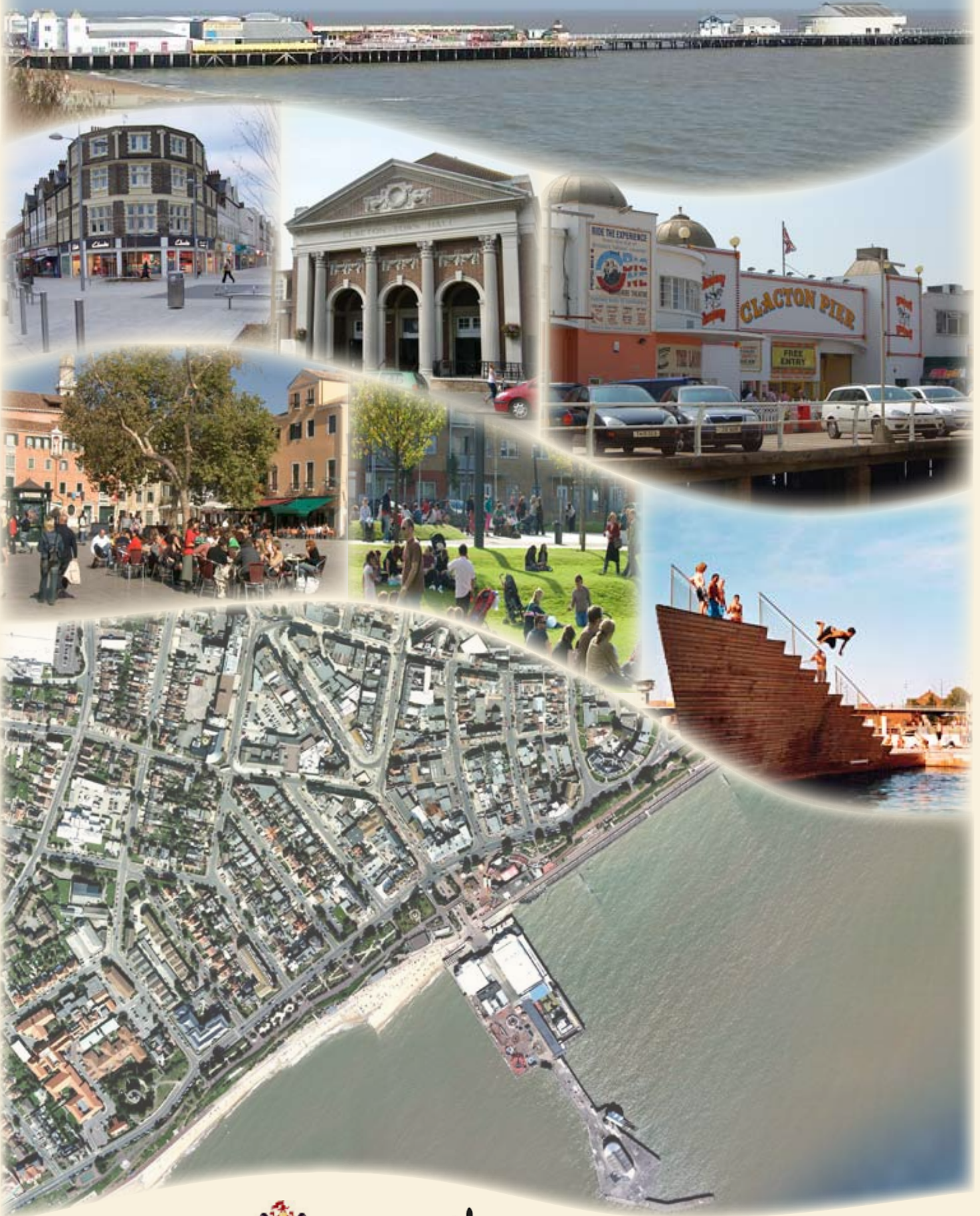

INTend Interaction regeneris CONSULTING BDP.

The regeneration framework for Clacton Town Centre is contained within the following reports:

•   **Clacton Town Centre Vision**
•   **Clacton Neighbourhood Plan**

INTend is the lead body responsible for driving forward the delivery of regeneration and development in Clacton, and the District of Tendring.

To discuss the content of these reports, or any regeneration / development proposals in Clacton, please contact:

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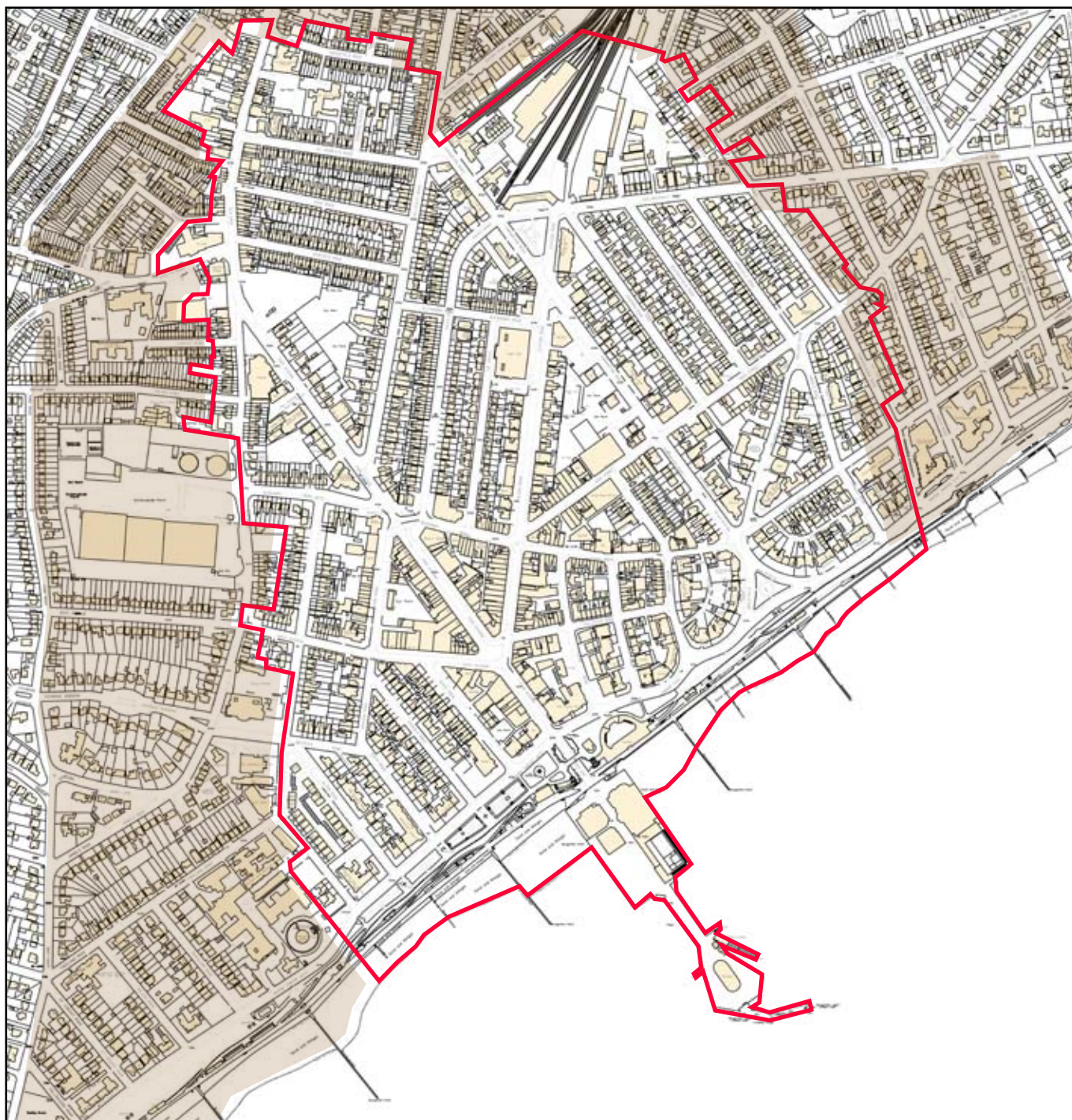
The study area

Key

 Study Area - Pier Ward

 Wider Context Area

Contents

C

01 INTRODUCTION

01 INTRODUCTION

1.1 Opportunities for Growth
Tendring is a dynamic district with many opportunities for future growth. Located within the Haven Gateway Growth Area, Government targets for the sub-region include the creation of 49,700 jobs and 50,840 new homes by 2021. Such targets represent significant opportunities for investment in the district and in Clacton Town Centre.

Clacton on Sea
Clacton-on-Sea is the largest town in Tendring, and as such it is a particularly important driver in the economy of the area. Located on the North East Essex Coast, it has significant natural assets and has good transport links to the wider District, the sub-region and to London.

Despite its large conurbation and significant natural assets, Clacton town centre is one area that has not kept pace with some of the more affluent parts of the district and is in need of regeneration to address both physical and socio-economic problems. Significantly, the Coastal Pier Ward, which covers much of the town centre, is identified as being one of the 3% most deprived wards in the country (Index of Multiple Deprivation, 2007). This highlights the need to provide a holistic regeneration strategy to improve the quality of life for the town's residents as well as attracting new investment and visitors. Thorough analysis, and consultation with local residents, carried out as part of this study, highlighted the town centre's unattractive public realm, poor retail offer and car dominated environment as significant problems.

The Council has undertaken a number of studies which have informed the Tendring Local Plan (2007) and the emerging Local Development Framework (LDF). These include the Town Centre Strategy and associated district-wide retail studies. Some of the recommendations are currently being implemented. The most significant of these is the Clacton town centre streetscape work which is nearing completion. This is a joint effort by Tendring District Council and Essex County Council to enhance the public realm in the town centre by reconfiguring traffic direction to provide a more legible pedestrian environment and an attractive public realm.

As part of this regeneration study in Clacton a need has also been identified for a detailed Neighbourhood Action Plan (NAP). This is a separate document that will sit alongside this vision and strategic plan to provide a comprehensive regeneration framework for Clacton town centre.

1.2 The role of INTend –implementation and delivery
Tendring District Council has set up a new regeneration company, INTend, to drive forward and deliver its major regeneration projects in the district, as well as coordinating other agencies in regeneration delivery, INTend will play a major role in delivering the vision and objectives contained within this report, and in delivering the overarching Regeneration Framework for Clacton.

Following the successful completion of this vision document and NAP, INTend will move swiftly to develop a framework implementation strategy and programme and to work with Tendring District Council, key partners and the community to implement feasible proposals from these documents.

INTend will play a major role in delivering the vision and future Area Action plan objectives, whether leading, or co-ordinating other agencies to deliver on these objectives.

'***The vision is established, the focus now is on delivery***'

1.3 Study Area
The study area includes the town centre and seafront, as shown in figure 1.1. This area is where recommendations for physical changes have been made however the wider context of Clacton has also been considered when developing the proposals and recommendations.

1.4 Purpose of the Study
This vision and strategic plan takes an integrated approach to regeneration by identifying and tackling physical design, planning and regeneration, transport, tourism and socio-economic issues affecting the study area.

The plans and recommendations will provide a framework to guide the development and enhancement of the town centre and seafront area. Further work on developing the plans and implementing feasible solutions will be coordinated by INTend. Seven opportunity sites have been identified, their potential for development investigated and overall design guidance for enhancing the built environment and public realm provided. The wider economic role and function of Clacton is also considered as a key part of the context for development as this has an important impact on land use proposals and deliverability.

The vision and strategic plan for Clacton town centre will form a key component of the evidence base for Tendring District Council's Area Action Plan (AAP) which is due to be adopted in January 2011. It is also considered that the report will form a material consideration in determining planning applications prior to the adoption of the LDF.

1.5 Process
The study has been overseen by a steering group comprising key delivery bodies within Tendring, including Tendring District Council, The Interaction Partnership, Essex County Council, and latterly INTend. In addition, the work has been underpinned with considerable consultation and input from the community and other key stakeholders, including the Clacton Community Forum.

1

1.6 Baseline Analysis

The process undertaken to produce the final vision and strategic plan involved a number of stages. The first of which was an analysis of the existing conditions in the town centre. A baseline report was prepared which analysed key features of the town centre including the built form, transport and movement and socio-economic factors, a summary of this report is included in appendix A.

1.7 Consultation

The vision has included a three stage consultation process to inform the production of the final report, including:
1. A detailed stakeholder surgery held over 2 days on 21st and 22nd February 2007;
2. The Clacton Community Forum, comprising community leaders was established to scrutinise and provide feedback on the draft proposals;
3. Interaction Partnership Board meeting presentation(s)
4. Tendring Youth Assembly consultation
5. A public exhibition with participants invited to submit their comments on the proposals via questionnaires and online feedback. The exhibition was held from 14th May - 20th June 2008 at the West Cliff Theatre in Clacton (see appendix A for further details).
6. During the course of the public exhibition a website was set up (www.tendringdc.gov.uk/clactonvision) with an online version of the questionnaire and exhibition boards. Approximately 1,000 hits were received on the website.

Community Forum

The Clacton Community Forum was established by BDP for the purposes of gathering information which has helped to inform the development of options for consultation, fulfilling its role as a guide for the vision and strategic plans. The following section provides a brief overview of the forums held to date and the key messages to emerge.

1st Community Forum (21st February 2007)

The first community forum was held 21st February 2007. This presented the project team with the opportunity to introduce themselves to the community forum. During the course of the forum members were asked to feedback their concerns about the town. The key messages to emerge were:

- There are some good tourist attractions in the town but some, particularly the Pier, would benefit from redevelopment
- The retail offer in the town centre is generally seen as good but in need of improvement. There was a desire to see larger stores in the town centre
- There is a lack of complementary leisure uses to supplement the retail offer which detracts from the town centre being a viable destination
- It was felt that more support could be given to local businesses in the town
- Traffic movement and parking were identified as problems in the town centre

Forum members were asked for their aspirations for Clacton. The key points were:

- The need for the town centre to have an identity and be famous for one thing
- Create a sense of pride in the town
- Better provision for young people
- Provide a cafe culture environment with street entertainment
- Residents should have a greater influence in local decision making

2nd Community Forum (21st March 2007)

The second community forum took place in March and provided the project team the opportunity to explore a Vision for Clacton. Forum members were asked to rank a series of objectives for Clacton, the results are summarised below:

1. A revitalised Town Centre
2. An Engaged Community
3. Creating Choice and opportunities in Clacton
4. Fostering intergenerational relationships
5. Putting young people first
6. Creating connections with the seaside
7. Creating an economically active population
8. Enabling Skills Improvement
9. Enabling an active population
10. Creating a sustainable community

Forum members were also asked to decide on a vision for the town centre. The consultant team presented a number of possible options for this. It was decided that the preferred vision would involve incorporating ideas for a green, sustainable, learning town.

"*To create a revitalised and thriving town centre, which is safe and attractive and a place where people want to shop, work, live, visit and invest*"

3rd Clacton Community Forum (23rd April 2007)
Based on the feedback received from the previous community forum, the consultant team presented some initial ideas for the study area. Forum members were asked to discuss specific ideas for improving the town centre. It was decided that:

- A bus interchange would work well in the town centre
- The station facade is in need of improvement
- A farmer's market would work compliment the town centre
- A youth cafe would work well
- The sustainable pier was thought to be a good idea
- A cultural hub for music and theatre would work well
- The idea of some sort of body to coordinate business also seen as good. The industrial estate has set up a small network of businesses but this is fairly informal. Idea of an e-business club also suggested to help share ideas it is important to provide a point of contact for businesses in Clacton. The local business link only operates on a temporary basis for one day a week
- Continuing the Community Forum – members agrees that it would be wise to continue the forum
- Questionnaires could be sent to B&Bs to ensure that they are keeping in touch with what tourists want
- Warwick castle site was suggested an indoor sports area or possible site for community garden
- Members were undecided about the idea of a hotel/ conference facility around the station

4th Clacton Community Forum (May 2007)
Forum members were asked part in an interactive design session to contribute ideas for town centre development. The sketches produced and feedback received were incorporated into the design options prior to the public consultation exhibition.

1.8 Report Structure

This report presents a number of recommendations for future change in Clacton. It is presented in four further sections:

Section 2 presents the vision and objectives of the study;

Section 3 provides recommendations and proposals for physical improvements;

Section 4 presents details of socio-economic initiatives to stimulate regeneration in the town centre;

Section 5 provides the consultants advice on how the key recommendations may be implemented, with information on phasing and funding. It describes the major role of INTend in taking forward the proposals via an implementation strategy and delivering the vision; and

Appendix A Provides background information on planning policy, consultation and baseline analysis.

1

02 THE VISION AND OBJECTIVES

02 THE VISION AND OBJECTIVES

2

2.1 Introduction

Consultation via the detailed stakeholder surgery and the Clacton Community Forum events was invaluable in developing the overarching vision for Clacton Town Centre. These events provided the opportunity for residents and key stakeholders to provide feedback as to how they would like to see the town develop in the future. A number of possible options for a Vision for Clacton Town Centre were explored and the preferred vision agreed.

2.2 The Vision

The vision has been derived from the following key themes which have emerged from consultation with the Clacton Community Forum:

• **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.

The overall vision for Clacton is:

> *"To create a revitalised and thriving town centre, which is safe and attractive and a place where people want to shop, work, live, visit and invest"*

2.3 The Objectives

The community forum was an invaluable opportunity to gain feedback from residents as to how they would like to see the town develop in the future. The vision was based on the objectives derived from the community forum including:

Objective 1: Revitalised Town Centre - Create a place for the people of Clacton with new retail opportunities, community, entertainment and civic uses and a vibrant public realm.

Objective 2: Seafront Quarter and Sustainable Pier - Capitalise on Clacton's greatest asset - the seafront - by creating a seafront quarter. Re-invent Clacton Pier as the Sustainable Pier with views to the new wind farms. Establish legible routes between the town centre and the seafront.

Objective 3: Young People – Ensure that young people have the opportunity to be more engaged socially, physically and economically within Clacton Town Centre, allowing them to develop into active citizens who are proud to live in Clacton.

Objective 4: Intergenerational Relationships – Create positive relationships between the town's older population and the growing younger cohort to create an atmosphere of trust, respect and community cohesion.

Objective 5: Business and Economic Activity – Increase the economic activity in the town centre by supporting business growth and employment locally. This includes making Clacton a more competitive economic location and a more obvious choice for businesses, customers and visitors.

Objective 6: Enabling Skills Improvement- Reverse the prevailing trends in relation to skills locally. Develop a culture of lifelong learning and use this to create opportunity for Clacton and it's population

Objective 7: Enabling an Active Population – Facilitate a more healthy community who take advantage of Clacton's coastal location and favourable weather conditions to become fitter and more active

Objective 8: Community Living Solutions - Develop a long term response to the high number of HMOs and bed sits and the problems of those living in them to create a more cohesive and active community.

2

2.4 Spatial Vision

A spatial vision for the town which effectively includes creating different land-use zones has been developed. Seven opportunity sites have been identified within these zones, in addition to public realm and streetscape improvements. Figure 2.1 shows the zoned areas, together with the location of the opportunity sites. Figure 2.2 illustrates the integration between existing and proposed land uses in the town centre.

The core area of the town centre should be reinforced as a retail destination. The redevelopment of the Jackson Road car park with complementary retail offer at the expanded Waterglade aims to create a coherent retail circuit to be reinforced with improvements to the streetscape. This will be supplemented with other uses, surrounding the retail core to act as a further draw and increase the mix of uses in the town centre. This includes the use of the southern end of Pier Avenue as an "alfreso" dining area with a range of cafes and restaurants to create an area capable of stimulating cafe culture and a quality evening restaurant quarter. This zone will extend further south, turning into an all year round seafront leisure, entertainment, and conference zone, to encourage visitors to this area of the town, and to improve the economy by encouraging longer stays throughout the year in the areas hotels and quality accommodation.
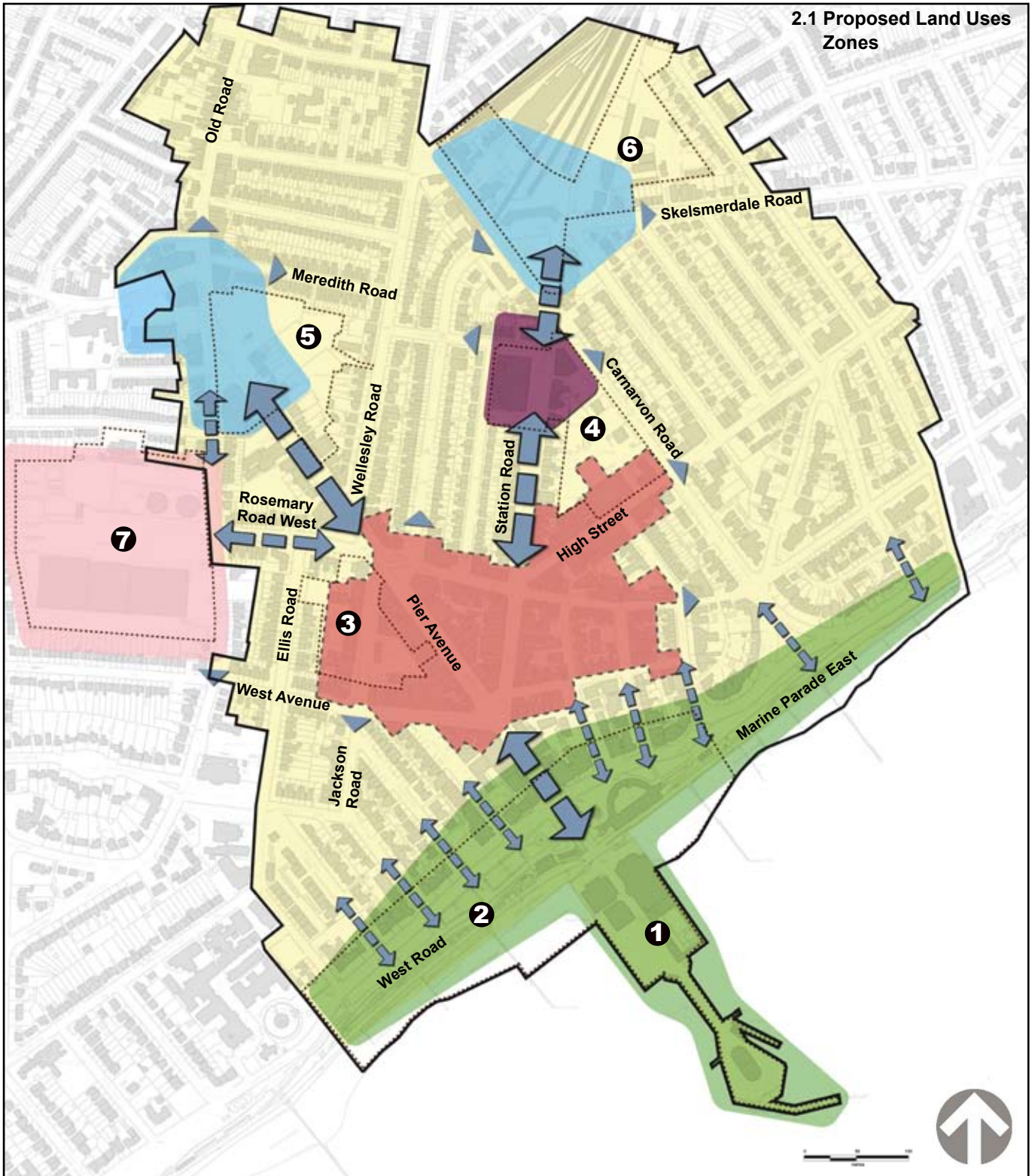
The Civic Quarter seeks to build on the existing Civic functions at the top end of Station Road such as the Town Hall and Library to create a civic hub. Future community and civic facilities could be located in this area. The station area is also a major gateway for people arriving in Clacton. Clacton Railway Station has direct links to London and is an important public transport hub.

The station gateway proposals seek to promote the station as a major sustainable transport gateway for people arriving in Clacton by public transport, and increase work-commuting links. To promote a sense of arrival in Clacton and its tourist offer, attractive public realm surrounding this station is proposed, linking to the wider public realm strategy for the town centre. An equally important Gateway to the Town Centre is the Warwick Castle site. This site lies at the important junction of Old Road and Pier Avenue, one of the main routes, and a critical gateway, into the town centre. Proposals include reconfiguration of the Old Road and Pier avenue junction, to redirect traffic flow down Old Road, and the creation of a sustainable mixed use development of high quality architectural merit. Redevelopment at Warwick Castle represents a significant opportunity to make a strong architectural statement and stamp a new image on Clacton Town Centre.

There are significant opportunities to capitalise on Clacton's coastal location, and pier. The seafront area currently benefits from an attractive promenade area juxtaposed with some unattractive development. The opportunity exists to vastly improve on this unique asset. Providing a viable and attractive all year round leisure, entertainment and conference zone will help to reinforce the connection with the town centre and draw people to this area of the town.
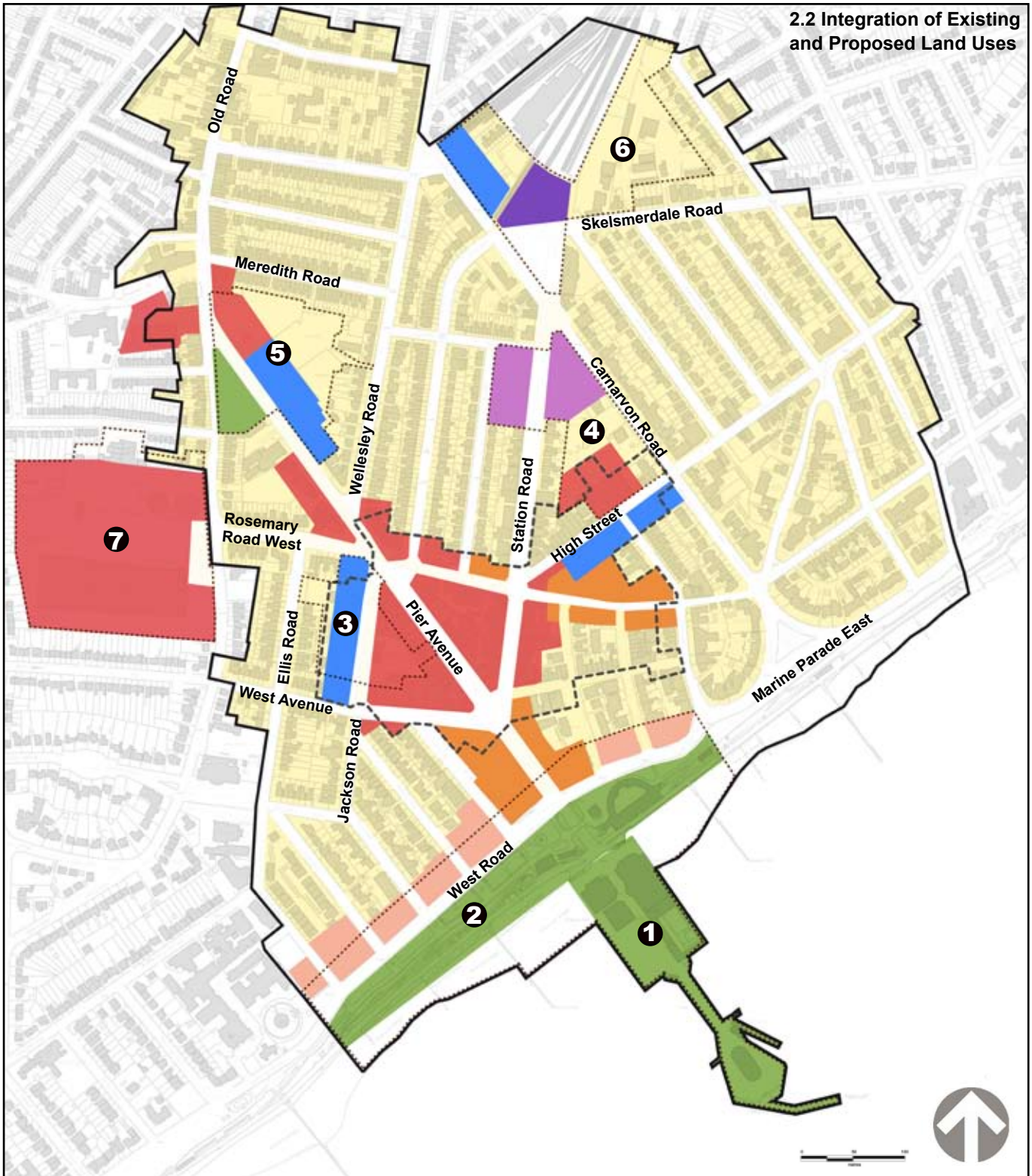
Figure 2.3 illustrates the overall design concept for the town centre. One of the key concepts behind the design is the need to create a better visual connection between the town centre and seafront in order to better integrate the two locations. This can be achieved through a number of measures including public realm design and improved views. Streetscape and public realm improvements will also ensure that the town centre and waterfront connections are made stronger, and these are outlined further in section 3 of this document.
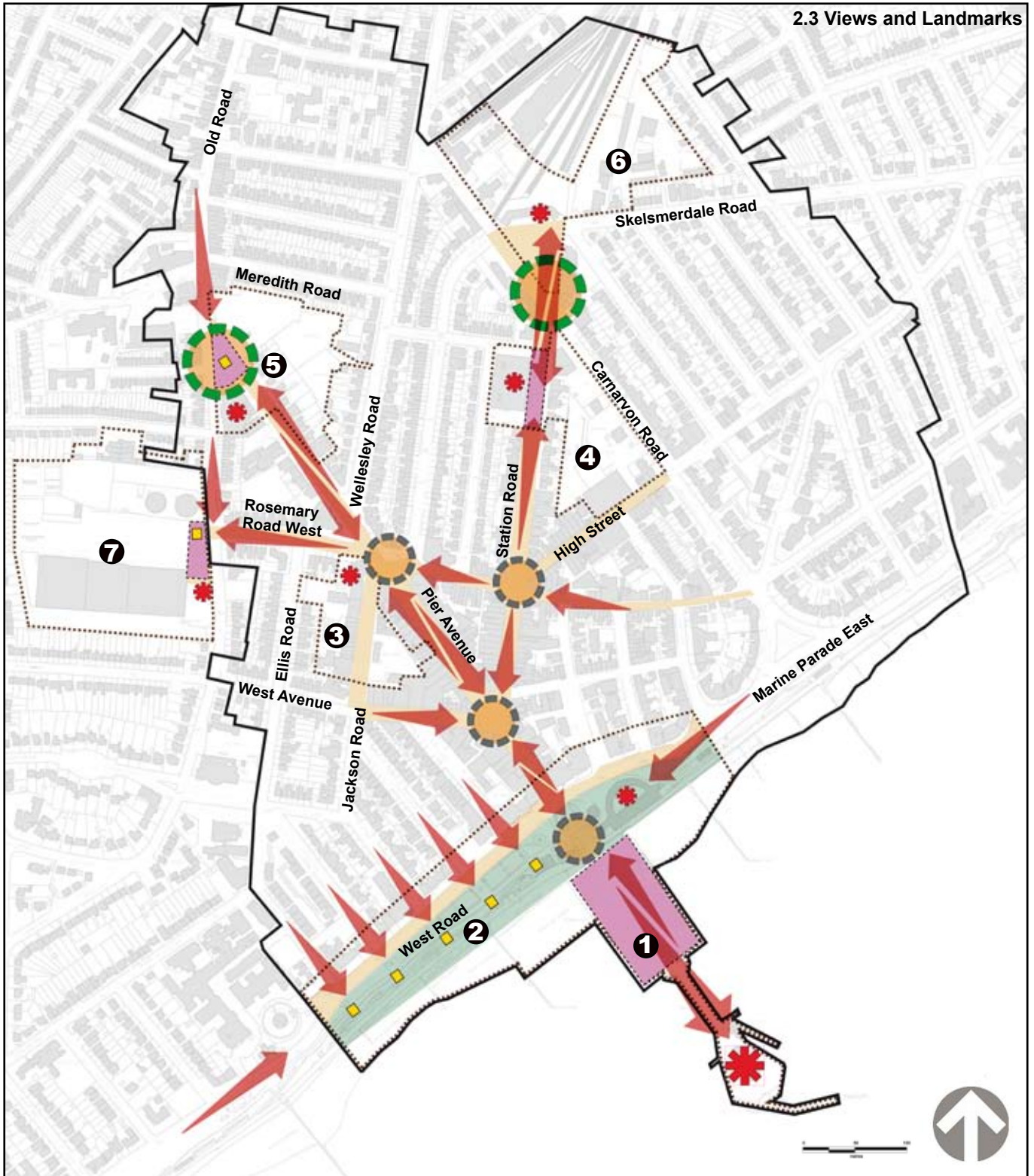
2.1 Proposed Land Uses Zones

2

Old Road

Skelsmerdale Road

Meredith Road

⑤

Wellesley Road

Carnarvon Road

⑥

④

Station Road

High Street

Rosemary Road West

⑦

Ellis Road

③

Pier Avenue

West Avenue

Jackson Road

Marine Parade East

②

①

West Road

Legend

▭ Town Centre Boundary

┈ Opportunity Sites

▨ Primary Shopping Area (as defined by UDP)

■ Civic Uses

■ Gateway - Mixed Uses

■ Mixed Seafront / Leisure Uses

■ Mixed Town Centre Uses

■ Complementary Retail

⇔ Interrelationship of land uses

① Pier and Seafront

② Seafront Promenade

③ Retail Core Expansion

④ Civic Quarter

⑤ Warwick Castle

⑥ Station Gateway

⑦ Waterglade Park

2

2.2 Integration of Existing and Proposed Land Uses

Old Road

Meredith Road

Skelsmerdale Road

Wellesley Road

Carnarvon Road

Station Road

Rosemary Road West

High Street

Ellis Road

Pier Avenue

West Avenue

Marine Parade East

Jackson Road

West Road

5

7

4

6

3

2

1

□ Town Centre Boundary
▦ Opportunity Sites
▦ Primary Shopping Area (as defined by UDP)

■ Retail
■ Cafes / Restaurants
■ Civic Uses
■ Train Station
■ Leisure
■ Commercial
■ Mixed Seafront Uses
■ Mixed Town Centre Uses

1 Pier and Seafront
2 Seafront Promenade
3 Retail Core Expansion
4 Civic Quarter
5 Warwick Castle
6 Station Gateway
7 Waterglade Park

2.3 Views and Landmarks

2

Old Road

Skelsmerdale Road

Meredith Road

❻

❺

Carnarvon Road

Wellesley Road

Station Road

❹

Rosemary Road West

High Street

❼

Pier Avenue

Ellis Road

❸

West Avenue

Jackson Road

Marine Parade East

West Road

❷

❶

Legend:

- ☐ Town Centre Boundary
- ⬚ Opportunity Sites
- ◯ Gateway to the Town
- ◯ Improved Nodes of Movement
- ✳ Landmark Buildings
- ➡ Main Views
- ☐ Urban Features (Kiosks, Viewing Platforms)
- ▬ Streetscape Improvements
- ▬ Seafront Promenade Improvements
- ⬚ New Public Spaces / Squares

- ❶ Pier and Seafront
- ❷ Seafront Promenade
- ❸ Retail Core Expansion
- ❹ Civic Quarter
- ❺ Warwick Castle
- ❻ Station Gateway
- ❼ Waterglade Park

03 PHYSICAL IMPROVEMENTS

03 PHYSICAL IMPROVEMENTS

3

3.1 Streetscape and Public Realm Improvements

It was identified through baseline analysis and stakeholder consultation that Clacton suffers from problems relating to the layout and design of the town centre resulting from an outdated traffic layout and lack of legibility. To remedy this, Tendring District Council and Essex County Council have taken a proactive approach to improving the public realm by financing a programme of streetscape improvements in the town centre. This has included revising the traffic layout with the aim of creating a more pedestrian friendly environment; this has been supplemented with new paving and street furniture which has significantly improved the public realm and overall shopping experience.

In order to build on the success a number of future changes are being considered for the town centre. These could form part of a comprehensive streetscape and public realm strategy for the town centre and include:

- Linking town square to Marine Parade by extending public realm treatment in the southern part of Pier Avenue repave and widen footways, introduce new lighting in matching materials.

- Reconfiguring the junction of Marine Parade, /Pier Avenue/Pier Gap to provide greater pedestrian priority and improve connectivity to the seafront. Consider changing the status of Pier Gap to 'No Vehicles except for Access 'thereby providing an opportunity to remove pedestrian barriers and enhancement of the highway as a pedestrian dominated space.

- Improving the public realm in Jackson Road in conjunction with development opportunities; introduce new paving, street lighting and co-ordinated street furniture with the potential for a central focal point should development opportunities allow.

- Review the layout of the southern part of High Street between the junction of Station Road and Beach Road and significantly improve the streetscape in this area, linking to the previous improvements at Pier Avenue.

- Improve the lighting on key links radiating from the central core e.g. Rosemary Road from the junction of Station Road towards Carnarvon Road, Rosemary Road West, Pier Avenue, from the junction of Jackson Road to Old Road.

- Review the junction of Pier Avenue/Rosemary Road/ Jackson Road to make better use of this large central space. Improve the public realm in association with nearby development opportunities

The new town centre fountain

3

- Review of parking to provide additional convenient central spaces for disabled drivers and introduce 2hr limited waiting in the town centre outer perimeter streets.

- Priorities for intervention currently considered by TDC are in priority order, Pier Avenue and Pier Gap, West Avenue and High Street, Jackson Road.

Figure 3.1 shows the existing streetscape improvements and suggestions for future improvements.

New Routes and Spaces
Urban designers frequently use the terms legibility and permeability to describe the characteristics of the connecting streets and spaces. In simple terms a clear pattern of connecting streets and spaces can make a place easy to read and to understand. In places where this happens the streets and spaces often form a simple grid. When landmark buildings and memorable spaces are added to this pattern then a place becomes easier to understand and navigate.

Although Clacton has some good streets and the current enhancement plans have improved the image of the town centre, the pattern of streets and spaces is confusing and disjointed.

This is particularly the case where pedestrian routes connect through car parks and backland areas. The urban design analysis identifies a need to create a better defined pattern of streets, spaces and buildings.

Making Great Streets
Clacton's streets could be redesigned to create good urban streets, lined with impressive buildings that front onto the street, providing a safe and attractive pedestrian environment, whilst still carrying reasonably levels of traffic and public transport activity.
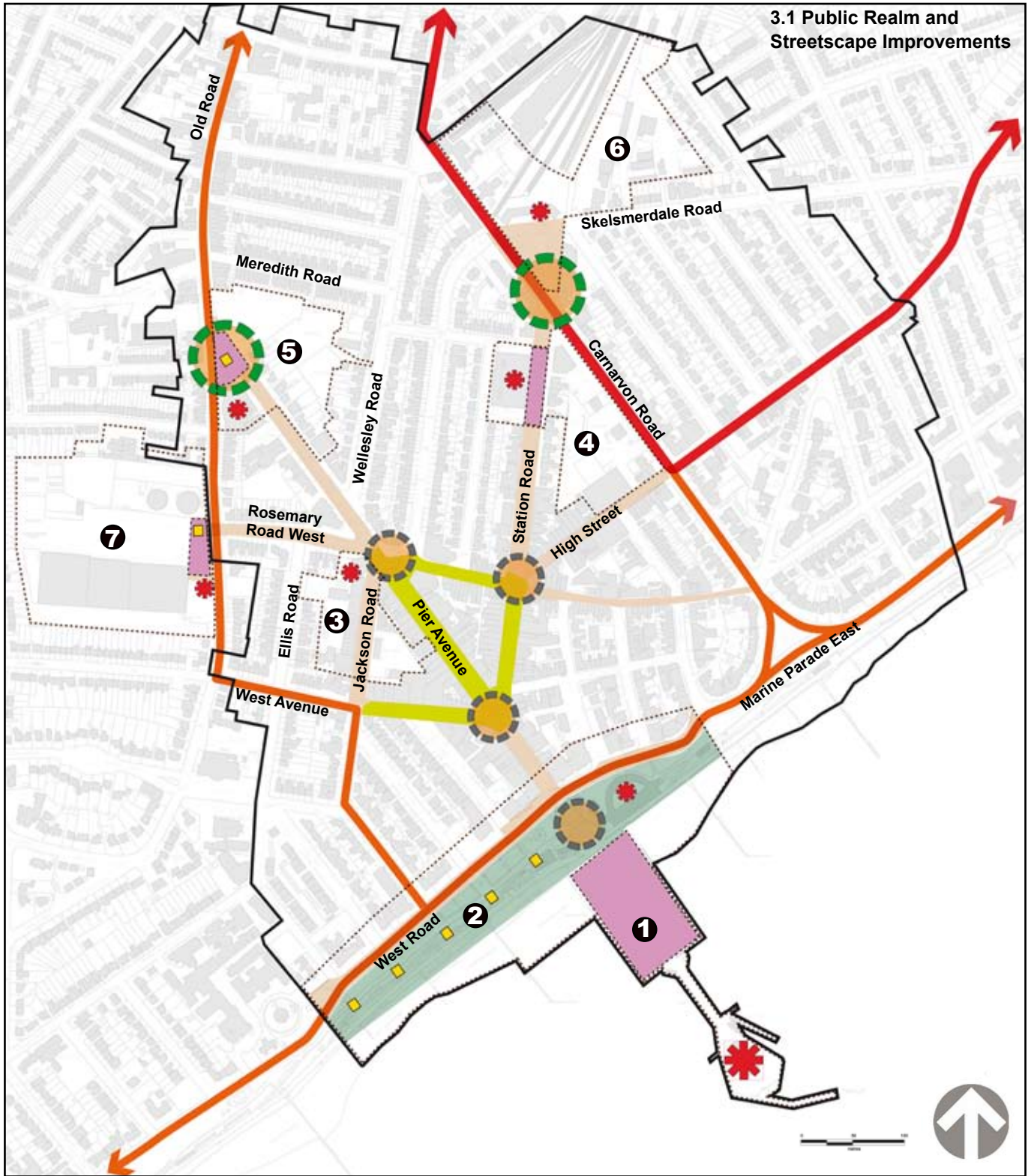
Recommendation
It is considered that the town centre would benefit from a comprehensive streetscape, movement and public realm strategy to build on the work undertaken as part of the town centre improvements. The strategy should ensure a consistent approach to materials throughout the town centre.

Images showing the streetscape improvements in Clacton town centre

3.1 Public Realm and Streetscape Improvements

3

Old Road

Meredith Road

Skelsmerdale Road

Carnarvon Road

Wellesley Road

Station Road

High Street

6

5

4

Rosemary Road West

7

Ellis Road

Jackson Road

Pier Avenue

3

West Avenue

Marine Parade East

West Road

2

1

☐	Town Centre Boundary	⬤ Gateway to the Town	❶ Pier and Seafront
⬚	Opportunity Sites	⬤ Improved Movement Nodes	❷ Seafront Promenade
▬	Main Vehicular Connection to Clacton	✳ Landmark Buildings	❸ Retail Core Expansion
▬	Main Vehicular Routes	☐ Urban Features (Kiosks, Viewing Platforms)	❹ Civic Quarter
		☐ New Public Spaces / Squares	❺ Warwick Castle
		▬ Existing Streetscape Improvements	❻ Station Gateway
		▬ Future Streetscape Improvements	❼ Waterglade Park
		▬ Future Seafront Promenade Improvements	

13

3

3.2 The Opportunity Sites

Figure 3.2 shows the opportunity sites identified as part of the baseline analysis.

Opportunity Site 1: Pier and Pavilion

As noted in the baseline analysis the seafront promenade has a unique character which is distinct from the rest of the town centre. However, the general appearance of the seafront is diminished by poor quality public realm and vacant or under-used areas. There is access to a lower level public space and to the beaches and pier. The seafront is isolated from the rest of the town centre by the car dominated Marine Parade. This opportunity site is the key regeneration area for the town centre and is in need of significant change if Clacton is to contribute as a tourism destination.

Opportunity Site 2: Seafront Promenade

The promenade comprises some attractive areas of open space but some areas are in need of significant improvement including the Old Pavilion. This site offers an opportunity to draw visitors and shoppers down to the seafront and create a link between the two areas.

Opportunity Site 3: Jackson Road Car Park and Retail Core

This site comprises the surface car park on Jackson Road which is an under-used space and provides an inactive frontage onto Jackson Road. It includes the opposite side of Jackson Road which would benefit from improvement and the core retail area around Pier Avenue. The site itself does not contain primary retail frontages but is situated next to Pier Avenue and West Avenue Primary Retail Frontages. The Jackson Road car park is defined as a mixed use opportunity site in the Local Plan and could contribute to a significant expansion of the core retail area.

Opportunity Site 4: Civic Quarter

This area of the town centre currently contains the town hall, library and PCT office defining the area as a civic quarter with a cluster of civic functions. It also includes the multi-storey car park which is accessed from Carnarvon Road.

Opportunity Site 5: Warwick Castle Site

This site is located close at the bottom of Old Road and provides a significant gateway location into the town centre. It is currently used for a significant amount of surface car parking and a local market which operates on Tuesdays and Saturdays. The site includes the cinema, located at the top of Pier Avenue.

Opportunity Site 6: Station Gateway

This site is located at a prominent location close to the Civic Quarter and core retail environment. It is a major gateway location in to the town centre. However, in its current state it is relatively unattractive and would benefit from redevelopment. The station building is old and would also benefit from modernisation. The land adjacent to the station currently comprises industrial uses and is included as part of this site.

Opportunity Site 7: Waterglade Centre and Car Park

The Waterglade centre currently provides a significant retail offer in Clacton. However, it is largely unattractive in design terms and would benefit from aesthetic improvements. The site includes the gas towers, located to the north of the retail park and the area of adjacent brownfield land.

Opportunity Site 4: The civic quarter

Opportunity Site 5: Cinema adjacent to Warwick Castle

3.2 Linking the
Opportunity Sites

3

Old Road

Meredith Road

⑤

Skelsmerdale Road

⑥

Carnarvon Road

Wellesley Road

④

Station Road

High Street

Rosemary
Road West

⑦

Ellis Road

③

Pier Avenue

West Avenue

Jackson Road

Marine Parade East

West Road

②

①

Legend

- Town Centre Boundary
- Opportunity Sites
- Main Vehicular Connection to Clacton
- Main Vehicular Routes
- Pedestrian Routes
- Gateway to the Town
- Improved Movement Nodes
- Streetscape Improvements

① Pier and Seafront
② Seafront Promenade
③ Retail Core Expansion
④ Civic Quarter
⑤ Warwick Castle
⑥ Station Gateway
⑦ Waterglade Park

Opportunity Site 1: Pier and Seafront

3

Vision Objective 2: Seafront Quarter and Sustainable Pier
Capitalise on Clacton's greatest asset - the seafront - by creating a seafront quarter. Re-invent Clacton Pier as the Sustainable Pier with views to the new wind farms. Establish legible routes between the town centre and the seafront.

The whole of this area, comprising the pier, pavilion and promenade have the potential to provide a significant attraction for residents and visitors. The seafront promenade benefits from some attractive areas of public realm and landscaped gardens. The former Pavilion is located close to the pier and is currently vacant and in a state of disrepair.

The Pier

The concept for redevelopment is to capitalise on the views of the proposed wind farms and create a Sustainable Pier. The front of the pier could provide an attractive entrance-way. This would be clearly seen from the core retail area, drawing visitors from the town centre down towards the seafront. It would also help, along with the proposed streetscape improvements, to create a gateway into the town centre when approaching the pier from Marine Parade.

Other ideas for renewable technology could include a wind turbine, solar panels and wave turbine as part of the pier redevelopment. An information and visitors centre could be used as an educational facility to promote sustainable technologies.

Redevelopment could also include new leisure facilities and open air restaurants and cafes to reinforce the location as a leisure and entertainment destination. A tidal pool, adjacent to the pier could also function and be used for sport and recreation activities including swimming lessons.
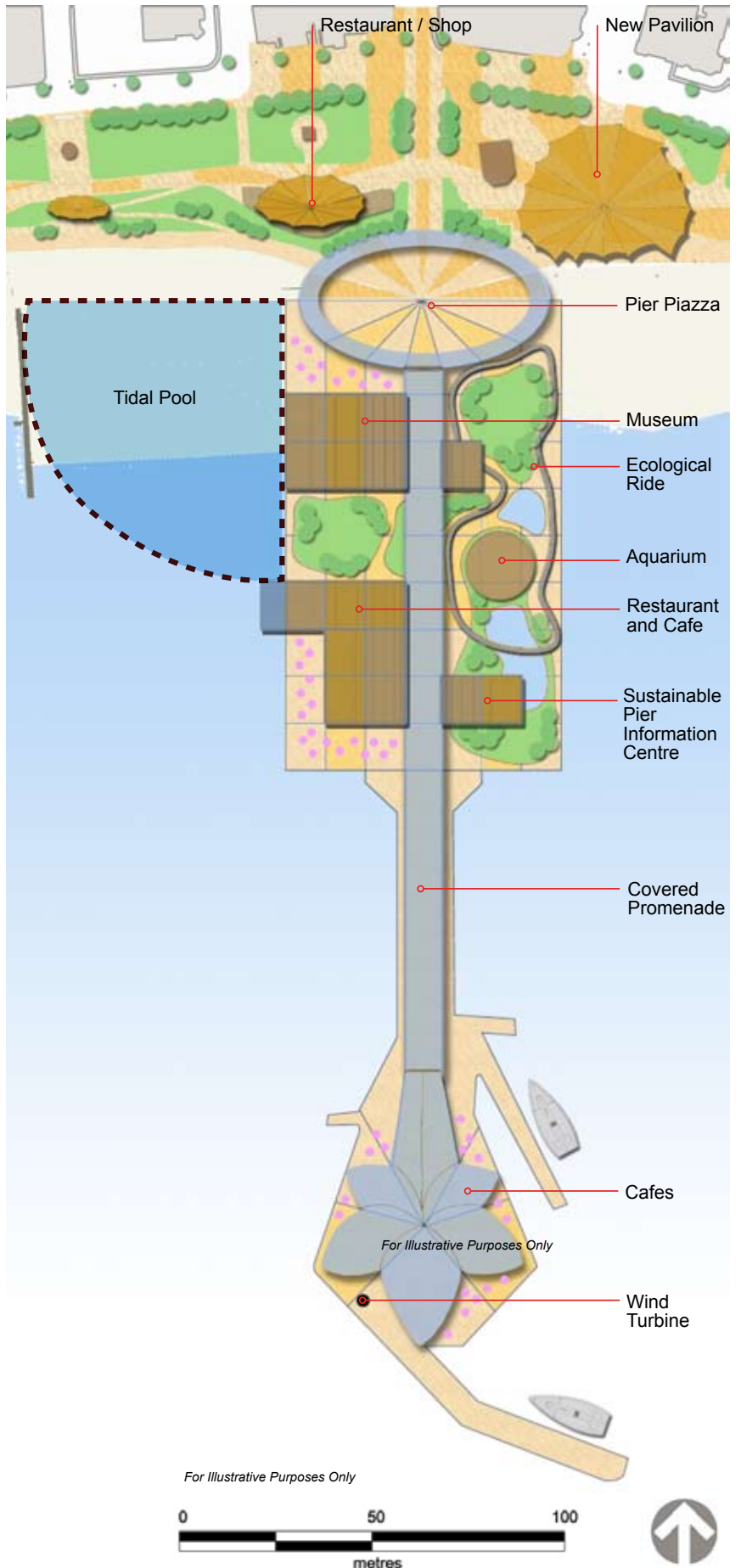
Reference Images

Tidal Pool

The Pier

3

Restaurant / Shop

New Pavilion

Tidal Pool

Pier Piazza

Museum

Ecological Ride

Aquarium

Restaurant and Cafe

Sustainable Pier Information Centre

Covered Promenade

Cafes

For Illustrative Purposes Only

Wind Turbine

For Illustrative Purposes Only

0   50   100

metres

Development Principles

1. Redevelop the pier to provide an active destination

2. Investigate the potential for a tidal pool next to the Pier

3. Redevelop the pavilion to provide an all year round entertainment and leisure destination

3

The Pavilion

The Pavilion is a prime seafront site and would benefit from major redevelopment. The pavilion provides a complementary entertainment use to the pier which supplements the existing leisure and entertainment uses along the seafront.
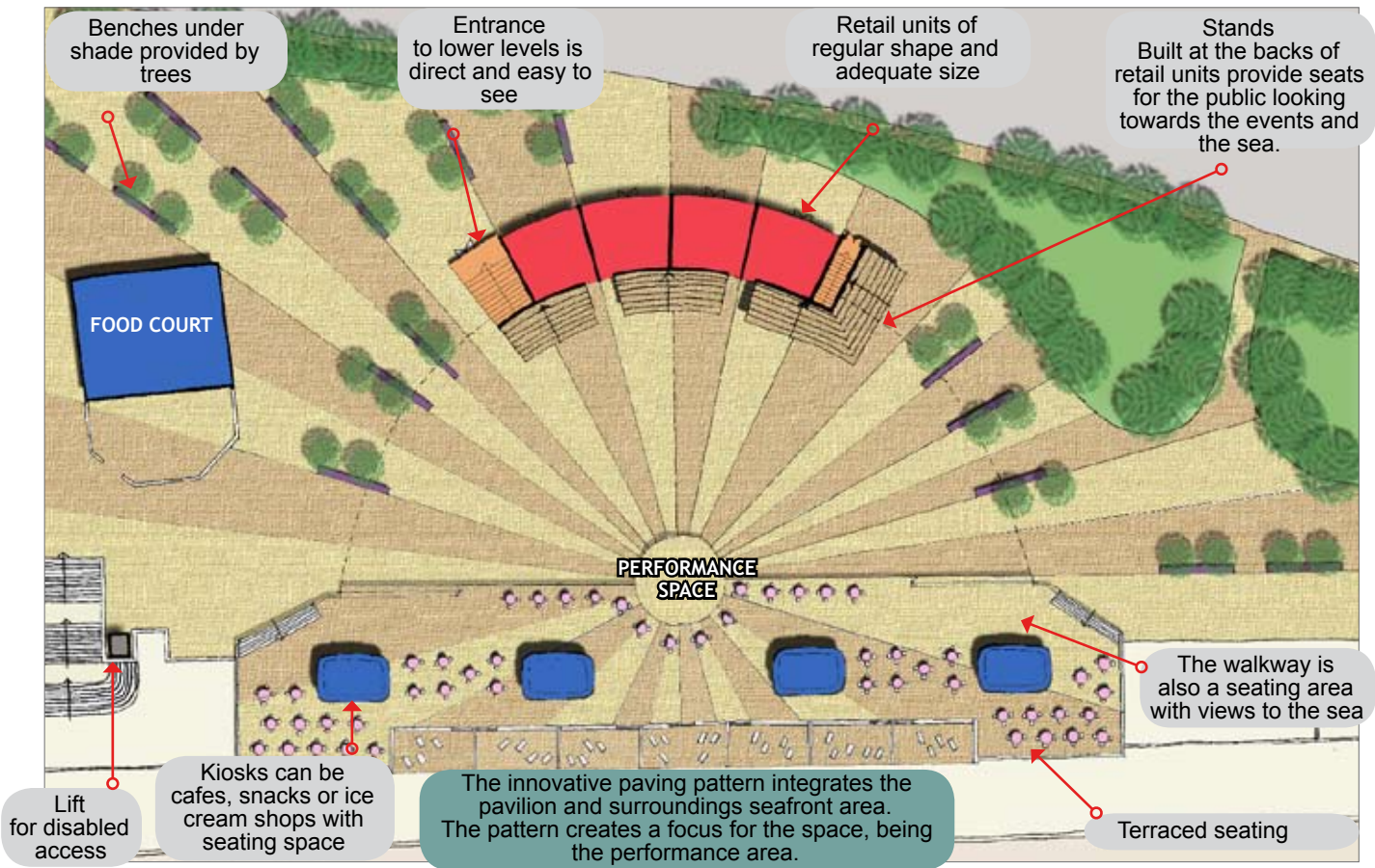
The building would be well suited for flexible events space used to host events. There is also potential to provide a small number of retail units to provide an active frontage onto the promenade. Retail units would benefit from having step access to upper levels to provide a viewing platform from which people can observe the stage area.

The ground floor area could be used as a significant all weather family orientated leisure and entertainment focus for Clacton. This was something that was highlighted as lacking through consultation. Potential also exists to provide a range of small kiosks to the rear of the pavilion to animate the promenade as shown in the illustrative drawings.


Reference Images

Benches under shade provided by trees

Entrance to lower levels is direct and easy to see

Retail units of regular shape and adequate size

Stands
Built at the backs of retail units provide seats for the public looking towards the events and the sea.

3

FOOD COURT

PERFORMANCE SPACE

The walkway is also a seating area with views to the sea

Lift for disabled access

Kiosks can be cafes, snacks or ice cream shops with seating space

The innovative paving pattern integrates the pavilion and surroundings seafront area. The pattern creates a focus for the space, being the performance area.
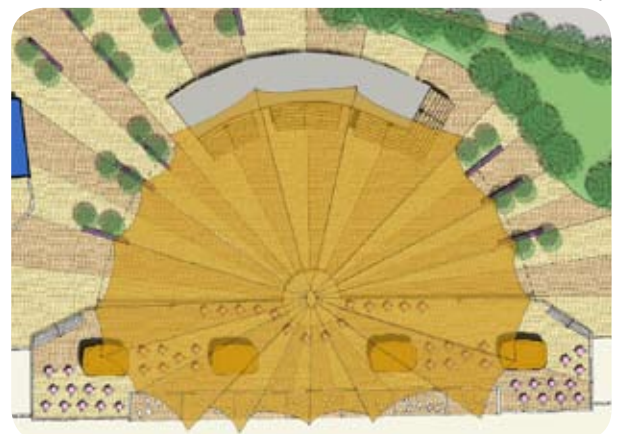
Terraced seating

Development Principles

1. Create a flexible events space
2. Investigate the potential for a range of all year round leisure activities
3. Incorporate some retail space as part of the redevelopment
4. Provide space for seating
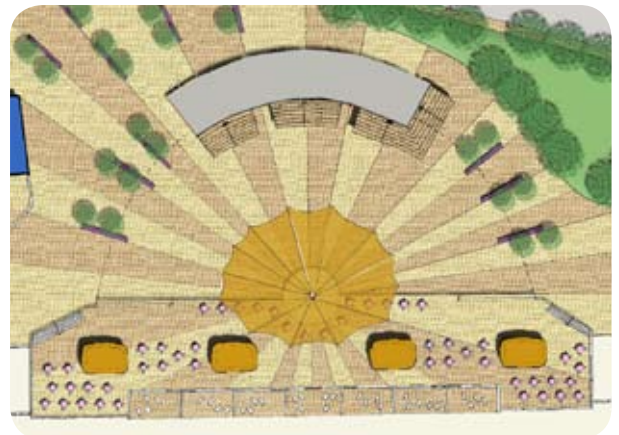
Option with small canopy

Option with large canopy

Opportunity Site 2: Seafront Promenade

3

The Seafront Promenade

The area should be redeveloped in its entirety and include the pier and pavilion to ensure a coherent approach to development with consistent design and choice of materials. This presents a unique opportunity to create a sense of place for Clacton and in so doing provide the town with a sense of identity. This area would also benefit from the provision of some active uses. This might include, for example, a number of cafes or kiosks to animate the public realm and viewing platforms to encourage views out to sea.

Streetscape improvements are key to the regeneration of this area and to linking the town centre with the seafront. Proposals include a continuation of the successful streetscape improvements in town square to Marine Parade by extending similar public realm treatment in the southern part of Pier Avenue.

Reconfiguring the junction of Marine Parade/Pier Avenue/Pier Gap to provide greater pedestrian priority and improve connectivity to the seafront is considered important. Changing the status of Pier Gap to 'No Vehicles except for Access', thereby providing an opportunity to remove pedestrian barriers and enhancement of the highway as a pedestrian dominated space, will also be investigated.

Reference Images

Viewing Platforms/Shelters (light structures)

Seafront Promenade

Martello Tower   Viewing Platforms   Enhanced Public Realm   Restaurant / Shop

3

Beach - for events use

Beach - Passive use

Tidal Pool

Pier Piazza

Development Principles

1. Promote a series of active uses along the promenade including new cafés and restaurants

2. Carry out public realm improvements including a consistent approach to materials and street furniture

21

Opportunity Site 3: Retail Core Expansion

Vision Objective 1: Revitalised Town Centre
Create a place for the people of Clacton with new retail opportunities, community, entertainment and civic uses and a vibrant public realm.

3

It was recognised through the baseline analysis undertaken as part of this study and through consultation that there is a desire to see larger floorplate stores in the town centre, to extend the retail offer, and create a destination for visitors and residents. Potential also exists to create a pedestrian linkage between Jackson Road and Pier Avenue, improving the pedestrian circuit around the retail environment.

The 2006 retail report by GVA Grimley notes that the Jackson Road car park would be suitable for retail floorpace to link Jackson road with the primary shopping area on the west side of Pier Avenue.

In the longer-term there may be potential to build upper storeys for office/residential use. This would help to make efficient use of space through intensification of this centrally located site. It would also have the advantage of releasing value from the land by increasing development density.

In addition to a larger retail unit, there is an opportunity to enhance the retail offer on the western side of Jackson Road and renovate the existing retail units and office space, to complement the potential Travel Lodge in the former Woolwich building and provide a landmark building that acts as a gateway into the town centre. Creating a mix of uses will help to improve the diversity of the town centre and create a more vibrant area with increased footfall in this important location. Service access to redeveloped units could be provided to the rear from Tower Road. This will allow a more spatially efficient car park and increase capacity.

If the Jackson Road car park is redeveloped car parking could be provided underneath a new large retail unit. This would help to compensate the loss in surface car parking through redevelopment. However, this is likely to be costly and cause a significant amount of disruption. Any plans for underground parking would need to be carefully evaluated by a detailed feasibility study to determine viability and capacity.

As part of the socio-economic interventions it is suggested that an organised street market might help to improve vitality in the town centre. The area around Jackson Road would be a good location for such a market and could encompass the two main streets of Pier Avenue and Jackson Road. This would help to build on the success of the streetscape works and improve the public realm. It will also help to transform Jackson Road from a peripheral destination into a more accessible and central location by improving the retail circuit by encouraging people to visit this area of the town centre.

Jackson Road would also benefit from improvements to the public realm. This can be done in the short-term in the context of the streetscape improvements recently, carried out in the town centre.

Reference Images

3

Development Principles

1. Major opportunity for large retail store on Jackson Road car park although this should be done in the context of ensuring sufficient car parking capacity within the town centre

2. Renovated retail units on the western side of Jackson road

3. Commercial / residential uses on upper floors

4. New pedestrian link between Jackson Road and Pier Avenue to improve retail circuit

5. Redeveloped car park to the rear of retail units on Jackson Road to increase capacity

6. Residential infill on Ellis Road to provide a coherent frontage

7. Potential for new street market to attract shoppers

8. Streetscape work along Jackson Road and Pier Avenue to improve public realm and integrate the area with the recent town centre enhancements

9. Landmark building on the former Woolwich call centre site

0   50   100
metres

Key

✳ Landmark Corner Building

▨ New Mixed Use - Retail / Residential

▨ New mixed use - Retail / Commercial

▭ New Residential

▭ Existing and Improved Retail

⬚ Redevelopment of Existing Car Park

⬚ Existing Streetscape Improvements

⬚ Streetscape Improvements

◀┈▶ New Pedestrian Route

◀ Vehicular Access

23

Opportunity Site 4: Civic Quarter

3

This area of the town centre currently contains the town hall, library and Primary Care Trust (PCT) office, defining the area as a civic quarter with a cluster of civic functions. It also includes the multi-storey car park which is accessed from Carnarvon Road. A continuation of these civic and administration/ office uses is proposed.

The stakeholder consultation revealed that there is a need to provide better youth services and facilities in Clacton town centre. It is considered that the civic role of this area could be reinforced by providing a youth centre/cafe.

Analysis suggests that the youth centre/cafe would be best located as a new building adjacent to the existing PCT building, this will ensure that the corner of Station Road and Carnarvon Road provide a clearly defined civic zone. It will also create the potential for more a spatially efficient layout for the existing PCT building and provide modern health care facilities in the town centre. As part of the redevelopment a contemporary approach to development might include a glass atrium to connect the redeveloped PCT building, youth centre/ cafe and create a clearly defined modern civic hub. In addition, it will help to create pedestrian linkages into the town centre when approaching from the train station.

In design terms, a new building adjacent to the PCT building could act as a frontage, guiding pedestrians down Station Road or Carnarvon Road, the main routes into the town centre. It is envisaged that the top of Station Road would be suitable for a shared surface for pedestrian and vehicles to reduce the speed of traffic in this area and encourage pedestrian movement. This area also presents an opportunity to provide a Civic Square to reflect the character of the area through design of the public realm.

The current multi-storey car park would also benefit from redevelopment into a large format retail store in order to improve the retail offer in this part of the town centre and the standard of design quality. Suitable pedestrian and service access could be provided via another route. This will be subject to further testing and review in taking forward more detailed proposals.

Car parking should be provided to the rear of the store with access via Caranrvon Road. This would likely be decked parking on 2 levels to ensure that adequate space can be provided to cater for people using the store. There is also potential to provide parking on the roof of the proposed department store. This will provide the opportunity to reconfigured the existing multi-storey car park which is visually unappealing.

A store of this size could also create the potential to provide housing on upper floors. This would take the form of small units with the advantage of providing a mix of uses to encourage activity at all times of day, encouraging natural surveillance and overlooking. It will also help to increase the density in this location to maximise the value released through development of the land and ensure viability.

The residential uses on Carnarvon road should be maintained but there is opportunity to infill some of the currently vacant space and make better use of the land by providing additional residential accommodation.

Reference Images

3
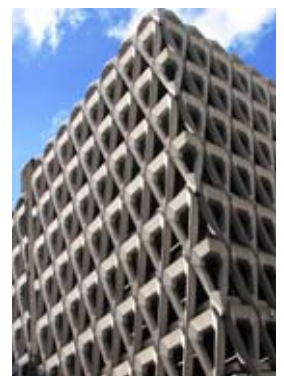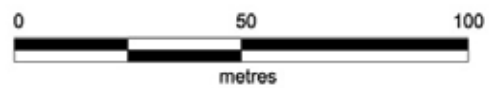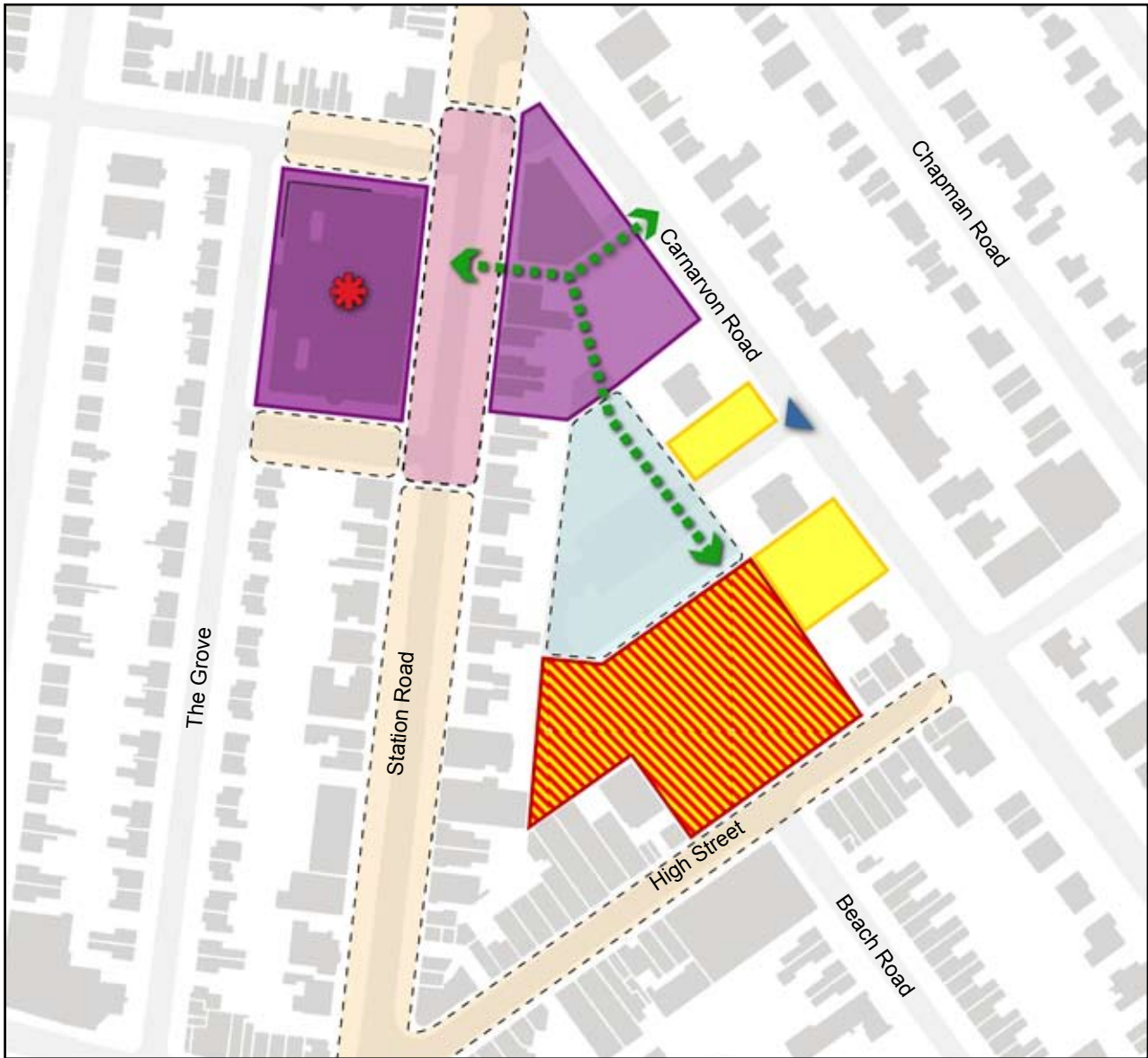
Development Principles

1. Investigate the potential for a dedicated youth centre/cafe (*see objective 3: Young People*)

2. Shared surface to reduce traffic speed and prioritise pedestrian movement

3. Re-develop multi-storey car park to increase the amount of retail space

4. Investigate the potential for residential development above a new retail store

5. Infill vacant space to create a coherent frontage

Key

✳ Landmark Building

New Residential

Existing and Improved Community Use

New Mixed Use - Retail / Residential

Car Parking

Streetscape Improvements

New Public Space / Civic Square

◄┈► New Pedestrian Route

◄ Vehicular Access

Opportunity Site 5: Warwick Castle

3

The Warwick Castle Site provides a substantial opportunity to provide an attractive mixed use quarter at the northern end of the town centre, in an area considered a critical gateway to Clacton Town Centre. The site is located at the top of Pier Avenue; junction of Old Road and is currently a mix of uses including surface car parking, operated by the Council; a local market which operates on Tuesdays and Saturdays; a cinema; residential uses; and Council offices. The Council consider it important to prepare an artist's impression and design brief for this critical gateway site and its surroundings to show the huge potential this site has. It is considered important to ensure the development proposals for this important site are able to reflect the potential future development opportunities that may arise between this site and the existing primary retail area. The site also needs to make the link back to the town centre, which emphasises the importance of the transport opportunity that the reconfiguration of Old Road/Pier Avenue represents.

The road in front of the cinema could be turned into a shared surface to reduce the speed and flow of traffic and create a safer pedestrian environment. The land directly in front of the cinema would also be suitable for small-scale development, for example, a cafe unit which would help to animate the area and provide a sense of arrival into the town centre.

Vehicular access could be provided via Old Road with secondary access via Wellesley Road, as is currently the case. Meredith Road currently provides egress from the site, this should be maintained with any future proposals. This will help to provide a clearly defined route through the site and ensure permeability. Pedestrian access should also be maintained and improved to ensure ease of movement, legibility and high quality links to Pier Avenue, Meredith Road and Wellesley Road. The new pedestrian route should also include an enhanced environment to Tendring District Council's offices and access across the road to the well-used Pier Avenue Baptist and Methodist churches and facilities.

It is recommended that a mix of uses be provided on the site, including retail space. This will help to add vitality to the area and create an active frontage onto Old Road / Pier Avenue.

Reflecting the importance of the site, the Council have requested that INTend commission a design brief for the entire site, informed by option appraisals of different regeneration opportunities for the site. A Design Framework for the Warwick Castle site has recently been advertised for tender by INTend, with a comprehensive design brief and artist's impression, showing the huge potential of the site, due to be completed within four months of appointment of the consultants.

Reference Images

3
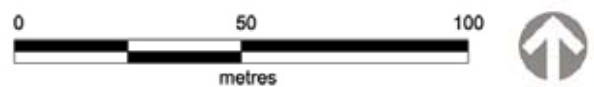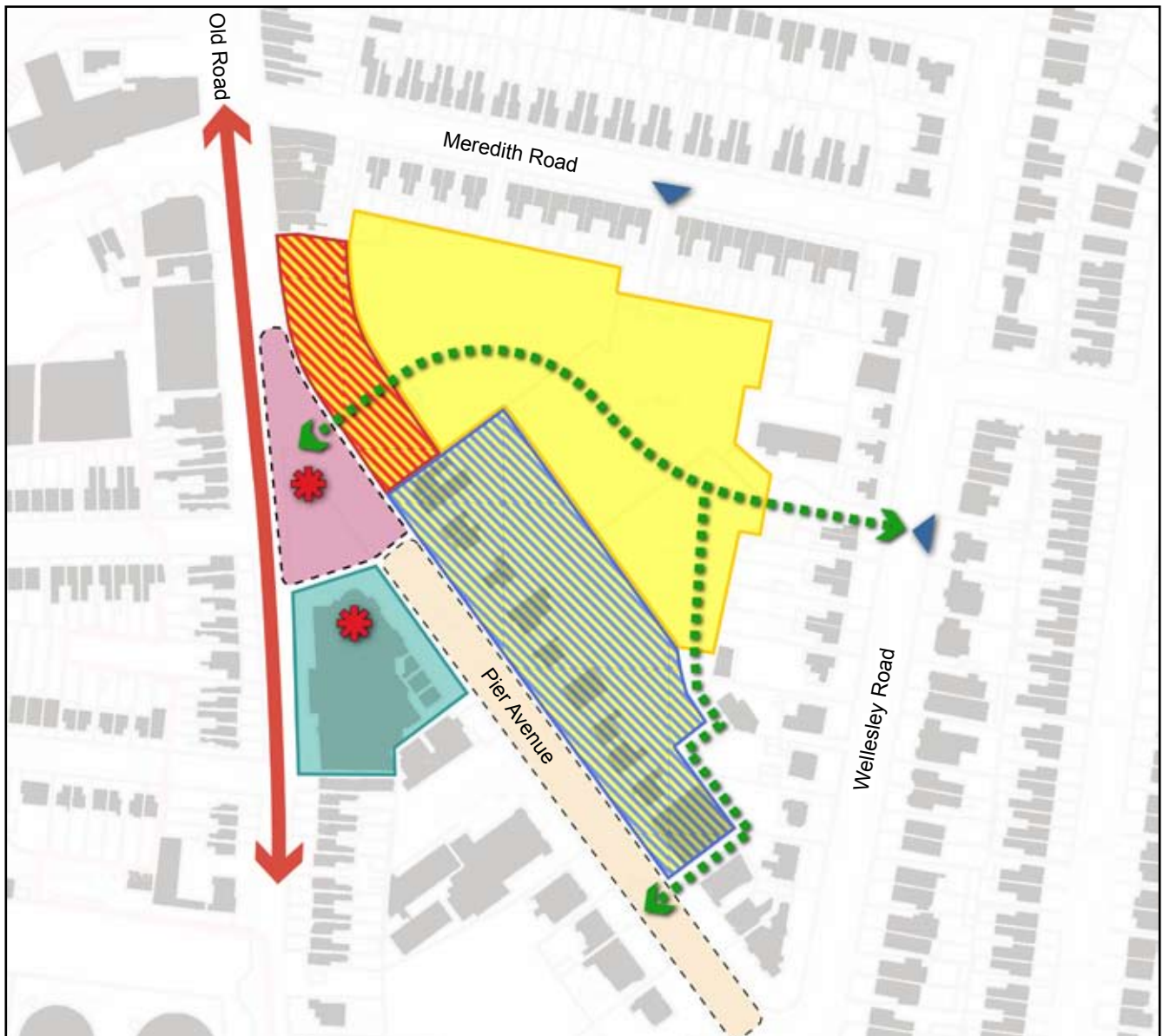
Development Principles

1. Create a gateway into the town centre from Old Road

2. Create a shared surface to prioritise pedestrian movement when entering the town centre

3. Provide an active use in front of the cinema to animate the area e.g. cafe

4. Redevelop the Warwick Castle site to provide a mix of uses

Key

Landmark Building

New Residential

New Mixed Use - Commercial / Residential

New Mixed Use - Retail / Residential

Improved Cinema

Streetscape Improvements

New Public Space / Gateway to the Town

New Pedestrian Route

Vehicular Access

Primary Vehicular Route

Opportunity Site 6: Station Gateway

3

This site is located at a prominent location close to the Civic Quarter and core retail environment. The land adjacent to the station currently comprises industrial uses and is included as part of this site. The station is a major gateway location in to the town centre by public transport and significant opportunities exist to increase work- commuting and tourism links by promoting the station as a major sustainable public transport hub. However, in its current state it is relatively unattractive and would benefit from redevelopment to make it more user friendly. The station building is old and would also benefit from modernisation. Public realm works are required to make the entrance an attractive gateway to the town.

This involves the redevelopment of the front of the station to provide an active frontage onto Carnarvon Road. This will help to obstruct views of the train line, visible from Carnarvon Road. This area would also benefit from landscaping to reinforce the visual barrier and help to conceal the unattractive frontage presented by the train lines.

The train station would benefit from a possible redevelopment to the main station building. This will provide a more coherent frontage and improve the relationship with Skelsmerdale Road. The current layout presents a U-shaped frontage with dead space to the east side of the station building which is easily accessed. This poses problems as there is no clear demarcation to emphasise that this is private space. This has led to problems with crime and drug-dealing occurring in this part of the station as no natural surveillance is provided.

The aim of the reconfigured station is to provide a strongly defined barrier and mark out the difference between private and public space. A glass atrium is proposed for part of the station this will ensure that the area is visible from the outside and discourage anti-social behaviour within the station.

It is also recommended that a lay-by and drop-off point is provided in front of the station. This could include a rail/bus/taxi interchange to the front of the station area and provide tourist information for people arriving by public transport; enhancing the sense of arrival into the town centre. The access into this area should be narrow enough to reduce traffic flow and thereby reduce the speed of traffic entering the station. A shared surface is also considered advisable for this area to make a more attractive pedestrian gateway for people entering the town centre from the station.

The land to the east of the station would benefit from redevelopment to provide a mix of commercial/residential development with associated car parking. The area would also benefit from improvements to the public realm with shared gardens between premises. Any detailed plans for developing this site should provide pedestrian routes throughout the site to ensure permeability. There is also scope to provide a private communal garden for the use of residents which will help to soften the appearance of the area when approached from the station

Suitable vehicular access can be provided off Skelmserdale road with associated pedestrian access also provided from Skelmserdale Road. Parking spaces should be provided to the rear of properties to maximise the amount of land given over to private communal space.

Residential development in this area will have the benefit of providing natural surveillance of the surrounding area and help to address problems of crime and anti-social behaviour highlighted through stakeholder consultation.

Tendring District Council also own the Northbourne depot which is located on Northbourne Road. There may be scope to extend any development in this area northwards to encompass this site.

Reference Images

3

Development Principles

1. Create an active mixed-use frontage onto Carnarvon Road

2. The area to the east the station is suitable for residential development including landscaping to improve the aesthetic quality of the area

3. Improve access into the station with a lay-by for pick up and drop-off

4. Extend the station building

5. Investigate the potential for a glass atrium for the station to improve natural surveillance

Key

✳	Landmark Corner Building
▭	Train Station Redevelopment
▨	New Mixed use - Commercial / Residential
▭	New Public Space
▭	Car Parking
▭	Community Garden / Car Parking
▭	Improved/New Green Areas
▭	Streetscape Improvements
▭	Rail/Bus/Taxi Interchange
◄┈►	New Pedestrian Route
◄	Vehicular Access
⊙	Improved Vehicular Junction
◄►	Primary Vehicular Route

Opportunity Site 7: Waterglade Retail Park

3

The Waterglade retail centre lies on the edge of the town centre, providing a number of retail warehouses. Current occupiers include a Morrisons superstore, Iceland foodstore and retail warehouse units occupied by Comet, Halfords, Homesbase, and Carpetright. According the Local Plan, the centre has become established in the central Clacton area and serves as a useful adjunct to the main shopping area, in terms of additional retail offer and car park provision.

The environs of the Waterglade Retail Park present some important constraints. There is major electricity substation close to the two gas towers and Tendring Hundred Water Services Ltd. have three covered reservoirs underground and two metal tanks above ground which are no longer in use but impinge on the proposed new commercial area and retail park itself.

It is recognised that, although the Waterglade Centre is physically separated from the primary shopping area by housing, it performs an anchor role to the western part of the Town Centre and there is strong evidence of linked trips between the two parts of the town centre.

In design terms, the Waterglade centre is unattractive and there is a significant opportunity to improve the retail offer and the aesthetic quality of the site as a whole. It is suggested that this could be done by extending the retail units on the north and south side of the centre. This would make use of the gas towers which are unattractive and provide a poor gateway into this part of the town centre, access would be maintained in its current location.

This expansion would allow for an extended retail offer, suitable for additional comparison retail that would help to strengthen the retail offer to the west of the town centre. This would have the advantage of crating a wider retail circuit and help to attract people to this part of the town centre.

Land to the north of the site could be used as an area for office and light/industrial activities and would be most suited to incubator business units. This would help to enhance the employment offer for the whole of the town centre. Providing light industrial and office uses will also help to create a mix of uses which are centrally located and accessible by a variety of means of transport. Access and servicing of the offices could be provided via the existing access point at the corner of Rosemary Road West and Old Road. This is a response to Objective 5 which seeks for an increase in business and economic activity. Some form of commercial development could be used to encourage high quality small business space within the town centre, which combines commercial units in line with quality business support, training and access to development finance.

Reference Images

3

Development Principles

1. Redevelop retail warehouse units to improve the offer and extend the retail circuit to the west of the town centre

2. Retain suitable car parking

3. Investigate the potential for new commercial floorspace to the north of the site *(link to objective 5)*

Key

✳	Landmark Corner Building
▬	New / Improved Retail
▬	New Commercial
▭	Surface Car Parking
▭	Streetscape Improvements
▭	New Public Space
◀┄▶	New Pedestrian Route
◀	Vehicular Access
◀▶	Primary Vehicular Route

04 SOCIO-ECONOMIC INTERVENTIONS

04 SOCIO-ECONOMIC INTERVENTIONS

Introduction

The interventions outlined below are some of those which will form the basis of the Neighbourhood Action Plan and, delivered efficiently, with the correct geographic focus will have a positive and possibly transformational impact on Clacton town centre. This is by no means a complete list of interventions, there is already a considerable amount of successful delivery within Clacton that should be included in new mechanisms of local partnership working.

These interventions are outlined in a way that illustrates possible partner's leads, rationale for the project's delivery in Clacton and critical links to Essex LAA and the Tendring Community Strategy. It is worth reiterating that these projects are the result of local research and knowledge of best practice nationally. InTend, TDC and its partners should consider these projects and how they can best be delivered locally. To assist in this process, where relevant, links to best practice examples have been included. It is advised that where necessary these are consulted with in the project development process.

Objective 3: Young People – Ensure that young people have the opportunity to be more engaged socially, physically and economically within Clacton Town Centre, allowing them to develop into active citizens who are proud to live in Clacton.

Project Name: Youth Centre/Café
Potential Partners: Connexions, Local Schools, Old Road Youth Club, Tendring District Council
Lead: Tendring Youth Assembly and Tendring District Youth Council

Rationale

The incidence of anti social behaviour in Clacton Town Centre and the perception of youth crime is high. Consultation with young people suggests that there is a lack of suitable activity for the 13-18 population in the Town Centre itself and a lack of an area or facility that young people can call their own.

Project Description

Youth cafes are youth run facilities in prominent locations within a given town or community. Young people are supported by local organisations to take 'ownership' of space and run it as they see fit. This can include internet facilities, commuter games, training facilities and obviously food and drink. In Clacton an appropriate central location will give young people a new choice and a space where they can congregate away from 'street corners'. Delivering this project would require the provision of a relevant facility, equipment and furniture. Given the issue around engagement and a lack of training facilities locally, the 'Teentalk' project (see below) and a training rooms are worthy.

This will partly be achieved through objective 1 which seeks to promote a revitliased town centre, part of which includes the creation of a civic quarter close to the station gateway. It is recommended that any Section 106 money captured as a result of development should be used to fund a dedicated youth centre in this part of Clacton town centre.

Link to LAA

This is linked to Priority 8 of the Essex Local Area Agreement which aims to keep vulnerable children and young people safe and Priority 10 which aims to reduce crime, the harm caused by illegal drugs and reassure the public, reduce the fear of crime Priority 11– Build respect in communities and reduce anti-social behaviour

Tendring Community Strategy Themes and Objectives

Children and Young People: Increasing leisure Cultural and Volunteering Opportunities; Reduce the number of NEET young people; Protect those who are vulnerable or at risk Crime and Disorder Reducing the fear of

A similar venture has successfully taken place in Rhyl. http://www.youth-cafe.co.uk/cafe.htm . This example has a regular attendance of around 15-35 people and has provided a location for informal education as well as social activities.

4

Project Name: Teen Talk
Partners: Schools.
Lead: Harwich Teen Talk/ Connexions

Rationale
A significant number of partners have suggested that this service was delivering a vital and well used service for young people before it was closed.

Project Description
Teen talk provides confidential advice, guidance and emotional support for young people. Teen talk has now been re-instated within Clacton. It is suggested that Teen-Talk is monitored closely and, should the programme replicate its previous successes, consideration should be given to establishing a more permanent base for Teentalk within Clacton.

Link to LAA
Priority 8- Keep vulnerable children and young people safe
Priority 11– Build respect in communities and reduce anti-social behaviour

Tendring Community Strategy Themes and Objectives
Children and Young People: Reduce the number of NEET young people. Protect those who are vulnerable or at risk.

Project Name: Youth Wardens
Potential Partners: Connexions, Schools, Tendring Youth Assembly, Tendring District Youth Council
Lead: Community Wardens Team

Rationale
Disengagement of young people in Pier ward contributing to ASB, increased fear of crime, lack of 'signposting' and promotion of services to young people.

An extension of the successful Community Wardens scheme which is now underway in Pier and Golf Green Wards. Provide young people with training and give them the opportunity to go 'on patrol' with community wardens. This would be designed to give them an appreciation of the issues affecting the community and allow them to do something about it. Successful examples nationally have 'employed' young people on 4-6 week stints and have linked in with projects aimed at the older population to help develop intergenerational relationships. This project does not necessarily require investment of significant resources and could be delivered in conjunction with existing Community Wardens.

Link to LAA
Priority 10 – Reduce crime, the harm caused by illegal drugs and to reassure the public, reduce the fear of crime Priority 11– Build respect in communities and reduce anti-social behaviour Priority 6 – Increase the number of young people who take a job or stay on in education or training

Tendring Community Strategy Themes and Objectives
Children and Young People: Increasing leisure Cultural and Volunteering Opportunities; Reduce the number of NEET young people; Deprivation: Focussing on SSCF areas Tailoring activities through Neighbourhood Management

Portsmouth have run a successful Youth Wardens scheme for 2 years. This has involved young people partnering with local agencies to deliver street clean initiatives, work with older residents etc. Youth wardens have been rewarded by Portsmouth FC for their activities http://www.portsmouth.gov.uk/yourcouncil/8634_8751.html

Objective 4: Intergenerational Relationships – Create positive relationships between the town's older population and the growing younger cohort to create an atmosphere of trust, respect and community cohesion.

Project Name: Development of and improved 'Festival' offer
Potential Partners: Town Centre Manager, Chamber of Trade and Tourism
Lead: Tendring District Council

Rationale
Partners have suggested that the airshow generates an atmosphere within the town centre that is not replicated at other points over the course of the year. This is described as 'edgy', 'exciting', 'carnival'. Other seaside towns (Margate, Bournemouth, Folkestone) have successfully organised a programme of events that have not only brought visitors to the area, but have also succeeded in bringing the community together.

Project Description
Develop a year long programme of activities and festivals to capitalise upon and recreate the success of the air show. This could include: Further development of the air show itself to include complementary activities to increase profits and spend per-head:
• More active pursuit of sponsorship
• Local produce market in the town centre
• Night festival including, late night opening, 'guerrilla' lighting, fireworks etc.
• Christmas Market
• Enhanced activities celebrating the Clacton's wartime history
• Traditional May Day celebrations
• Seafood festival Any festival offer needs to be preceded by ramp-up and promotional activity that will lead to maximum attendance and subsequently maximum benefit.

The delivery of this project could be linked to the redevelopment of the Pavilion site as this would provide a significant opportunity for hosting events associated with a festival offer.

Link to LAA
Priority 11– Build respect in communities and reduce anti-social behaviour Priority 13 –Empower local people to have a greater voice and influence over local decision making and the delivery of services

Tendring Community Strategy Themes and Objectives
Children and Young People: Increasing leisure ,Cultural and Volunteering Opportunities; Crime and Disorder: Promoting the District Engaging with the Community Economic Development: Improving Leisure and Tourism

Where has this worked? Plymouth, attracts around 100,000 people a year to the British Fireworks Championships http://www.tesa.org.uk/fireworks/index.htm Each year school children and young people take place in Folkestone's Charivari Day parade http://www.strangecargo.org.uk/newsroom/news.jsp?news=64 In 2005 Glasgow hosted a successful 'Festival of Light' to encourage local people and visitors to use the city after dark http://www.flickr.com/photos/andymiah/sets/72057594069246422/

the British fireworks championships

the Glasgow festival of light

Project Name: Community Reward Scheme
Potential Partners: Connexions, Age Concern, Schools
Lead: Tendring VCS

Rationale
Whilst the older population within Clacton remains relatively large there has also been an increase in the 19¬26 Cohort in recent years. Poor relationships between the young and older populations have been exacerbated by a lack of contact between the two groups leading to misunderstanding and negative perceptions

Project Description
The Community Reward Scheme is an opportunity to reward young people for undertaking voluntary work with older members of the community. Participants would perform voluntary work (for example tending elderly people's gardens or distributing Christmas presents to homeless people). In return, the project would award the young people points that they could exchange for educational activities or residential trips. Given Tedring's track record of supporting the voluntary sector this scheme could be expanded to include rewards for the older members of the population who are prepared to work with younger member of the community. Partners may wish to pursue private sector partnership in delivering this project in order to ensure appropriate and relevant rewards are available for members of the community involved in the project.

Link to LAA
Priority 11– Build respect in communities and reduce anti-social behaviour Priority 13– Empower local people to have a greater voice and influence over local decision making and the delivery of services

Tendring Community Strategy Themes and Objectives
Children and Young People: Increasing leisure Cultural and Volunteering Opportunities Crime and Disorder: Engaging with the Community

Where has this worked? In Golbourne Young people receive points for voluntary work (e.g. removing graffiti, helping the elderly with their gardens, working on the mosaic project and campaigning on environmental issues. Points can be exchanged for residential weekends. The rewards the young people receive for their work enable the organisers to engage with them, and help deal with any issues. http://www.renewal.net/Documents/RNET/Case%20Study/Communityrewardscheme.doc Sussex Sport provides a package of rewards for local people who frequent volunteers in sporting projects http://www.sussexsport.org/main.asp?page=547

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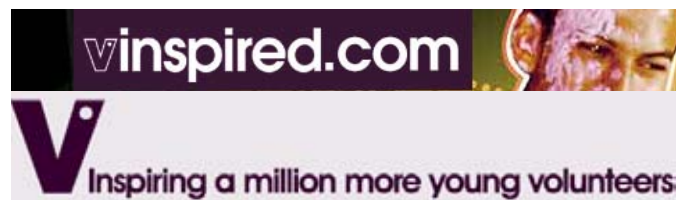
4

Project Name: Intergen History Competition
Potential Partners: Connexions, Age Concern, School, Clacton Historical Society
Lead: Local Schools

Rationale
Currently there is some 'conflict' within the local community between young people and older Clacton residents. This appears to be routed in a lack of interaction between the two groups

Project Description
In collaboration with local schools and providers of services to the ageing community, this project would partner local students and individuals within the older population to deliver an appropriate project (history projects are normally favoured) in competition. This project does not only lead to improved relationships, older residents can learn new skills (computer related etc.) and young people can benefit from one on one help and attention. Project topics could include investigation of local historical events such as the town's role in WW2, the floods of 1953 and local 'lost towns'.

Link to LAA
Priority 11– Build respect in communities and reduce anti-social behaviour

Tendring Community Strategy Themes and Objectives
Children and Young People: Increasing leisure Cultural and Volunteering Opportunities Health: Increase participation is sports culture and the arts Improving the well being of older people

Where has this worked? There are and have been a number of successful intergenerational projects across the UK. In Cheshire a year long project looked at family life 'through the ages'. http://archive.thisischeshire.co.uk/2004/4/21/151703.html

Project Name: Intergen Tourism Survey
Potential Partners: Connexions, Age Concern, School
Lead: TDC and Local Schools

Rationale
As mentioned there is thought to be a degree of conflict between young people and older Clacton residents. Clacton's decline as a tourism destination is also well documented and of concern for the local community and particularly local businesses.

Project Description
Establish a group of young and older member of the local community to come together to form a local research team. This group could then carry out a survey of local people and visitors in order to gain an up to date assessment of the needs of visitors and how Clacton's Tourism offer could be improved. This research could be overseen by the town centre partnership/steering group.

Link to LAA
Priority 11– Build respect in communities and reduce anti-social behaviour Priority 5 – Generate inward investment and stimulate business development and innovation

Tendring Community Strategy Themes and Objectives
Children and Young People: Increasing leisure Cultural and Volunteering Opportunities Health: Increase participation is sports culture and the arts Improving the well being of older people

Objective 5: Business and Economic Activity – Increase the economic activity in the town centre by supporting business growth and employment locally. This includes making Clacton a more competitive economic location and a more obvious choice for businesses, customers and visitors.

Project Name: Extracting benefit from Windfarm Development
Potential Partners: Town Centre Manager, Dong Energy, Pier Owners
Lead: Extracting benefit from Windfarm Development

Rationale

Dong Energy have recently gained planning permission to erect over 50 wind turbines on Gunfleet Sands, 7km (and visible) from Clacton. The company (along with Eon and Shell are also responsible for a 341 turbine development, the 'London Array' around 20km from the town. Clacton's position as the closest town to these offers a significant opportunity to extract both economic and social value from the developments.

Project Description

Tendring DC (or appropriate partner) should aim to make contact with Dong Energy at the earliest possible juncture to discuss ideas and how to move them forward. It is important that Clacton uses the development of the wind farm to secure the maximum long-term benefit that both encourages new visitors and has benefit for the local community. A visitor centre situated at the end of the pier would increase use of the pier and provide a more diverse tourist offer (as well as creating an opportunity to lever match funding from the pier owners (see example below). Boat trips have already proved popular at other windfarms and could be launched from the jetty at the end of the pier. A miniature wind turbine adjacent to the pier would be an interesting focal point and could be decorated by local people or a local artist. A local renewable energy information trail could be used to encourage visitors who are coming to Clacton to see the windfarms to use other parts of the town centre.

This project would be specifically linked to the redevelopment of the pier and promenade (objective 2) by providing a suitable viewing platform to view the windfarms.

Link to LAA

Priority 5 – Generate inward investment and stimulate business development and innovation

Tendring Community Strategy Themes and Objectives

Economic Development: Improving the leisure and tourism offer Environment: Addressing climate change at a local level Children and Young People: Increasing leisure Cultural and Volunteering Opportunities Where has this worked? E-on have already developed a visitor centre at their Scroby Sands wind farm near Great Yarmouth. This attracts around 35,000 visitors per year. http://www.eon-uk.com/generation/scrobysands.aspx In the North East Tynedale Renewable Energy Trail has been set up for both casual users and students. This brings together information boards and an attractive walk. http://www.tynedalerenewableenergy.org.uk/

offshore windfarms

4

4

Project Name: Developing a Water Sports Offer
Potential Partners: Relevant water sports organisation
Lead: Tendring District Council

Rationale
The coast between Clacton and Jaywick is recognised not only for it's excellent sandy beaches but also, increasingly for water sports. The British Kite Surfing Association, names Clacton and Jaywick as locations with the right conditions to support the sport and also suggested that between 500 and 700 individuals leave London each weekend to Essex to kite surf. Although not in the town centre, developing an offer that incorporates town centre hotels and restaurants will help the area diversify its offer to tourists and residents a like.

Project Description
Haven Gateway Partnership have already identified the importance of the maritime industries as a growth sector within Tendring. Clacton needs to identify and capitalise upon it's role within this sector. Further enquiry is needed before any large scale activity is undertaken, but recommended activities include:

• Contact relevant representative organisations to assess the nature and quality of Clacton's offer (these could include UK windsurfing – www.ukwindsurfing.com and the British Kite Surfing Association – www.kitesurfing.org amongst others).
• Identify appropriate hotel and restaurant partners to configure a more complete offer
• Investigate 'community watersports' opportunities (see below). Following this initial activities to stimulate this offer could include:
• Widespread marketing (re-imaging) of Clacton as a watersports venue.
• Negotiation of discounts for watersports users within the town centre
• Development of a waterpsorts training centre / hire shop at a relevant position on the seafront
• Development of Café or bar within in the vicinity of the core watersports area.

This will be partially linked to objective 2 and be incorporated into the redevelopment of the pier and promenade area of the seafront.

Link to LAA
Priority 5 – Generate inward investment

Tendring Community Strategy Themes and Objectives
Economic Development: Improving the leisure and tourism offer (good sports facilities) Health: Increased participation rates in sports Crime and Disorder: Promoting the District

Where has this worked? The Coquet Shorebase Trust is a community based watersports centre located in Amble, Northumberland. This company is a social enterprise which provides a variety of courses for local schools, youth groups , community groups etc. A model like this would have clear benefits for Clacton, particularly making better use of the areas coastline. http://www.coquetshorebase.org.uk/about/about.html

water sports

4

Project Name: Clacton Street Market
Potential Partners: Chamber of Trade and Tourism, Local retailers, TDC
Lead: Town centre Manager

Rationale
Markets offer important social and economic spaces for any town. Clacton's market is not currently seen as a visible part of the town centre or a 'pull' for visitors.

Project Description
The location of the market (for one or two days a week) on a 'main street' within the Town Centre would not only increase the custom for market traders but would also increase the number of people visiting local shops (and the Town Centre as a whole). Markets can also be used innovatively as training spaces (linked to enterprise in schools) and can provide useful 'incubator space' for new businesses who may not have the resources to trade in conventional business space (but may be able to graduate there at a future date). The new Town Centre Manager would need to play a key role in ensuring the market remains appropriate for the local market as well as providing goods suitable for those from the wider sphere of influence.

This project should be delivered in conjunction with objective 1. It is envisaged that the core retail area around Jackson road would be a suitable location for such a market.

The delivery of this project will be partly linked to objective 1 and associated improvements in the town centre. Space for a street market to be provided in the retail core.

Link to LAA
Priority 5 – Generate inward investment and stimulate business development and innovation

Tendring Community Strategy Themes and Objectives
Economic Development: Improving the leisure and tourism offer More support for existing businesses Crime and Disorder: Promoting the District

Where has this worked? Leaside Regeneration have used a Trader Training Programme at Chrisp Street Market, Poplar to improve the employability of local residents http://www.chrispstreet.org.uk/market/new.htm#

Project Name: Shop Front Improvements
Potential Partners: Town centre Manager, Local retailers
Lead: Tendring District Council

Rationale
Clacton's retail offer has the potential to be one of the main drivers of future business growth. Visually the town centre and shops within it are quite variable and often in need of attention. Tendring DC has already committed to Town Centre improvements; a mechanism is required to give businesses a stake in making the area more 'visitor friendly'.

Project Description
In line with the physical development of the town centre and the formulation of the 'Vision', shop front grants could be considered as a way of giving local businesses a stake in the regeneration and maintenance of the town centre. Typically these would be grants matching 50/50 investment from the business itself to improve the 'look' of their premises (up to a maximum of between £2000 and £5000). Cash grants could be supported by professional advice and design guidance to give business owners the best opportunity to enhance their premises with a distinctive well designed frontage and preserving their best features to support the development of a more unique town centre. The delivery of this project is linked to objective 1, specifically improvements to the town centre.

Link to LAA
Priority 5 – Generate inward investment and stimulate business development and innovation Priority 12 – Actively manage our environment

Tendring Community Strategy Themes and Objectives
Economic Development: Improving the leisure and tourism offer More support for existing businesses Crime and Disorder: Promoting the District Environment: Liveability improvements – Improving town centres.

Where has this worked? The Leith and Portobello Shop front Improvement Scheme, have created a considerable amount of literature to inform and guide retailers who are looking for support from the scheme
http://www.edinburgh.gov.uk/internet/environment/planning_buildings_i_i_/planning/planning_policies/CEC_leith_and_portobello_shopfront_improvement_scheme

4

Project Name: Creation of a Town Centre Business Network
Potential Partners: Tendring District Council, Chamber of Trade and Tourism
Lead: Town Centre Manager

Rationale
Whilst Clacton has an active Chamber of Trade and Tourism, the town centre needs a business partnership that is more reflective of the changing economic base of town and has a stake in the management of the town centre.

Project Description
A core group of businesses should be established who will focus solely upon the town centre. This group of volunteers should include the biggest employers as well as the flagship employers (i.e. 'known names'). Like the Chamber of Trade and Tourism, the group should discuss business priorities and respond to local issues that are relevant to the business community. As the capacity of the group increases it should seek to undertake various functions:

• Determine and guide the overall strategic direction for Clacton Town Centre;
• Gain some decision making power over budgets within the town centre;
• Advise on projects;
• Advise, recommend and contribute to research relevant to the Clacton Town Centre;
• To promote activities and gain support for Clacton Town Centre across the public and private sectors;
• Communicate the offer and promote the town
• To promote Clacton as a business location;
• Develop effective relationships with investors.

Any such group should be given full support by TDC and should work closely with the Town Centre Manager to identify ways that businesses can benefit from locating in Central Clacton and opportunities to become role models ('Business Champions') and mentors (working with local schools and providers). A clear role must established for this group – Where possible there should not be duplication with the Retail Action Group

Link to LAA
Priority 5 – Generate inward investment and stimulate business development and innovation

Tendring Community Strategy Themes and Objectives
Economic Development: More support for existing businesses
Crime and Disorder: Promoting the District Taking a neighbourhood approach

Project Name: Clacton Retail Action Group
Potential Partners: Tendring District Council, Chamber of Trade and Tourism
Lead: Town Centre Manager

Rationale
As the largest town in the district with reasonable transport connections, Clacton's retail offer should be one of its key economic drivers. Anecdotal evidence suggests that people in Tendring tend not to use Clacton town centre on a regular basis whilst there was a desire to see a more diverse, higher quality offer to make Clacton more of a shopping 'destination'

Project Description
A group of Clacton's most established and high profile retail businesses should be convened as an 'expert group' to guide improvements in the offer for companies looking to locate (or indeed stay in Clacton) This would provide a resource for TDC to use to attract shops that will encourage people back to the town. This group should also be regarded as a key consultative group on the development of other services and businesses that complement the retail offer. Once this group has served its function of setting an action plan for retail in the town the groups should be scaled down and perhaps subsumed into the business forum.

Link to LAA
Priority 5 – Generate inward investment and stimulate business development and innovation

Tendring Community Strategy Themes and Objectives
Economic Development: More support for existing businesses
Crime and Disorder: Promoting the District Taking a neighbourhood approach

Project Name: Business Space
Potential Partners: Tendring District Council – Feasibility required
Lead: Tendring District Council

Rationale
Statistics suggests that Clacton's business base is very static this means very low levels of enterprise in the area. There is also a lack of incubator and managed workspace within Tendring generally which provides a potential barrier to successful start-up in the area.

Project Description
The development of high quality small business space within the town centre, which combines high quality units in line with quality business support, training and access to development finance. The vision should be to create spaces where new and existing businesses can work side by side, with shared, collaborative goals, to grow their business effectively and stay in Clacton.

Given that demand for business space in Clacton is low and levels of enterprise are also low, this would represent a considerable risk for the town and as such should be preceded by the following activities:
• Identify an appropriate site;
• Establish possible funding avenues;
• Development of an appropriate integrated business support offer;
• Consult with existing local providers, partners and potential tenants.

The delivery of this project is partly linked to objective 1; specifically the planned redevelopment of the station gateway and the Watergalde Centre where new office / light industrial space is planned.

Link to LAA
Priority 5 – Generate inward investment and stimulate business development and innovation Priority 6 –Increase the number of young people who take a job or stay on in education or training Priority 7 - Raise educational attainment

Tendring Community Strategy Themes and Objectives
Economic Development: More support for existing businesses Crime and Disorder: Promoting the District

Objective 6: Enabling Skills Improvement- Reverse the prevailing trends in relation to skills locally. Develop a culture of lifelong learning and use this to create opportunity for Clacton and it's population

Delivery Note Each of the 'ambassadorial' positions outlined below could be delivered along different lines depending on resources available. The ideal is to have an expert individual undertaking each task. Alternatively, one individual could fill all three positions. The lowest cost options would see training provided for the existing Community Wardens who could signpost local individuals to provision, as well as monitoring the opinions of local businesses and reporting to relevant training providers.

Project Name: Community Skills Ambassador
Potential Partners: Tendring District Council, VCS
Lead: Community Wardens, Learning and Skills Council

Rationale
Very Low skills levels in Clacton contributing to low employment and low wage rates. High proportion of 'drop-out' between ages 16-19.

Project Description
Further information and outreach is required to deliver more 'bespoke' educational offer for residents of Clacton Town centre. Employing an individual with expertise in community outreach and local educational delivery could: Promote the benefits of lifelong learning in the community Identify local residents who want to get basic skills and other forms of learning and support them through the process of returning to

learning Identify and make contact with all learning providers serving Clacton to find out what is available and how learners can access provision Identify and make contact with all organisations within the area to find out how they can support the project and Identify any learning needs for specific groups Act in a signposting capacity to direct potential adult learners to the most appropriate sources of learning and to other support networks and agencies such as Citizens Advice and Sure Start. This would complement the recent formation of the 'Clacton Consortium' as well as the development of the Community Wardens model in the area; with the goal of ensuring all individuals within Clacton have easy access to a suitable educational offer.

Link to LAA
Priority 6 – Increase the number of young people who take a job or stay on in education or training Priority 7 - Raise educational attainment

Tendring Community Strategy Themes and Objectives
Economic Development: More support for existing businesses Raising the skills of the workforce Crime and Disorder: Taking a neighbourhood approach Children and Young People: Raising educational attainment

Project Name: Business Skills Ambassador
Potential Partners: Tendring District Council, VCS, Chamber of Trade and Tourism
Lead: Community Wardens, LSC, Business Link East

Rationale
Low employment, low levels of business growth and low levels of inward investment.

community wardens

4

Project Description
The Community Skills Ambassador (above) looks at the supply of skills within the local economy. It is equally important to look at the demand for skills locally and ensure that any delivery is matching the skills needs of businesses. The Business Skills Ambassador should go out and talk to local businesses and try and understand the skills they require from the local workforce. They should then seek to ensure that training to provide these skills is available locally, encouraging the businesses themselves to invest in training their workforce. This endeavour should be delivered both within the Town Centre as well as seeking to liaise with businesses who may wish to locate in the area in the future to ensure that Clacton is setting the best foundation for their future investment.

Link to LAA
Priority 5 – Generate inward investment and stimulate business development and innovation Priority 6 – Increase the number of young people who take a job or stay on in education or training Priority 7 - Raise educational attainment.

Tendring Community Strategy Themes and Objectives
Economic Development: More support for existing businesses Raising the skills of the workforce
Project Name: Enterprise Ambassadors
Potential Partners: Tendring District Council, VCS
Lead: Community Wardens, LSC, Business Link East

Rationale
Low levels of business growth and start-up, static business base and low levels of employment.

Project Description
Increasingly, government policy is focussing on the use of 'enterprise' as a means of raising economic activity in deprived areas. Interventions should be considered that make people think differently about what employment 'is' and their own economic futures. This project should aim to inspire and assist young people and those not currently in work. Working with community centres, Jobcentre Plus and with local training providers, ambassadors will need to get out onto the doorsteps of local people and begin to draw them out to consider other options (such as work, self-employment, volunteering and social enterprise); meanwhile, schools enterprise education provision should be reviewed and where necessary extensions to this outside of the classroom supported (with the local business community). Outcomes should not aim to focus on creating businesses per-se, but specifically on allowing people to think differently and sign posting them to the relevant providers to take this further.

Link to LAA
Priority 5 – Generate inward investment and stimulate business development and innovation

Tendring Community Strategy Themes and Objectives
Economic Development: Raising the skills of the workforce
Children and Young People: Raising educational attainment

Where has this worked? Croydon Enterprise have used their successful Local Enterprise Growth Initiative (LEGI) bid to implement a programme of interventions. This has included significant investment in outreach and promotion of entrepreneurial activity to those in deprived areas. http://www.croydonenterprise.com/deliverythemes1.html

Project Name: 'Connecting Clacton'
Potential Partners: VCS, Local Schools
Lead: Tendring District Council, LSC

Rationale
Low skills levels alongside anecdotal evidence of low connectivity to the internet (Both public and private)

Project Description
Many interviewees felt that Clacton was isolated and quite 'inward looking' as a town. One way of combating this would be to look at increasing connectivity within Clacton. Areas such as Newham (East London) and Sunderland have successfully harnessed the regenerative potential of the internet to increase skills and community cohesion. The delivery of such a project would need to be fit for purpose and would be dependant on funding and infrastructure, but could include:
• The opening of prominent 'free to use' web access points within community facilities;
• Provision of free to wireless in the town centre;
• Development of a social enterprise refurbishing and selling cut price computers to local people;
• Complementary IT training delivered within the town centre;
• Basic IT training for the older population;
• E-Champions within the voluntary sector (potentially linked to the community reward scheme) providing technical support;
• E-delivery of educational courses;
• New integrated websites of community information. The priority in delivering this project should be the provision of highly visible, high quality web access within the town centre itself.

Link to LAA
Priority 5 – Generate inward investment and stimulate business development and innovation Priority 6 – Increase the number of young people who take a job or stay on in education or training Priority 7 - Raise educational attainment Priority 13– Empower local people to have a greater voice and influence over local decision making and the delivery of services

Tendring Community Strategy Themes and Objectives
Economic Development: Raising the skills of the workforce
Children and Young People: Raising educational attainment
Tackling social exclusion

Where has this worked? The Sunderland e-Neighbourhoods initiative (initially SRB funded) has been widely been credited with the city being ranked as one of the 7 most 'IT intelligent' cities in the world. More importantly, it has succeeded in establishing significant community cohesion as well as leading to significant cost savings through new e-local governance structures. http://www.sunderland.gov.uk/public/editable/projects/e-neighbourhoods/

Objective 7: Enabling an Active Population – Facilitate a more healthy community who take advantage of Clacton's coastal location and favourable weather conditions to become fitter and more active

Project Name: Clacton Community Garden
Potential Partners: TREE, VCS, Schools, PCT
Lead: Tendring District Council

Rationale
Poor health performance in relation to health indicators. A lack of outdoor activities which involve the whole community

Project Description
A prominent Community Garden would act as a positive focal point for the community within Clacton Town Centre and would not only have a positive visual impact on the area but would also bring together the various groups that make up the community. The garden itself have could include a range of different features including allotments, vegetarian gardening experiments, cash crop growing areas, mulch production areas, growing tunnels, wind turbines etc. Provision could also be made for leisure including small formal gardens, ponds, rough play areas, educational provision etc. Where Community Gardens have been successful in the past, (Springfield, Culpeper in Islington) local people were involved in much of the work associated with the planning and creation of gardens. Residents can use the facility on a drop-in basis where help and advice could be given on gardening, food production, home economics and care of fauna. Local schools and groups could also use the space as part of their curriculum offer Community gardens elsewhere in the country have offered a wide variety of activities including the following:
• Provision for children with learning disabilities and behavioural problems (linked to YOTs);
• Courses for adults with severe learning disabilities;
• Provision for care in the community residents via local voluntary groups;
• BTEC courses in Amenity Horticulture;
• Action for Employment volunteers;
• Courses (therapeutic, recreational and work orientated) are taught over fixed periods or offered on an open ended basis and accredited by continuous assessment;
• Therapeutic activities are provided through a limited number of placements;
• Food education interventions. Given the lack of space in the central area, it might be decided that the Community Garden is located across a number of sites in the town.

Link to LAA
Priority 11– Build respect in communities and reduce anti-social behaviour Priority 12 – Actively manage our environment

Tendring Community Strategy Themes and Objectives
Children and Young People: Increasing leisure Cultural and Volunteering Opportunities Health: Increased participation Improving well being of older people Environmental: Liveability including improvements to open spaces

Where has this worked? Where Community Gardens have been successful in the past (Springfield, Culpeper in Islington) Local people were involved in much of the work associated with the planning and creation of gardens. Residents can use the facility on a drop-in basis where help and advice could be given on gardening, food production, home economics and care of fauna. Whilst local schools and groups could use the space to as part of their curriculum offer. http://www.culpeper.org.uk/culpepper_community_garden.cfm

community gardens

4

Project Name: Clacton Spring Clean
Potential Partners: TDC, Schools
Lead: VCS

Rationale
Lack of community cohesion, high instances of littering within the town centre. Established infrastructure for volunteering.

Project Description
One day a year the population of Clacton come together 'spring clean' the town. A single day of voluntary activity delivered in partnership with various community groups, local schools and statutory providers would serve as a good way of bringing the community out giving local people a stake in the way the town looks.

Link to LAA
Priority 13– Empower local people to have a greater voice and influence over local decision making and the delivery of services

Tendring Community Strategy Themes and Objectives
Environmental: Liveability including improvements to open spaces
Children and Young People: Increasing leisure Cultural and Volunteering Opportunities

Where has this worked? Each year Australia holds a 'clean-up' Australia day. This is attended by over 1 million people who undertake activities such as litter picking, graffiti removal, planting and minor repairs. http://www.cleanup.com.au/au/GetInvolved/clean-up-australia-day.html

Project Name: Cycling Social Enterprise
Potential Partners: Police, Schools, PCT
Lead: TDC, VCS

Rationale
Poor health locally, transport issues within the Town Centre, lack of interaction with the coastline.

Project Description
Cycling social enterprises have been successful in inner-city areas performing poorly in relation to health indicators. These normally involve partnerships between Police and education institutions -Police provide unclaimed bikes that they have been storing - students then refurbish these bikes for sale or use within the community. By opening up the sea front for bikes at appropriate times and hiring out refurbished bikes free of charge or for a nominal fee. This would provide access to cheaper more 'eco-friendly' transport and increase connectivity between local towns and Clacton, as well as connecting local people with the coastline.

Link to LAA
Priority 1 – Reduce obesity

Tendring Community Strategy Themes and Objectives
Environment: Sustainable transport and tourism – cycling.
Health: Increased participation Improving well being of older people Children and Young People: Increasing leisure opportunities

Where has this worked? The Bike Station is Edinburgh's bicycle recycling and cycling promotion charity. They keep old and discarded bikes out of landfill, repairing as many as they can, to put them back on the road. They provide cycle training, bike maintenance training, as well as refurbished bikes, to promote cycling and healthy lifestyles across Edinburgh and the Lothians http://www.thebikestation.org.uk/

cycling social enterprise

4

Objective 8: Community Living Solutions - Develop a long term response to the high number of HMOs and bed sits and the problems of those living in them to create a more cohesive and active community.

Project Name:
STAGE 1 - HMO Further research
STAGE 2 - Formation of Local Landlord Association
STAGE 3 - Produce Local Landlord Charter
Potential Partners: Private Sector Landlords
Lead: Tendring District Council

Rationale
The baseline study and anecdotal findings make it clear that the high propitiation of guesthouses and HMOs is a problem and has a correlation with levels of drug and alcohol abuse in Clacton. Further qualitative research is needed to adequately understand the 'day to day' issues faced by this group of the population and the drivers of the problem. This is not just an issue for Clacton. The recent Commons Select Committee on Coastal Towns identified the 'bed-sit' culture as being a key driver of deprivation in coastal towns.

Project Description
A research study, consulting with tenants and landlords to get a clear idea of problems and issues facing those living in bed sits and guest houses. This should seek to set a framework for future activity as well as attempt to generate some partnership working between private landlords and statutory delivery organisations (including principally Local Authority) Following appropriate scoping work, TDC should convene a group of Private sector landlords to discuss what improvements are necessary and how they can be implemented and what the necessary rewards/ penalties will be for achieving this; the local landlord association should then meet twice yearly to monitor this. STAGE 3 – Production of an agreed landlord's charter overseen and enforced by the Local Authority. This could include awards for landlords adhering to the charter and penalties for those who don't For this to work TDC needs to use its' authority to establish a culture of trust between landlords and the Local Authority whilst also being prepared to 'flex' its muscle to ensure landlords adhere to the charter.

Priority 14 – Improve the quality of life for people in the most disadvantaged neighbourhoods and ensure service providers are more responsive to neighbourhood needs and improve their delivery Priority 14 – Improve the quality of life for people in the most disadvantaged neighbourhoods and ensure service providers are more responsive to neighbourhood needs and improve their delivery Priority 14 – Improve the quality of life for people in the most disadvantaged neighbourhoods and ensure service providers are more responsive to neighbourhood needs and improve their delivery

Environment: Liveability initiatives Deprivation: Improve the affordability of housing and living conditions Environment: Create a strategic planning policy and delivery frameworks with an emphasis on design quality and natural and built assets Health: Tackling Substance misuse.

Where has this worked? Bournemouth undertook as considerable mapping exercise in response to issues in Springbourne and Boscombe West. This included the appointment of a Street Improvement Co-ordinator and the formation of a Private Sector Housing Renewal strategy. The success in this case was put down to the fact that they used a 'carrot' rather than 'stick' approach. http://www.bournemouth. gov.uk/Library/PDF/Business/Environmental_Health/ Health_&_Housing/PSHRS%202007-12%20final%200307pdf. pdf

Project Name: Targeted Drug and Alcohol Interventions
Lead: NESTA, Open Road

Rationale
Drug and alcohol abuse within the town centre is a key issue for Clacton. Whilst this is not always evident in the daytime, in the evening and at night, (consultees have suggested) that this is a serious problem. Whilst the key concern is the health of local residents, the increased instance of drug use at night also effects the image of the town.

Project Description
Centres such as Open Road offer vital and successful 'daytime' provision. Currently, budgets do not exist to allow for 'out of hours' provision. Consolidating budgets to have a well known 'out of hours' drop in centre would not only have a clear benefit for Clacton in terms of incidence of substance misuse and rough sleeping, but would also allow the town to continue its reputation for positive intervention in this area, by offering a service that is lacking nationally. It is suggested that an expert steering group is set to oversee the specific development of this offer.

Link to LAA
Priority 14 – Improve the quality of life for people in the most disadvantaged neighbourhoods and ensure service providers are more responsive to neighbourhood needs and improve their delivery

Tendring Community Strategy Themes and Objectives
Health: Tackling Substance misuse.In delivering the interventions outlined above (as well as existing projects and others that will inevitably emerge from any momentum created) it is important that Tendring District Council and their partners deliver in a logical fashion that will maximise impact. As such, this section looks at options for phasing the delivery of projects and the relevant mechanisms for delivering interventions with Clacton town centre.

05 IMPLEMENTATION AND DELIVERY

05 IMPLEMENTATION & DELIVERY

5.1 Introduction
The production of a vision should provide a vision for a place as well as an opportunity to explore a community's aspirations. It must also be realistic in order and provide a robust and deliverable set of recommendations and plans.

This section draws together those key recommendations from the vision and presents them in a summary matrix on page 48. It is recognised that INTend, as the new regeneration company for Tendring, will be a driving force in the implementation of the vision and objectives contained within this report, and in delivering the overarching Regeneration Framework for Clacton.

In this respect the next step in the regeneration of Clacton Town Centre will be for INTend to consider the recommendations in this report and the Neighbourhood Action Plan and develop an implementation strategy and delivery programme for viable opportunities in the regeneration of Clacton Town Centre.

5.2 Funding
General note on funding capital projects
Funding the implementation of the vision is clearly the single biggest barrier to successful delivery and the desired physical and socio-economic transformation. Clearly there needs to be realistic, iterative and responsive approach to funding which looks to generate maximum value from the development process, whilst also seeking additional funding from private and public sector partners.

Development Partnerships
Funding the physical interventions identified in the masterplan will need to come predominantly from the development partnerships with private developers. It is envisaged that development partnerships will lead to capital receipts for the District Council which can then be used to deliver proposals highlighted in the report.

Planning Obligations
Planning Obligations are also recognised as a funding mechanism and these will be negotiated within the context of relevant local planning policy and guidance from National Government. A list of priorities should be identified by the District Council to which planning obligations might be used to help fund development.

Other Sources
A key challenge in delivering both the vision and complementary interventions will be accessing funding. Clacton's serious levels of deprivation mean that the town could be considered for regeneration funding. A new funding initiative from the Department for Culture, Media and Sport has recently been introduced to encourage investment and stimulate regeneration in seaside towns. CABE has been given responsibility for helping to deliver the funding known as Sea Change. This should be one potential funding source given further consideration as part of the delivery of the Vision and Strategic Plan.

5.3 Importance of Communication and Involvement
One of the features of the vision development process was the positive involvement of the local community in developing the interventions and actions outlined here. It is important that the momentum created is not lost and remains a positive force for the transformation of Clacton. As the masterplan is delivered it is important that, where appropriate, the community and local stakeholders are involved in the process. In doing this it is important that partners also maintain the overarching principles of the masterplan, in some cases manage expectations of the community.

5.4 Clacton Town Centre Area Action Plan
Critical to the delivery of the recommendations contained in this report will be the production of the Clacton Town Centre Area Action Plan as part of the LDF. It has been identified through the Local Development Scheme, that the document will be adopted in January 2011, once adopted, the AAP will provide a formal policy framework for stimulating regeneration and investment in Clacton.

5

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5.5 Delivery Priority Matrix

The summary matrix below provides an overview of the priorities for delivering for the 8 objectives, identified through the vision and strategic plan. The matrix demonstrates which objectives have the ability to deliver high (red) or medium (yellow) levels of physical, economic and social regeneration benefits. The matrix is provided in order to encourage careful consideration, when implementing the vision and strategic plan, as to which projects should be prioritised based on their ability to deliver all-round benefit to Clacton town centre and it's community.

Opportunity Site / Objective	Physical	Social	Economic
Objective 1: Seafront Quarter and Sustainable Pier	🔴	🟡	
Seafront	🔴	🟡	
Pier	🔴	🟡	
Objective 2: Revitalised Town Centre	🔴	🟡	🔴
Retail Core Expansion	🔴		🔴
Civic Quarter	🔴	🟡	🟡
Warwick Castle	🔴		🔴
Station Gateway	🔴		🔴
Waterglade Retail Park	🔴		🔴
Objective 3: Young People		🔴	
Objective 4: Intergenerational Relationships		🔴	
Objective 5: Business and Economic Activity	🔴	🟡	🔴
Objective 6: Enabling Skills Improvement		🔴	🔴
Objective 7: Enabling an Active Population	🟡	🔴	
Objective 8: Community Living Schemes	🟡	🔴	

🔴 High Level of Regeneration Benefits

🟡 Medium Level of Regeneration Benefits

5

5.6 Delivering the Neighbourhood Action Plan

In delivering the interventions outlined above (as well as existing projects and others that will inevitably emerge from any momentum created) it is important that Tendring District Council, its regeneration company INTend and their partners deliver in a logical fashion that will maximise impact.

The 'timescale' for delivering these projects is only suggested and is based on delivery of similar projects elsewhere. TDC, INTend and partners need to prioritise projects themselves in relation to local priorities and desired impact.

Timescale
The diagram on page 51 outlines the projects outlined above in relation to the time (including development) they will take to deliver:

Immediate: Before commencing delivery of specific interventions it is imperative that an appropriate delivery vehicle is established to coordinate activities.

Quick Wins: These are projects that will require little development work and can be delivered in within existing mechanisms. Some may require some funding whilst others are largely dependant on the willing of local people and deliverers to contribute time voluntarily. Much of this activity relates to the development of more effective partnerships within the town centre.

Medium Term: Development Required: These projects will require more development and in most cases funding. To deliver these projects some bidding is required as well as discussions with mainstream providers to ensure the 'bending' of mainstream delivery to ensure effective, high impact delivery.

Long Term: Aspirational/High Impact: It is important for local delivery to be pragmatic and to create an understanding amongst members of the community that a sustainable transformation within the town centre will take years and even decades. These projects will require significant development activity, funding and in some cases may be dependant upon previous activities. In saying this, these are also the projects that have the potential to make a difference within Clacton and change the lives of local residents.

Fast Track Aspirational Activities: With any strategy or implementation plan the initial focus of activity must be on establishing the right structures to ensure sustainability and long term impact. However, it is also critical to create momentum and enthusiasm at the start of any process. As

such, it is recommended that one of the first activities in the delivery of this plan is to identify 1 or 2 high impact, aspiration projects to 'fast-track' and deliver on an accelerate timescale.

It is important to acknowledge that existing structures are already embedded locally which will ultimately also play a key role in project delivery. These are specifically:

• Tendring Local Strategic Partnership
• The Interaction Partnership, Clacton Neighbourhood Management and Community Wardens
• Clacton Town Centre Manager

With this in mind, a key initial action will be to assign the various proposed interventions to specific bodies. It is recommended that this is undertaken as a priority.

The first step in delivering transformation change in Clacton will be for all the stakeholders to focus on the delivery of the short-term interventions set out in the diagram below.

The assignment of projects to specific delivery structure is by no means set in stone and largely illustrates the differing resource and time requirements of various projects. Those under the auspices of the Interaction Board, Neighbourhood Management and Community Wardens obvious will deliver outputs in line with SSCF and correlate to a certain extent with those identified as 'quick wins'. Those projects which are identified in line with the Local Strategic Partnership tend to be the most 'political' in nature and will require higher level of high level buy-in and influence; the landlord charter for instance can only be delivered by using the legal 'muscle' the district council possesses. Finally, the Town Centre Management project are those which will be delivered in the town centre and are aimed specifically at improving the position for local businesses, residents and visitors.

5

Taking forward the Vision in Clacton Town Centre - The Role of InTend

INTend – Focus on Delivery

INTend is the trading name of Tendring Regeneration Ltd, created by Tendring District Council to deliver its major regeneration projects, including the multi-million pound regeneration schemes for Harwich, the next phase of Clacton town centre, and the regeneration of Walton. Many of the projects already have funding allocated, but part of the challenge will be to turn ideas into reality. INTend will focus upon delivery.

INTend's Vision is:-

> *"Delivering a difference in people's lives through initiatives that make Tendring a better place in which to live and work"*

Since its inception in March 2008, INTend has moved rapidly to focus upon delivery, and has produced its first delivery plan, which identifies the company's structure and processes. It identifies more than twenty projects which INTend is seeking to continue or commence in the first year of delivery. INTend's objectives are not simply to deliver physical regeneration. INTend aims to work closely with key partners to deliver social, physical and economic regeneration in the District, and this is reflected in the range of projects in the delivery plan.

These are projects which, once delivered, will have very significant positive impacts on the people of Tendring. The projects benefit from additional resources, high level support, and close monitoring to ensure their successful delivery. INTend will lead on many of the projects, in partnership with Tendring Council, key regeneration partners, and the community.

Following the successful completion of this vision document and Neighbourhood Action Plan, INTend will move swiftly to develop the implementation strategy and programme and to work with Tendring District Council, key partners and the community to implement feasible proposals from these documents.

INTend will play a major role in delivering the vision and future Area Action plan objectives, whether leading, or co-ordinating other agencies to deliver on these objectives. The vision is established, the focus now is on delivery.

> *"To create a revitalised and thriving town centre, which is safe and attractive and a place where people want to shop, work, live, visit and invest"*

Indicative Timescale for the Delivery of Recommended Projects

Short Term – Quick Wins

- Youth Wardens
- Intergen History Project
- Intergen Tourist Survey
- Creation of Town Centre Business Network
- Creation of Clacton Retail Forum
- Community, Business and Enterprise Skills Ambassadors (delivered within existing mechanisms)
- Clacton Spring Clean
- Further research into HMO and Bedsit issues
- Convening Local Landlord Association

Medium Term – Development Required

- Teen Talk
- Community Reward Scheme
- Clacton Street Market
- Community, Business and Enterprise Skills Ambassadors (delivered as new 'stand alon projects)
- Clacton Community Garden (several sites on existing green spaces)
- Cycling Social Enterprise
- Production of the Landlord Charter
- New Targeted Drug and Alcohol Provision

Long Term – Aspiration/High Impact

- Youth Café
- Shop Front Improvement Scheme
- BID Process
- Business Space Development
- Connecting Clacton
- Clacton Community Garden (developed on a new site in prominent town centre location – such as Warwick Castle Site)
- Enforcement of Landlord Charter

Indicative timescales for the delivery of recommended projects

APPENDIX A

Baseline Analysis

The baseline analysis for Clacton looked at a number of important issues within the town centre including planning, socioeconomic issues affecting the town and a transport analysis. The following section presents a summary of the key findings from the baseline report.

Regional Planning Policy
To inform planning policy a wide evidence base has been collected. Of note the draft core spatial strategy identifies the Harwich/Clacton area as an "additional priority area for economic regeneration." This is covered by draft policy SS11: priority areas for regeneration under which Clacton is identified as an area of high deprivation in need of regeneration.

Achieving economic growth in the area is another important priority. Policy HG1: economic development highlights the need to promote opportunities for economic development within the Harwich/Clacton area. This includes a district target for Tendring of 6,100 jobs over the period up to 2021. Housing provision for Tendring is outlined in policy H1-distribution of dwelling provision 2001-2021, which highlights the fact that 23,900 net additional dwellings per annum will be built in the East of England between 2001 and 2021, a total of 478,000 dwellings. Tendring has a target of 425 dwellings per year which makes the overall number 8,500 over the plan period 2001-2021.

The emerging East of England regional plan places a strong emphasis on promoting renewable energy in the region. This is detailed in policy ENV8: renewable energy and energy efficiency which encourages local authorities in the region to promote and encourage energy efficiency and renewable energy. Part (e) of ENV 8 encourages local authorities to *"favourably consider on-shore developments associated with off-shore energy generation."*

GVA Grimley Retail Report (2006)
When the baseline was produced a number of retail health checks had been completed for towns in the District. Since the completion of the baseline, a further study has been produced by GVA Grimley (2006) which has informed policy in the local plan. This report presents a thorough baseline analysis of the existing retail conditions in Clacton and predictions for future capacity in the town centre.

The main findings and recommendations of the report include:

- Retail growth in Clacton should be carried out in accordance with its local policy designation as a major town centre.

- Clacton suffers a physical and economic restriction from its location on the coast. Inland centres have the advantage of being in a location where shoppers can travel north, east, south and west.

- The town centre functions as a relatively strong comparison good shopping destination, and the Council should aim to consolidate this shopping role in accordance with our recommended designation as a major town centre.

- There is a lower representation of clothing and footwear and there are no higher order luxury retailers

- Traffic congestion conflicts with pedestrian movements although steps are being taken to remedy this

- There is a weak representation of food store operators and there are no recommendations for further capacity in the LDF period (until 2016)

- A number of possible sites for retail development are also highlighted, including:

i) The Pavilion Garage Site at the Corner of Pallister Road and Colne Road
ii) Land to the rear of the food store in Colne Road
iii) Land between High Street and Rosemary Road
iv) NCP car park, Jackson Road

These recommendations will be considered in more detail as part of the recommendations for the Options report.

Tendring Local Plan (2007 - 2011)
The Tendring District Local Plan guides Local Planning Policy in Clacton. The following key issues are identified in the Replacement Local Plan for Clacton-on-Sea:

- Identification of appropriate settlement development boundaries

- Ensuring sufficient land is made available for the needs of industry and commerce

- Promoting tourism and holiday industry

- The scale and location of future housing developments

- Improving open space provision and community facilities

- Recognising the value of environmental assets in promoting the economic regeneration of the area

- Protecting and enhancing the character of conservation areas and the "Gardens Area of Special Character"

- Addressing traffic, parking and pedestrian issues particularly in Clacton town centre; and

- Addressing the regeneration and environmental enhancement of Jaywick

The relevant issues from the above list have been taken into account in developing the options for this report.

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Also of particular relevance to Clacton is the designation, of part of the town centre, as being within a Conservation Area. Conservation area policy in Tendring is in favour of protecting areas designated for conservation. This includes the need to ensure that new development preserves or enhances the existing area. In 2001 part of Clacton seafront was designated as a conservation area, subsequently a Conservation Area Character Appraisal was formally adopted in 2006. Development within the Conservation Area should conform to guidance laid out in the document and will form a material consideration in relation to the assessment and determination of planning and related applications. The Seafront Conservation area is show opposite.

Community Consultation

Stakeholder Surgeries
As part of the work undertaken as part of the baseline analysis, stakeholder interviews were undertake with local businesses, landowner, community leaders and residents to provide a qualitative assessment for some of the key issues affecting Clacton. The following messages emerged from stakeholder consultation.

Poor retail offer
A number of stakeholders highlighted the poor retail offer as being a major problem. This relates mainly to the quality of the shops and type of goods on offer. Many of the shops are independent and cater for bargain shopping. Furthermore, the centre is seen as ample for convenience goods but poor for comparison goods. As a result, many residents choose to shop in Colchester which is a larger centre and has a much wider retail offer. This was a common theme running through all the interviews, but seemed to be of particular importance to younger age groups.

Legibility/way finding
One of the major problems in the town centre is the perceived disconnection between the town centre and the seafront promenade. It was noted that it is often hard for shoppers to make a visual connection to the promenade area; conversely it was also difficult for people visiting the seafront to see the town centre retail core.

Economy and skills
The seasonal nature of the local economy, results in a good supply of local jobs in the summer months but an under-supply during the off-season. The recent closure of the Woolwich call centre which has resulted in the loss of up to 600 jobs has exacerbated the problem.

It is generally believed that local schools could be of a better standard and that there is a significant skills gap in the 18-30 age group. This is partly the result of the low aspirations of local residents which resulted in a negative circle, where children often have low aspirations passed on by their parents.

Transport
A strong message from many was the need for adequate car parking provision in the town centre. There is currently thought to be a significant under-provision and the car parking that does exist is too expensive.

The local bus service was thought to be too expensive, and service didn't support the night-time economy or local education facilities in the town. The need for a new bus station in the town was raised and it was thought the bus service would benefit from a park and ride facility.

Rail services to Clacton were thought to be very good. However, there are problems with antisocial behaviour both on the trains and in the train station. Vandalism of ticket machines and the sheltered waiting area was also highlighted as a significant problem. It was thought that if the station's CCTV service could be linked into the town centre system problems may be alleviated.

The key issues raised by stakeholders during consultation provide a valuable contextual appraisal of some of the key issues affecting Clacton Town Centre.

Public Exhibition
The following section provides an overview of the of the responses received from the public exhibition that was held from 14th may to 20th June 2008 at the West Cliff Theatre.

During the consultation period a questionnaire was provided so people could comment on the proposals. Below is a summary of the responses received to each question.

Question 1: Vision
Do you agree with the overall vision for Clacton, if not what would you change?

The overall response to this question was positive with majority of respondents agreeing with the proposed vision.

Question 2: Pier and Seafront
What do you like (or dislike) about the seafront and pier, in particular do you agree with the idea for a sustainable pier?

There was general support for the proposal but some respondents questioned how funding could be brought forward to deliver the refurbishment. It was also questioned how the proposals might be delivered given that the pier is currently in private ownership. Two respondents also raised concerns over the visual impact of a wind turbine. Other respondents questioned the idea of a marine pool and how much it might be used.

Question 3: The Pavilion

Do you agree with the idea of a refurbished pavilion which would act as a leisure and entertainment destination for the seafront?

Ideas for a new pavilion received significant support, especially the idea of providing a leisure use for the community.

Question 4: Retail Enhancement

Do you agree with the expansion of the retail core around Jackson Road and Pier Avenue? What do you think of the proposals for the Waterglade retail park?

A number of respondents were supportive to the idea of an expanded retail area, there was particular support for a street market. Some respondents raised concerns over what they see as a potential shift of the core retail area away from Pier Avenue. Some people raised concerns over the potential loss of car parking space if redevelopment is to take place and the possibility of smaller retailers being out competed by larger multiple retailers.

Question 5 - Civic Area

What do you think of the ideas for enhancing the civic area, in particular do you agree with the proposed location of the youth café?

Most of the responses focused on the potential youth cafe. There were mixed opinions about the youth cafe with some respondents being worried about the potential for unruly behaviour. Other respondents supported the idea because it would help give young people supervised recreation opportunities.

Question 6: Warwick Castle

Do you agree with the plans for redeveloping the Warwick Castle Site? Please state which option you prefer and why

The majority of responses received were in support of using the site for residential development (option 1). There was concern at the loss of car parking spaces in the town centre and the need to maintain adequate provision in the future. There was also support for the idea of improving the public realm area adjacent to the car park.

Exhibition Board 7: Station Gateway

Do you like our ideas for improving the station area? Which of the two options do you prefer and why

Overall, the majority of responses received were in support of providing residential development in the area as it was felt that retail might provide too much competition for town centre retail development (option 2). The idea of improving landscaping in the area was also strongly welcomed. There was strong support for a refurbished bus station.

Exhibition Board 8: Community Projects

This board provides some examples of community projects that would help to regenerate Clacton. Which do you prefer, and do you have any other suggestions for community projects?

There was support for an improved water sports offer but questions over how community projects might be funded. Suggestions for additional community projects included extra funding for police to increase their presence and more stringent enforcement to stop people littering.

Historical Assets

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Tendring District Council commissioned a seafront character appraisal in 2001. This appraisal identified the Conservation Area along Clacton's seafront and noted buildings of historic and townscape merit.

The Conservation Area boundary mainly includes Peter Bruff's original development to the East of Pier Avenue, some of the noteworthy Victorian and Edwardian sea facing buildings and the area around Anglefield which was in existence before Bruff's plans. Roughly the two ends of the conservation area are the Martello Tower to the west and the Grand Hotel to the east.

There are only 2 statutory listed buildings within the study area, one being the Town Hall, built in the 1930's and the other being Roman Catholic Church built in 1912.

There are 3 listed buildings just outside the Conservation Area, these include the Martello Tower (F), the former Grand Hotel and St James's Church.

However, there are a large number of noteworthy Edwardian and Victorian buildings in the study area. These are in varying states of repair. Some have been refurbished like the Imperial Court, some like the Royal Hotel have plans in the pipeline, and many are in need of enhancement or refurbishment. Many of the seaward facing buildings have prominent front facades of historic merit. Enhancement here should focus on rationalising the public realm and the signage/advertising material. The side returns of many of these buildings would require additional work as quite often, there is marked deterioration in built quality. There are also some vacant or under-used historic buildings scattered within the area which would require refurbishment to bring them up to the same built quality.

The entire seafront promenade is protected open space. The seafront gardens to the west of the Pier have been designated as historic gardens by English Heritage. Along the promenade there are more than 8 listed lighting columns.

Key

■ Listed Buildings

■ Buildings of Historic merit

□ Seafront Conservation Area

■ Important open space

◉ TPO

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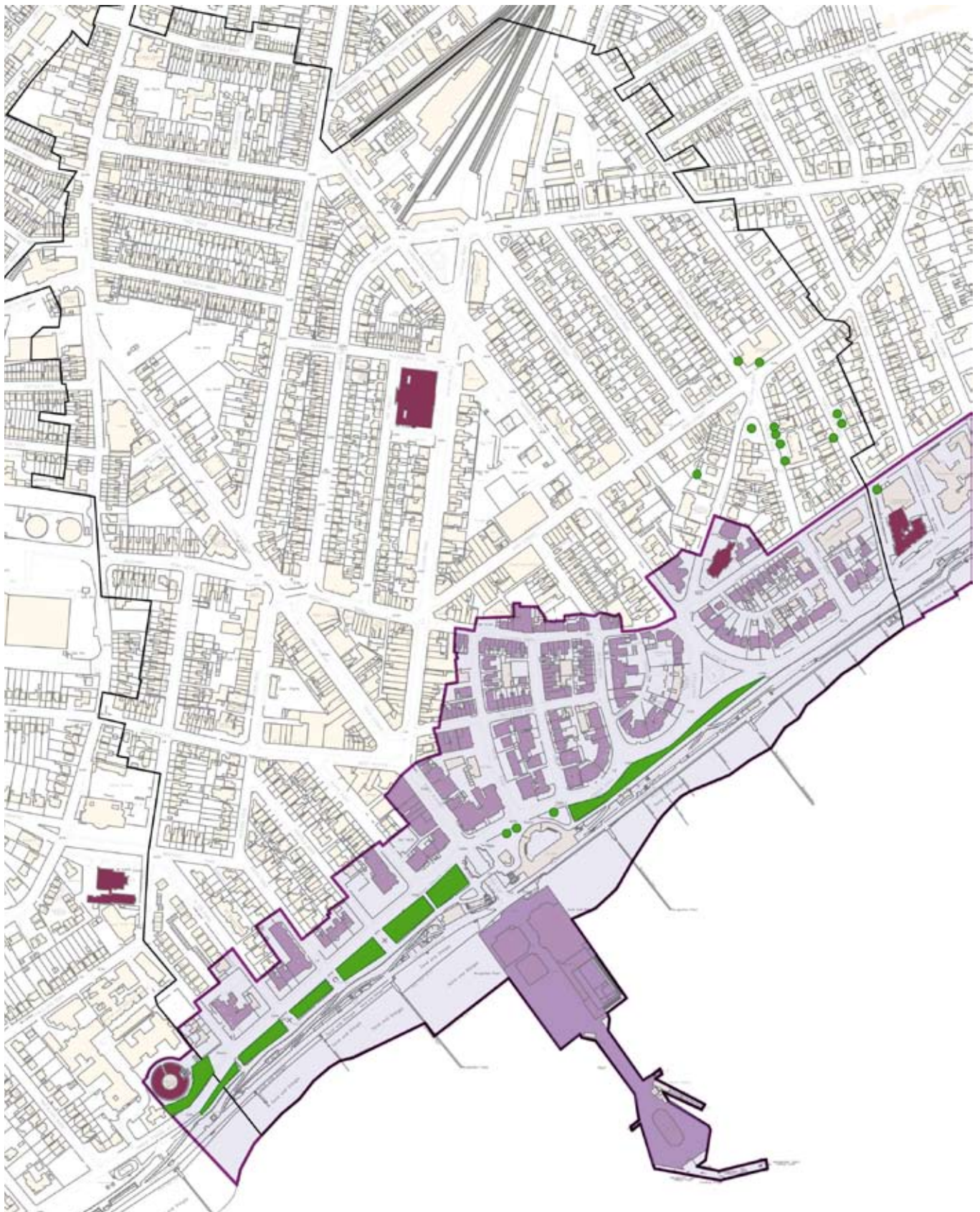
Clacton conservation area

Character Districts

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The Character Districts Plan assess the character areas within the study area boundary. There are a high number of distinctive character areas within the Clacton town centre.

1 - Seafront Promenade
The Seafront promenade has a unique character which is distinct from the rest of the town centre and is the town's main attraction. However the general appearance of the seafront is diminished by poor quality public realm and vacant or under-used areas. There is access to a lower level public space and to the beaches and the pier. The seafront is isolated from the rest of the town centre by the car dominated Marine Parade. Significantly, the seafront conservation area covers much of this character district.

2 - West Pier
The area to the north west of Marine Parade mirrors the town's initial historical development east of Pier Avenue; It was built after the east side. The area contains quality Victorian buildings and has predominantly residential buildings scattered with guest houses and old people homes. The properties facing the seafront have a unique character and are mainly hotels.

3 - Pier Avenue
Pier Avenue dates back to the original town development laid out by engineer Peter Bruff in 1871. The southern end has a direct relationship to the seafront and consists of amusement arcades and typical seaside souvenir shops. Some of these properties date from Clacton's earlier tourist hey-days. The triangle formed by Pier Avenue, Station Road and Rosemary Road is the primary shopping area in the town centre. The streets have pedestrian priority and are undergoing recent public realm improvements.

4 - East Pier
East of Pier Avenue is one of the main historic areas in Clacton. It is part of the original plan laid out by Peter Bruff and has a good relationship to the seafront. The area is predominantly mixed use with a mixture of historical residential properties, Victorian hotels facing the seafront, guest houses and smaller shops along Rosemary Road and Pallister Road.
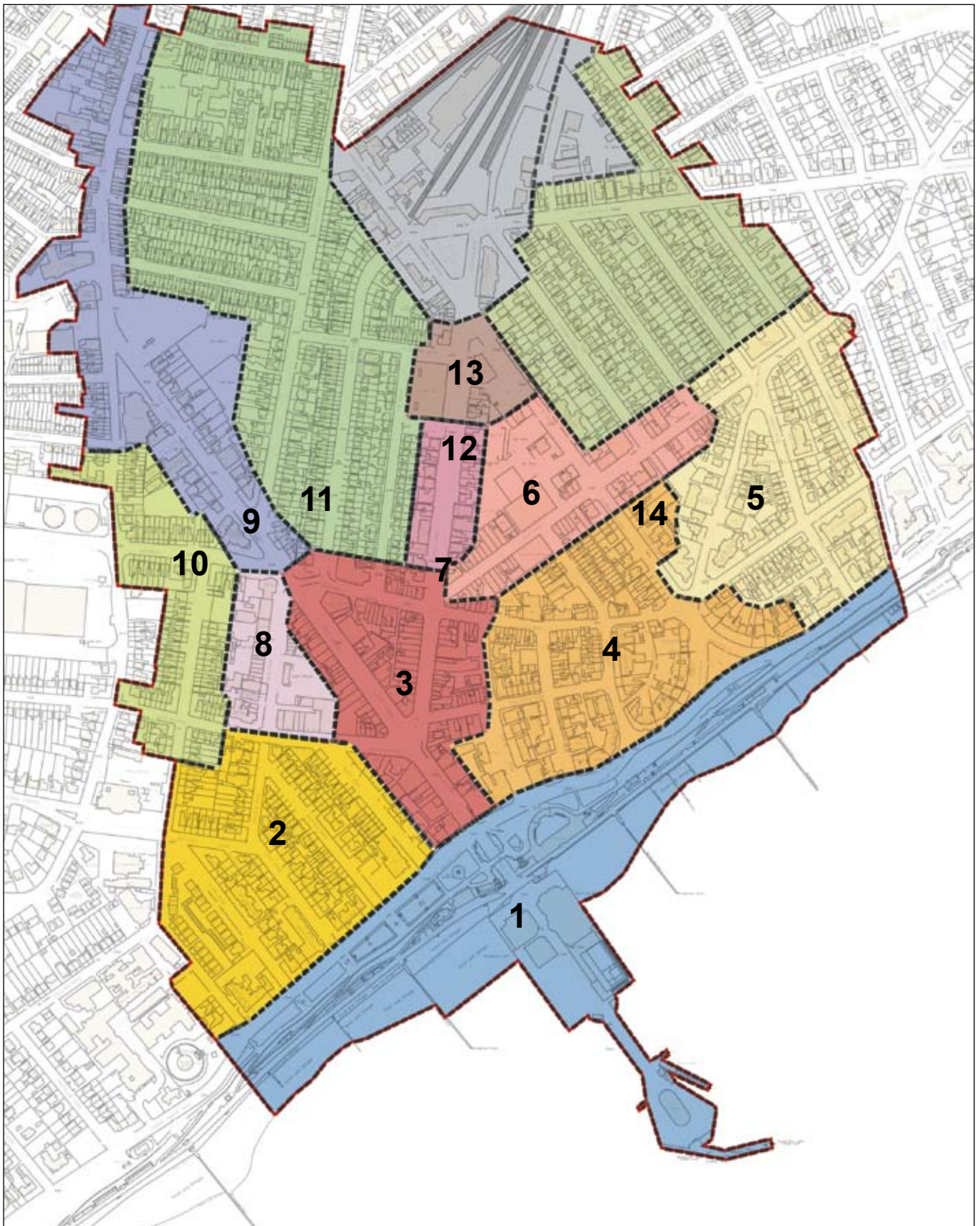
character areas in Clacton

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5 - Holland Road
The area around Holland Road and the eastern end of the High street is mainly residential with some guest houses and homes for the elderly. It has some distinctive properties from different historical periods. The area does not have as much activity as the West Pier and Pier Avenue areas. The two churches at the junction of Holland Road and Church Road further add to the genteel residential character of the area.

6 - High Street
The High Street mainly contains secondary retail with smaller premises, many of which are occupied by local independent retailers. The two exceptions are the Post Office building and Sainsbury's superstore. The area immediately around the superstore is of poor quality consisting of blank facades, parking lots and poor public realm.

7 - Station Road
Station Road has a distinctive character when compared to the other retail streets in Pier Avenue. The street has a very wide scale and has mainly retail units offering financial services. The road leads to the Civic Zone and the station and is well accessed route.

8 - Jackson Road
The Jackson Road area contains larger scale office buildings, car parks and the backs of buildings creating an ill-defined urban structure with little enclosure.

9 - Pier Avenue (North)
Old Road is one of the main gateways into the town and is characterised by run down independent shops and properties. The junction of Old Road and Pier Avenue should be a major gateway to the town centre and at present could be significantly improved. The old Gala Bingo club building is flanked by surface car parking which is edged with hoardings. This is not considered to be an efficient use of this town centre site. Pier Avenue north is distinct from its southern end, and marks the end of the town centre at the junction with Rosemary Road.

10 - Old Road (South)
There is further deterioration in building quality along the southern end of Old Road. Properties facing the road are low quality, although more recent. The road has an out of town centre character due to the presence of large scale retail at the Waterglade Centre, the gas works and the police station further south.

11 - Wellesley Road Residential
This area mainly consists of Victorian terraces running parallel to the road to the east and at right angles to the west. The streets are wide with predominantly two storey residential units and lack of street trees and good quality public realm.

12 - Civic Zone
The northern end of Station Road is similar in built character to its southern end; however due to the presence of the Town Hall, library and other community facilities, it forms the civic hub of Clacton town centre.

13 - Station Environs
Station Road leads to a triangular network of streets, with the historic station building, and some commercial and residential properties on the other two. In the middle, is an attractive green space which is one of the two main public spaces in the town.

14 - Skelmersdale Road Residential
This area mainly consists of Victorian terraces south of the station at right angles to the high street. The streets here are similar in scale and character to the residential streets in Area 11. However the streets are dotted with some distinctive buildings with an overall improvement in building quality in comparison.

The town centre is considered to have a high number of character areas which vary in terms of environmental quality, resulting in no one dominant character across the town centre. While proposals should respect the existing character areas within the town centre there is scope to create a new character which addresses the low environmental quality of these areas.

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Development Pattern

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Historic Trends
The pattern of the arrangement of streets, blocks, plots and their buildings create an urban grain which is either small and frequent (fine grain), or large and infrequent (coarse grain).

The Urban Grain Plan shows the street blocks, and plot structure of the study area. The plan marks out in different colours the different urban geometries existing in the town centre. The block and street structure in the Pier Ward largely remains today as it was in 1890-1900. This fine urban grain is typical of busy shopping streets in town centres and Victorian residential terraces.

Clacton's history is unique as the town was developed largely due to the efforts of a civil engineer Peter Bruff who laid out plans for a seaside resort development in the late nineteenth century. The streets east of Pier Avenue are part of Bruff's original plans.

Bruff's plans aimed to connect his development to existing old village roads roughly aligned along what is now currently Old Road, Rosemary Road and Holland Road. The resultant street pattern north of Bruff's development is a direct result of the merging of two geometries and the advent of the Railway.

The area east of Pier Avenue deviates from Bruff's original plan and the street network here collides with the older network along Old Road.

As a result of Clacton's unique historical urban development, there are a number of oddly shaped triangular blocks in the centre. This results in a confusing street and block structure which is not easily legible. Ease of movement and legibility are important elements in creating successful town centres. This is more so for Clacton town centre which must be made easier for visitors to navigate.

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the development pattern in Clacton

Urban Grain

Relationship to Seafront

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The plan opposite marks out the different street geometries in Clacton and the relationship with the seafront.

There are predominantly three different street geometries. Street Structure 1 picks up on the geometry of Old Road and Street structure 2 is roughly at a 45 degree angle to it. Most streets here have no relationship to the seafront and are at conflicting geometries with each other.

The third street structure, marked in blue has a positive relationship to the seafront and mainly date back to the initial historic town plans for Clacton.

The plan opposite illustrates the colliding nature of the different geometries that aid in making the town illegible and confusing and create an abundance of leftover spaces.

The development brief will seek to identify measures to rectify the situation by improving legibility and creating a better relationship to the seafront.

Key

■ Street structure 1- North South

■ Street Structure 1- East West

■ Street Structure 2- North West- South East

■ Street Structure 2- South West- South East

■ Street Structure 3- NW to SE with positive relationship to sea-front
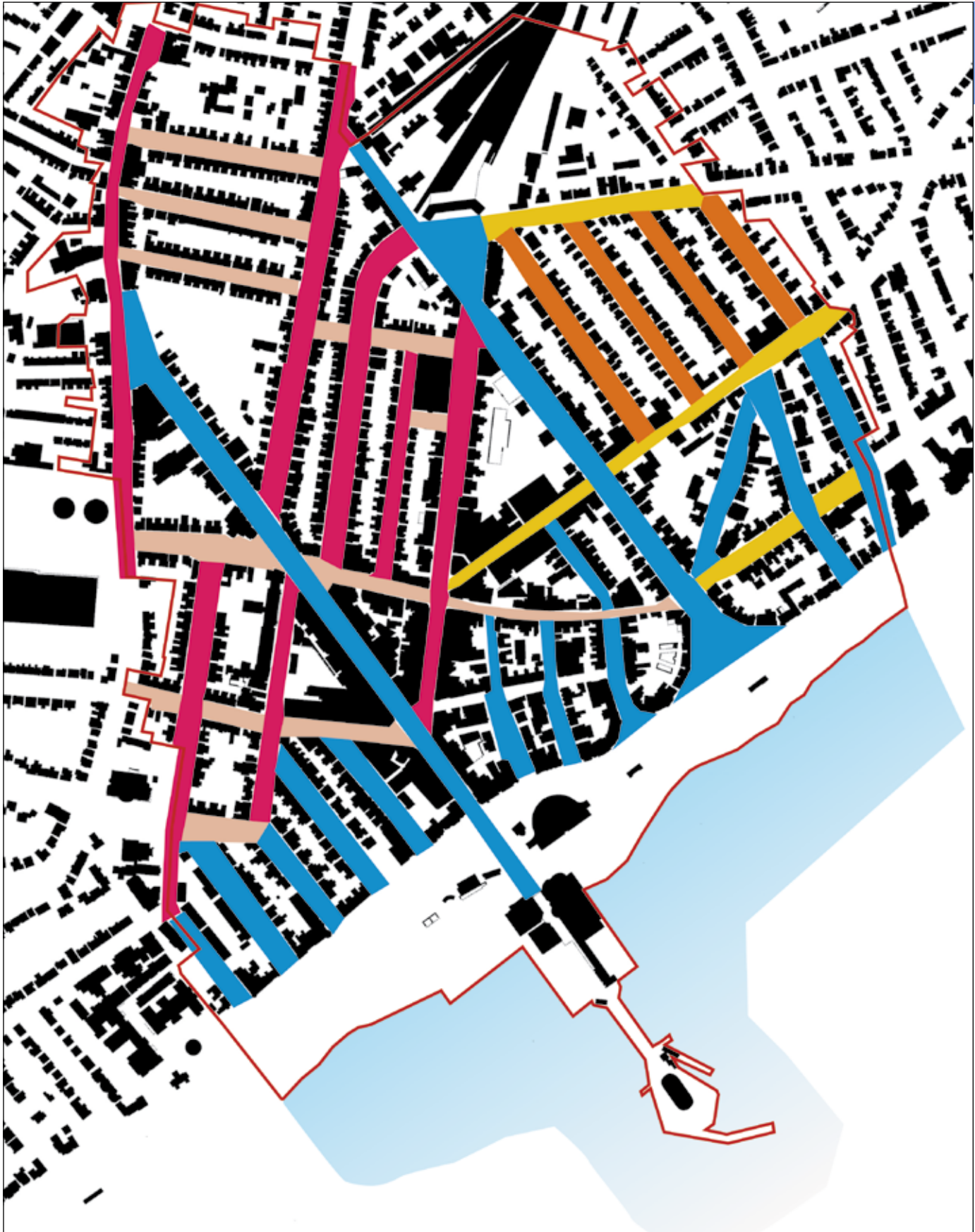
urban grain in Clacton

Landmarks & Key Views

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The main landmark in Clacton is the seafront/pier area. In addition, the town has a number of locally distinctive buildings but lacks any significant landmarks. The complex street structure combined with the absence of significant landmarks contributes in making the town confusing and disorientating for visitors.

Within the main shopping area, the two significant orienting markers are the Barclays Bank clock tower and the Town Hall. Other landmarks are scattered across the town, however these mainly have an aesthetic or historic value associated with them and do not act as visually orientating landmarks. The recently completed fountain and town square fall into this category.

Key

* Important landmark

* Local landmark / Dominant Structure

⟨⟶⟩ Key Views to landmarks

Vista from the seafront

Major landmark- Clacton Pier and Venetian Bridge

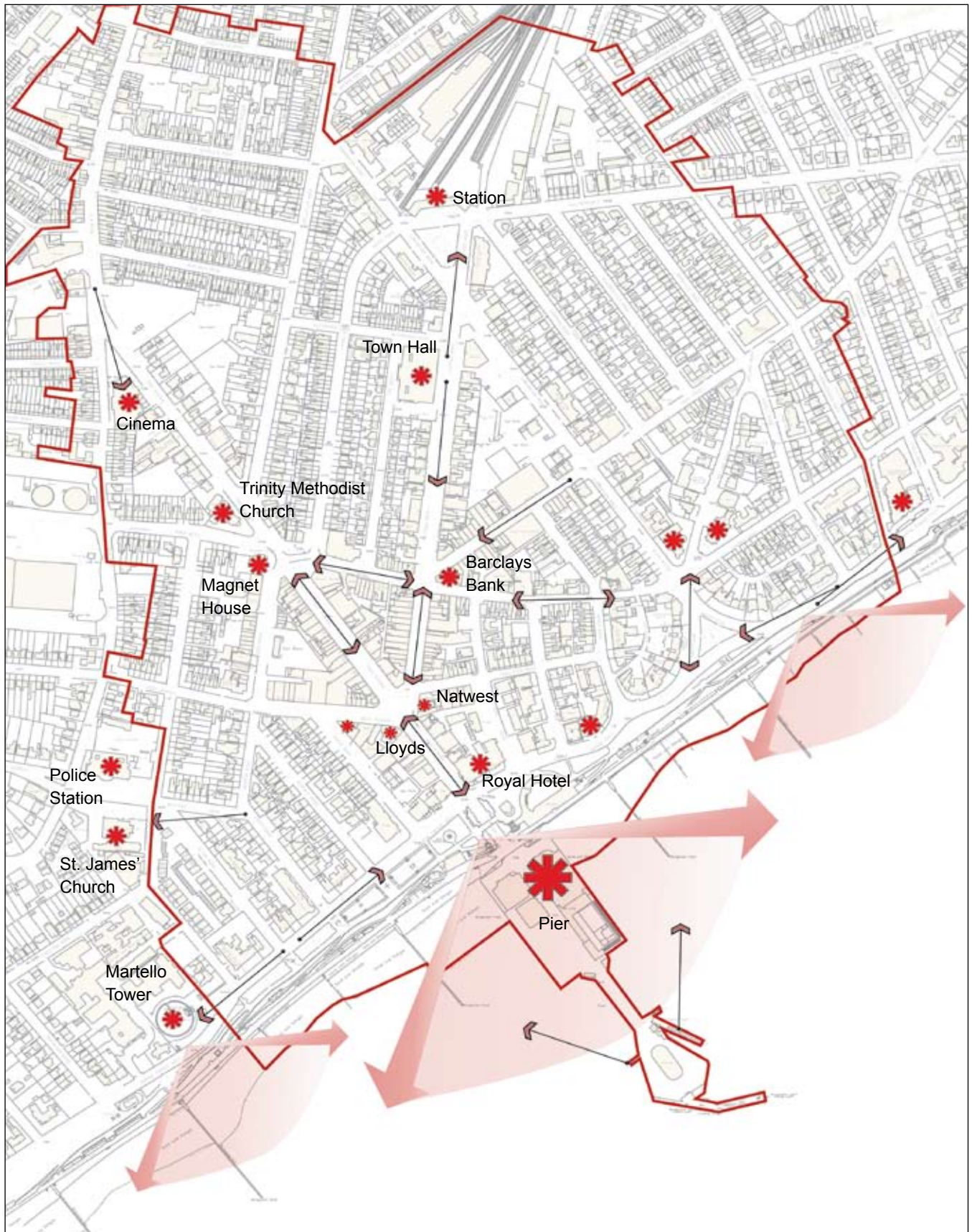

Important local buildings- Royal Hotel

Important local church- Church Road

Important local landmark- Barclays Clock Tower

key views around Clacton town centre

Station

Town Hall

Cinema

Trinity Methodist
Church

Magnet
House

Barclays
Bank

Natwest

Lloyds

Police
Station

Royal Hotel

St. James'
Church

Martello
Tower

Pier

Townscape Analysis

A

Active street frontages and the enclosure of space by buildings creates well defined spaces and pedestrian friendly streets.

In the town centre, continuity and enclosure are adequate, with buildings fronting onto and enclosing streets. Pier Avenue, Station Road, Rosemary Road have extended active frontages which create continuous shopping streets. Historic frontages along the seafront also contribute to a good townscape. These streets have active frontages but do suffer from poor landscaping and public realm. Further detailed analysis of the streetscape in the proceeding sections seeks to identify these shortcomings.

Inactive edges are usually blank walls or leftover space that tend to create a poor spatial enclosure. Most of the negative edges are around leftover spaces within the street network and are vacant sites or used for surface car parking. Along the pier, there are a number of typical seaside resort amusement buildings with blank walls and areas devoted to car parking. These present a negative edge when viewed from Marine Parade. The Pavilion and shelter pavilions have inactive edges due to level differences and vandalism. Development in Clacton radiates from the seafront and the town centre lacks a real 'centre' or focus of activity. There are only two public open spaces in the centre, with the other being the seafront promenade. These predominantly lack easy access and good quality street furniture and landscaping. Considering Clacton's ageing population, it is important to ensure that public spaces have adequate seating and facilities. In addition these spaces should be designed to discourage vandalism and most importantly celebrate their status as a major open space.

The town centre has a number of movement nodes (see plan opposite) where activity and movement coincide. In particular the junctions of Pier Avenue and Station Road to Rosemary Road have a lot of activity and congregation of people as a number of streets intersect at these points. These nodes are not well enclosed by buildings and are currently lacking in good quality public realm and landscaping. This has however been remedied somewhat by the new fountain and town

square which recently won a UK Police Secure by Design Award - the 1st town centre in Essex to do so.

Movement nodes do not have to be grand spaces but do need to be marked and celebrated as part of the movement hierarchy of the centre.

The landscaping along the promenade and the busy trafficked Marine Parade creates a barrier between the town centre and the seafront.

Key

🔆 Primary Public Open space

⚙ Movement Node

▬ Active retail frontages

▬ Positive historical frontages

▬ Inactive frontages

〰 Barrier

▢ Seafront public open space
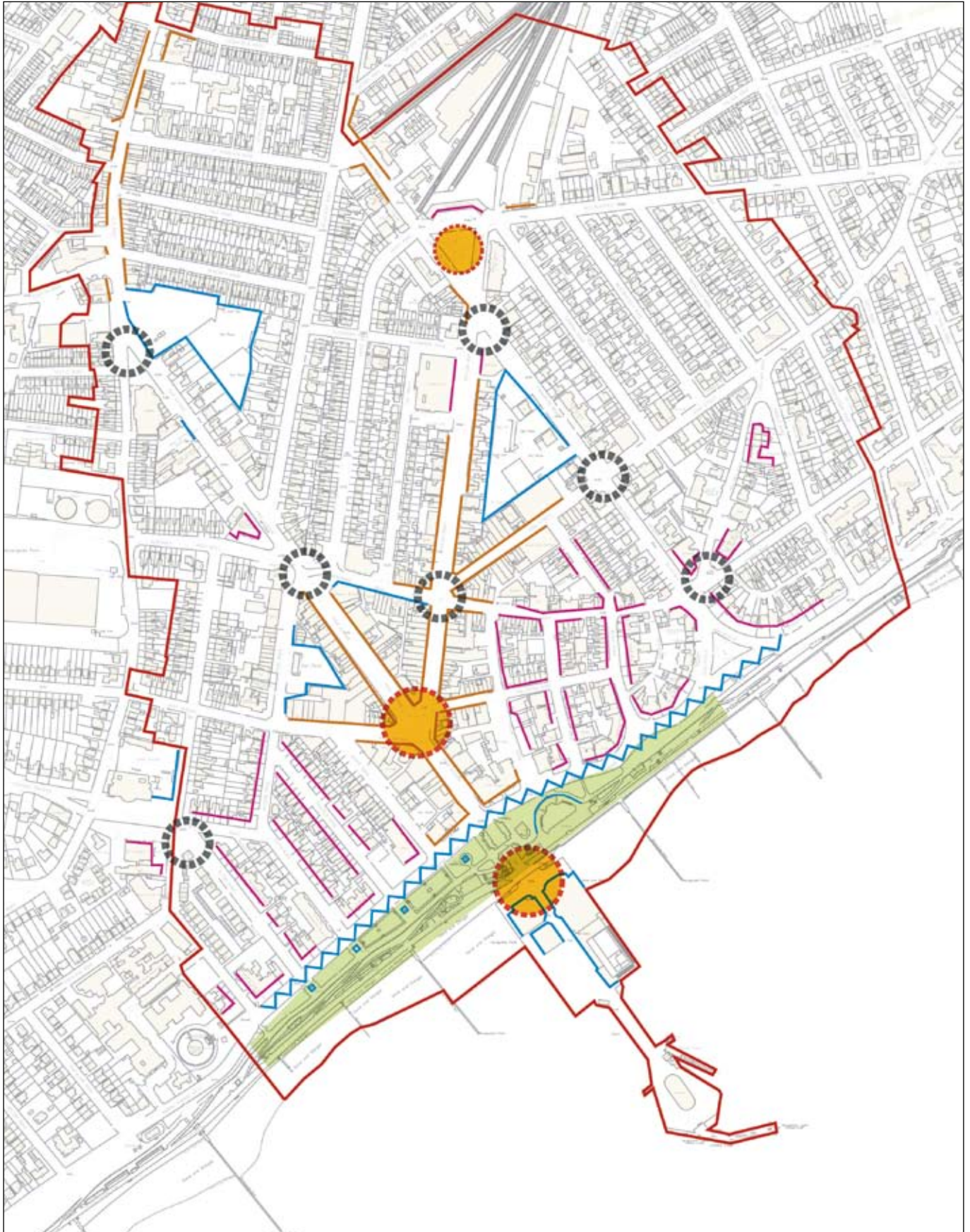
townscape analysis in Clacton

Streetscape Analysis

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The scale of the street i.e. the proportion between the Built (Vertical) edge and the ground (Horizontal) plane determines a street character.

A strong street is usually one with a proportion between 1:1 to a maximum of 1:2. A good proportion street is usually where the ratio is typically 1:1.6.

Clacton, as shown in the analysis of town centre streets, has many streets which are very low density and have a weak scale when compared to most English town centres. Wide pavement and roads, generous forecourts contribute to the feeling of 'spaciousness' not found in most other towns. The recent planting of street trees has helped to reduce the feeling of openness. Most of the streets also tend to be long and straight flanked by terraces of a more or less uniform height. This has resulted in a bland townscape with few landmarks or markers to create diversity

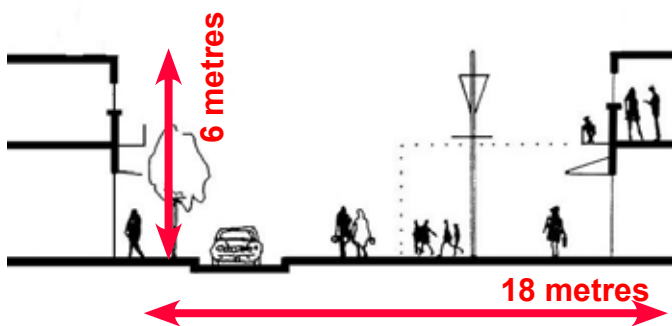## Streets with strong built to ground plane proportion
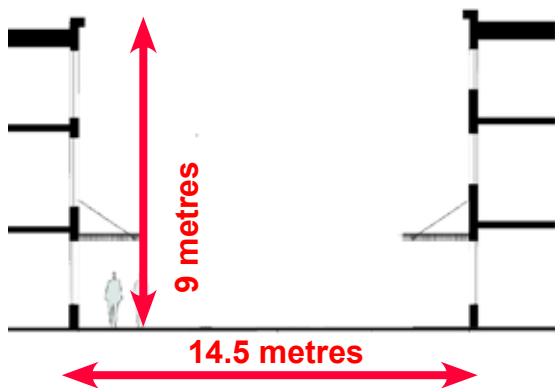
Built to ground plane proportion **1:1.6**

Streets with acceptable built to ground plane proportion
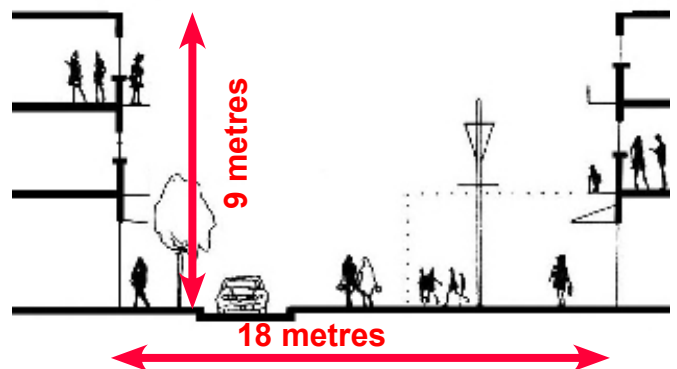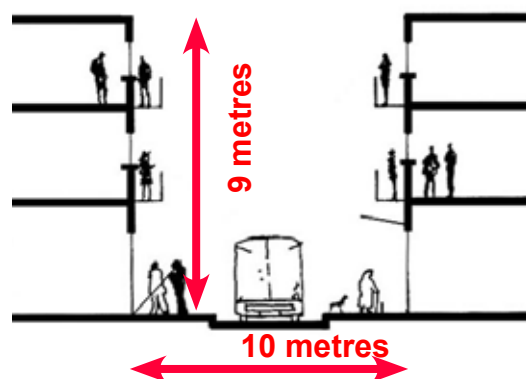

Built to ground plane proportion **1:2**

Streets with a weak built to ground plane proportion

Built to ground plane proportion **1:3**

Streets with a very urban built to ground plane proportion

Built to ground plane proportion **1:1**

Public Realm and Accessibility

Clacton requires significant public realm improvements

Town Centre

The town centre suffers from a lack of landscaping. The planting of street trees has helped to softening he landscape but further softening is required to enhance the public realm. There is also an identifiable lack of street furniture which has the potential to provide informal meeting places for local residents. However, the current streetscape works should go some way to addressing these problems.

Some of the retail units have high threshold doors, steps, startgates, and are not DDA compliant. This should be improved to accommodate for the needs of all groups. These problems are further compounded by drop kerbs and poor signage which are not ideal for the visually impaired.

Some areas of landscaping were also identified as not being DDA compliant and prone to vandalism.

Seafront

Further to the seafront analysis, the seafront has a cluttered public realm, lack of adequate street furniture and facilities such as toilets for the elderly and disabled.

Cluttered forecourts

Lack of attention to surface materials

Lack of places to rest in centre

Lack of street trees, overhead poles

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Socio-Economic Analysis

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The baseline analysis undertaken presents the socioeconomic position for the town. A range of key socioeconomic indicators for the town centre exploring both past and current characteristics of the town were covered. The analysis has played an important role in helping to develop a detailed evidence base which can be used by partners to help develop actions as part of the town's strategic regeneration vision and framework.

The analysis focuses on the following socioeconomic indicators:

- Labour Markets,
- Demographics,
- Deprivation,
- Education & Skills,
- Housing, and
- Crime.

The spatial context for the study has been an important consideration. From discussions with officers from Tendring District Council it was agreed that Pier ward broadly covers the immediate town centre for Clacton. Within Pier ward there are three Super Output Areas (SOAs) – Tendring 016B, Tendring 016C, and Tendring 016D. Tendring 016B is the SOA which covers most of the town centre and as such is the primary SOA for town centre economic activities. A 'Wider Clacton Urban Area' has also been defined for this study. This was defined by those SOAs which fall within the main Clacton urban area (as defined by ONS urban/rural classification) – see Figure 2.9.

The Labour Market

Analysis of the labour market in Clacton highlighted a number of key issues that should be addressed, these include:

- Decreasing employment in the town centre. The statistic reveal that between 2003-2005 approximately 600 jobs were lost in the town centre (Pier ward) a fall of 9.5%. Job losses in the Pier ward accounted for approximately 53% of all job losses across Tendring district over this period.

- A continued reliance on the service sector, especially in retail jobs. The retail sector accounts for approximately a quarter of all employment in the Pier ward. Over-reliance on a sector can be damaging for a town's overall vitality especially if that sector goes into decline.

- A decrease in traditional seaside employers

- A high proportion of part-time jobs which reflects the particular types of employment available in the town including retail, hotels and accommodation, food establishments and leisure and entertainment establishments

- Higher than average proportion of female employees - only 36% of all employees within Pier ward are male.

- Above average employment in low-skilled jobs. There are low levels of managerial and professional occupations in Pier ward and within the wider Clacton urban area. The statistics also showed a worrying trend with over 10% of Pier ward residents have never work or are long term unemployed.

Economic Activity and Work

- High rates of inactivity locally (town centre is over 50% inactive)
- Steady decline in employment rates
- Still evidence of significant seasonal employment
- Economic reliance upon other locations (particularly Colchester)
- Low (and falling) wage rates
- Low business density and static business base

Area	2003	2004	2005	Absolute Change	% Change
Main Pier SOA (Tendring 016B)	4,811	4,430	4,232	-579	-12.0
Pier Ward (3 SOAs)	6,130	5,659	5,548	-582	-9.5
Wider Clacton Urban Centre	15,641	14,776	14,282	-1359	-8.7
Tendring	37,037	35,592	35,933	-1,104	-3.0
Essex	507,354	498,572	505,369	-1,985	-0.4
East	2,304,676	2,302,988	2,353,014	48,338	2.1
England	22,286,260	22,565,310	22,921,669	635,409	2.9
Arun	41,494	41,771	43,325	1,831	4.4
East Lindsey	40,130	38,955	39,709	-421	-1.0
North East Lincolnshire	65,964	68,283	67,385	1,421	2.2

Figure 2.9 employment change (2003 - 2005)

Population

• Despite decline in economic performance the population has risen steadily over the last 20 years
• High proportion of older adults particularly in and around the town centre
• Reasonably high proportion of 16-29 year olds
• Lack of ethnic diversity within the population
• Serious health issues within the local population

Education and Skills

• Very low skill levels within the wider Urban Area
• Very high percentage of the local population with no qualifications at all
• School performance on the whole is well below the national average
• GCSE performance is of particular concern
• Strong evidence that the high skilled members of the population leave the area for work
• A 'NEET rate' of 15% (compared with Essex Average of 6.6%) **Housing**
• Housing 'deprivation' is relatively low
• House prices are rising quickly and consistently but remain relatively low (by regional standards)
• High proportion of private renting = low rate of ownership
• High proportion of flats and conversions within the town centre
• Extremely high proportion of shared occupation

Key Issues

• The town can longer rely upon traditional forms of employment to drive its economy and needs to find new and innovative means of improve the skills pool locally.

• Clacton needs to re-establish itself as a productive economic location serving its local population

• Enhancing (the already reasonable) housing offer will play a positive role in attracting investment into the town in the future

• A key challenge in the town centre is to create a more active population that can benefit directly from the physical development of their location.

• Education and skills improvement will play a key role. It is imperative that action is take to improve school performance.

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Deprivation in Clacton Town Centre (Pier Ward) is highly complex and, like a number of coastal areas has, for a number of years, been under-estimated. The socio-economic baseline that accompanies this document uncovered high levels of skills deprivation, low employment rates, high levels of health deprivation and highly static business base. From analysis of the baseline data, roles for the neighbourhood plan were identified:

• Improving the current position of Clacton's labour market represents a key challenge locally and regionally. The town can no longer rely upon traditional forms of employment to drive its economy and needs to find new and innovative means to improve the skills pool locally

• Rising economic inactivity and decreases in relative wage levels will have a considerable impact upon wealth creation in Clacton. With the wider local area becoming increasingly reliant upon other locations economically (Colchester in particular), Clacton needs to re-establish itself as a productive economic location serving its local population

• The high proportion of Clacton's population accounted for by older adults, alongside those with poor health, could have significant future ramifications for the community. A key challenge in the town centre is to create a more active population that can benefit directly from the physical development of their location.

• If Clacton is to achieve its economic and social ambitions as a place to work and live, improvements in education and skills improvement will play a key role. It is imperative that action is taken to improve school performance

• The quality of environment and housing is perhaps one of the Clacton Town Centre's most positive features. Enhancing this offer will play a positive role in attracting investment into the town in the future.

Consultation and discussion in relation to the identified objectives and existing delivery has showed that there are already a number of interventions targeting a reduction in local, geographically specific deprivation (as identified in the baseline document). This suggests that there are key issues surrounding the sharing of information and the marketing of delivery within the town centre rather than there necessarily being 'gaps' in provision.

Developing a partnership approach to delivery within Clacton Town Centre and the wider regeneration of Clacton is imperative to achieving more effective and higher impact delivery within the town. Indeed, Tendring District Council needs to take a clear lead ensuring that delivery within the town centre is well promoted and well known amongst other relevant providers and stakeholders.

A useful starting point for cultivating more effective relationships with local deliverers will be the mapping exercise recently commission by the interaction board via the Neighbourhood Management Team for Pier and Golf Green Wards. This report charts a decline in service provision in Clacton over the last decade. In particular, health and youth services are identified as being critical areas in need of improvement. The study also identifies the needs to develop a strategic approach based on stronger partnerships that are more responsive to the needs of the local community. Critically, it is apparent that key stakeholders need to think more pro-actively about long-term sustainable solutions.

Consultation with local residents and stakeholders suggests that Clacton town centre suffers from a lack of political identity. In part, this has led to less responsive delivery than may be present in other locations which have a geographically specific form of governance (i.e. Town Council or a larger Unitary Authority). This is by no means a direct criticism of existing political or delivery structures and has been identified as an issue for many similar communities around the UK. Indeed, the Local Government White Paper has recognised the need for more responsive local governance, underpinned by 'Neighbourhood Charters', 'Community calls for Action', 'A move away from one-size fits all', 'Promotion of Increased Community Involvement' and 'Better services for better places'. Clacton needs to respond to this and think innovatively about how a more locally focused model of delivery can evolve in the future.

Developing a Delivery Vehicle

Throughout the development of this plan due consideration has been given to the delivery vehicle which will drive the transformation of Clacton forward over the coming years. It is clear that lack of direct political intervention in Clacton may hinder the delivery of elements of this plan and long term

Figure 2.8 Tendring district and Clacton town centre location
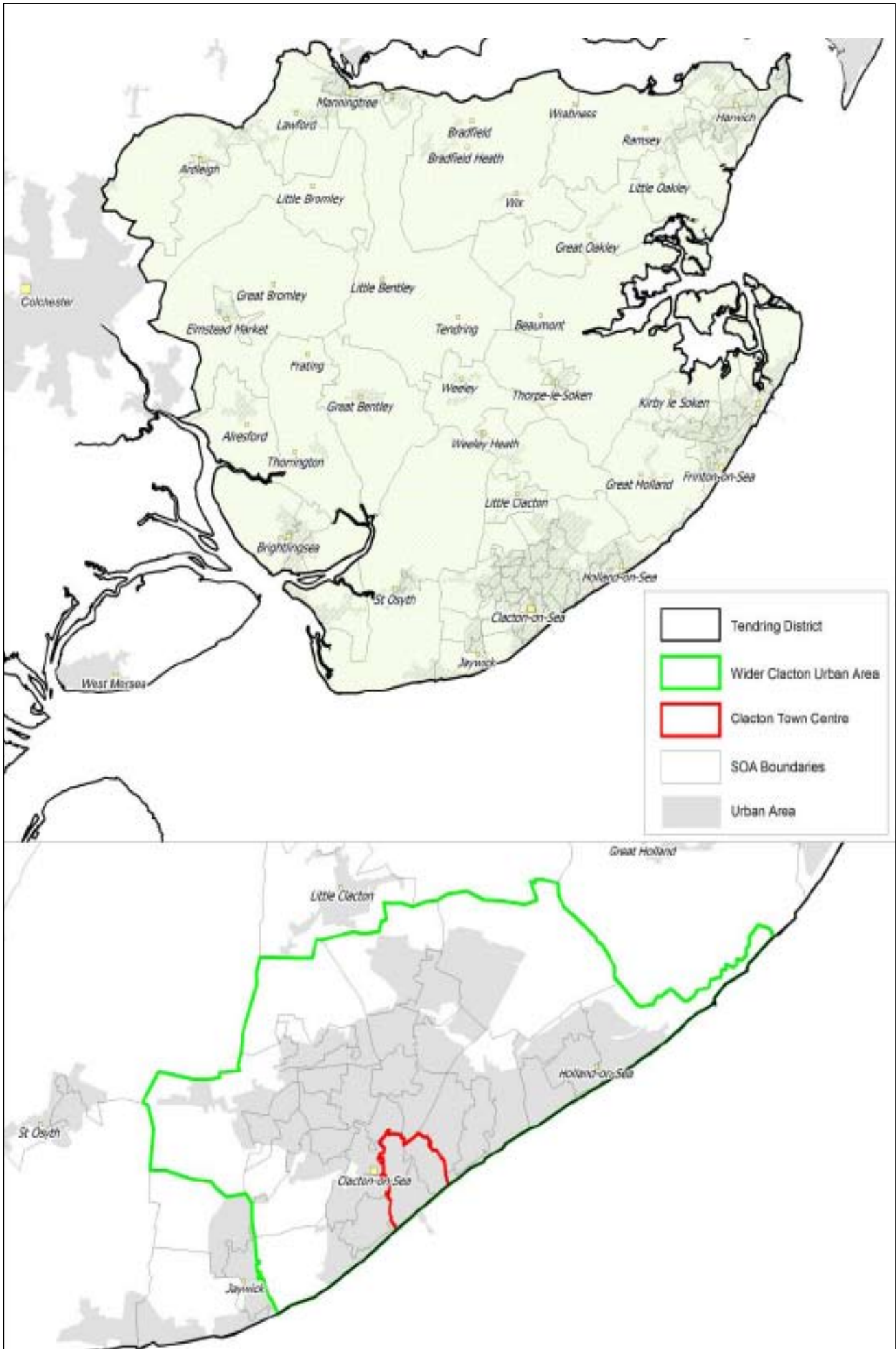
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physical change; as such, it is suggested that a separate delivery group or partnership is set up.

There are a number of approaches to doing this based around the community led approach or a more formal 'Regeneration/Renewal Partnership' approach.
A Community Led Approach

A community led approach would create a steering group made up of prominent local residents and representatives of key groups. It may be that a group already exists in some capacity (either at LSP level or more locally the 'Interaction' board). If not, it is essential that the group is constituted in a way that includes prominent local community members, local businesses, local politicians, officers and key delivery organisations.

One option could be to formalise the role of the Clacton Community Forum. This group has brought together a number of the towns key stakeholders to respond to consultant's ideas and evidence and to provide local context. If this is considered the preferred option, it is important that a clear case is put forward for the maintenance of the group, particularly as individuals involved give their time on a wholly voluntary basis.

Similar partnerships have been established and run successfully in other towns with similar physical and socio-economic characteristics to Clacton. Great Yarmouth and Weston Super Mare have both established appropriate partnerships through their Town Centre Management programmes – the appointment of a

Town Centre Manager for Clacton will be a valuable resource for setting up / continuing such a group.

Regeneration Partnership
Common in many successful coastal towns is the development of a strong Regeneration/Renewal Partnership. Whilst the public sector can influence change, provide facilities and fund interventions, it is local businesses, key local stakeholders and the developers who will actually deliver large scale physical development, increases in jobs, improved customer service etc. as such, it is imperative that these actors are given a key role in delivering change in Clacton. One possible delivery model could be a Project Board. This high level group which would need to engage with businesses, developers and community representatives would be given the responsibility of driving both the physical and socio-economic regeneration of Clacton town centre. Given the appropriate political 'muscle', this group would be charged with delivering innovative solutions to current problems.

Adoption of such a model would require considerable commitment from members. Possible 'core' activities for Clacton could include:

• Ensure awareness of key strategic delivery and messages amongst the wider stakeholder groups;
• Local, regional and national political lobbying;
• Ongoing liaison with businesses within the area;
• Continuing delivery and monitoring of innovative, targeted interventions within the town centre and wider Clacton;
• Drive the inward investment proposition for Clacton;
• Promotion to, and liaison with property developers.

A Town Charter
In further response to the Local Government White paper and the desire for increased local governance in Clacton town centre itself, partners should consider the development of a Town Centre Charter. Neighbourhood Charters are common in localities across Britain where there is a perceived need for targeted provision and more cohesive partnership working. A charter would be a series of statements to which local partners would show their commitment to by signing up to. These could then be publicised to demonstrate to residents, businesses and visitors that the Town Centre is evolving in an effective and co-ordinated way. More importantly, it also raises expectations and ambitions amongst local people.

Statements for inclusion within the Town Charter should be developed by the new delivery group However, following the baseline research exercise and creation of objectives, it is suggested that the following should be considered.

Clacton Town Centre partners have agreed to actively and visibly…
…ensure that Clacton is a vibrant and attractive civic hub, meeting the needs of residents, businesses and visitors; …build a cohesive community with a sense of pride and a strong voice and an ability to self govern;
…create positive relationships between the towns younger and older population, developing an atmosphere of trust and respect through shared experiences;
….ensure that young people have the opportunity to engage physically and socially in the town centre, allowing them to develop into proud and active

Once agreed these statements should be discussed with local delivery partners to gain their commitment as well as an understanding of how they will deliver services that respond to specific issues. This will obviously mean some 'front-end' work, building relevant partnerships and delivering quick wins and increasing the appetite for

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change amongst local people and delivery bodies alike: A high profile launch event locally could help develop a sense of partnership working and develop a mutual understanding between delivery bodies.

Learning Lessons: The Importance of Schools

The role of schools in the delivery of regeneration, economic and community development projects is often underestimated. In Clacton there is a clear need to involve schools from an early stage. The importance of local schools to the revitalisation of the town centre is two fold; firstly young people sit at the centre of a number of the objectives emerging from the baseline;

Secondly, Over the last 5 years schools have become more aware of, and responsive to, their role locally, particularly in relation to prevailing trends of low skills and low employment in Clacton.

Significant physical investment alongside the development of positive partnerships (Clacton Consortium etc.) and innovative teaching have made schools amongst the most pro-active local delivery organisations; this has been rewarded by a notable positive response from consultees when asked about local schools. The process that local schools have been through in some ways provides a pre-cursor for the necessary investment and ambition needed to re-vitalise the town centre. Schools should be seen as more than purely a successful deliverer of services to young people, but also as a best practice example, with experiences to be drawn upon in the development of the town centre.

This report was prepared by BDP (April 2009)

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