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| <b>Key Decision Required:</b> | <b>No</b> | <b>In the Forward Plan:</b> | <b>No</b> |
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**CABINET**

**18 APRIL 2012**

**REPORT OF REGENERATION PORTFOLIO HOLDER**

**A.6 CLACTON SEAFRONT REGENERATION OPPORTUNITIES, “A BREATH OF FRESH AIR”**

(Report prepared by Karl Randall)

**PART 1 – KEY INFORMATION**

**PURPOSE OF THE REPORT**

To seek Cabinet’s approval of the document “Clacton Seafront: A New Future 2012 – 2016, A Breath of Fresh Air”.

**EXECUTIVE SUMMARY**

The seafront area of Clacton is the principal tourist attraction in the Tendring District. Its enhancement along with investment in its facilities and attractions is key to the wider rejuvenation of the town and its promotion as a 21<sup>st</sup> Century year-round resort.

The Town Centre and Seafront are together identified in the Council’s current Local Plan as an Urban Regeneration Area owing to its socio-economic problems, physical degradation and declining tourist economy which has suffered over a number of decades since the 1960s. Part of the seafront is also designated as a Conservation Area in recognition of its special architectural and historic character. The rejuvenation of this area is identified as a priority in both the Council’s adopted Regeneration Strategy and the emerging Local Pan/Local Development Framework (LP/LDF).

“Clacton Seafront: A New Future 2012 – 2016, A Breath of Fresh Air”. identifies a number of projects and development opportunities designed to bring the town’s greatest asset, its seafront area, into the 21<sup>st</sup> Century. It is based on the adopted document “Celebrate-on-Sea: Putting the fun back into Clacton” that was subject to public consultation in June 2010.

The Council has recently completed a number of seafront improvement projects that include:

- Removal of hedging at the memorial garden to create a more open vista,
- Tree clearance and improvements to the gardens,
- Surface repair and improvement works to the upper promenade,
- Improved lighting at Pier Gap and new lighting for the Venetian bridge,
- New lighting at the kiosks on the lower promenade,
- Refurbishment and improvement to kiosks 1 to 3 on the lower promenade.

Several other projects are either underway or being developed as part of its regeneration programme. The new document seeks to integrate the ongoing regeneration programme with the forthcoming sea defence works to the Clacton and Holland-on-Sea frontage, exploiting

opportunities as they arise. It demonstrates the council's commitment to regenerating Clacton seafront and it will be used to support bids for external funding and to attract private sector investment. "Clacton Seafront: A New Future 2012 – 2016, A Breath of Fresh Air" is attached at Appendix.

## **RECOMMENDATION**

**That Cabinet approves the document "Clacton Seafront: A New Future 2012 – 2016, A Breath of Fresh Air".**

## **PART 2 – IMPLICATIONS OF THE DECISION**

### **DELIVERING PRIORITIES**

The projects and opportunities set out in "A Breath of Fresh Air" will help the Council deliver upon some of its key priorities including job creation, the delivery of new recreational and tourism facilities and tackling deprivation.

### **RESOURCES AND RISK**

#### **Resources**

The strategy will be used to support bids for external funding, e.g. the Coastal Communities Fund and to attract private sector investment in the seafront opportunities.

#### **Risks**

There is no risk associated with agreeing the document, the individual projects it contains will be risk assessed as they are developed.

### **LEGAL**

The document the strategy is based upon, "Celebrate-on-Sea" was formally received by the Planning Portfolio Holder in October 2010 for use as a technical document forming part of the evidence base needed to justify new planning proposals and policies for inclusion in the new Local Plan/Local Development Framework (LP/LDF).

### **OTHER IMPLICATIONS**

**Consideration has been given to the implications of the proposed decision in respect of the following and any significant issues are set out below.**

**Crime and Disorder / Equality and Diversity / Health Inequalities /Area or Ward affected / Consultation/Public Engagement.**

#### **Wards affected**

The document covers the seafront from Clacton to Holland-on-Sea, including the wards of Pier, St. James, St. Pauls, St. Bartholomews, Haven. "A Breathe of Fresh Air" is a vision for the seafront and does not in itself deliver specific projects along it. Decisions on individual projects will be subject to Cabinet decisions in the future.

### **BACKGROUND PAPERS FOR THE DECISION**

"Celebrate-on-Sea: Putting the fun back into Clacton".

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| <b>APPENDICES</b> |
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| 1. "Clacton Seafront: A New Future 2012 – 2016, A Breath of Fresh Air". |
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# Tendring Life

A Breath of fresh air

## Clacton Seafront: A New future 2012-2016



Our idea is a simple one, to make Clacton seafront one of the best in the country with attractive high quality modern facilities. We have a clear vision for the future that will bring the coastal defence works needed to protect Clacton and Holland-on-Sea together with a number of key regeneration projects. Some projects are already underway and others are at various stages of development and investment.

Since its Victorian heyday Clacton-on-Sea has been famous as a place for fun, entertainment and relaxation. Clacton now offers huge potential despite changes to the tourism market and declining visitor numbers. It has the capacity to re-invent itself as a truly 21<sup>st</sup> century resort. Our challenge is to build on Clacton's rich heritage and natural assets to create a new image that will appeal to a wider audience of visitors and investors.

Our vision for the seafront is an ambitious one. Achieving it will take a huge amount of work that will, at times, not be easy. We cannot do this alone and we look forward to continuing to work with local businesses, residents and partners in the public and private sectors. Together we can put Clacton firmly back on the tourism map.

### Councillor Neil Stock Leader of the Council



Tendring sits at the northeast corner of Essex and has a brilliant location being less than 50 miles from 7.5 million people in Greater London. It has been growing rapidly for the past two decades and the population of 148,500 is forecast to grow to 172,000 by 2025. Tourism is worth more than £276 million to Tendring and the 6,000 jobs it supports make up 13% of the district's employment.

Clacton is the largest town in the district with a population of over 64,000 and is an important driver of the Tendring economy. It enjoys a strategic location with good quality beaches, family entertainment facilities and a committed local community. The regeneration plan for the town is creating many significant development and investment opportunities along the seafront.

**“Creating a new seafront is exciting – come and help us do it!”**



## 21st Century Clacton Seafront

### 'Building on the Past'

Clacton has the capacity to provide a high quality all year round visitor experience. The seafront has a number of unique and distinctive assets that can be developed to enhance its character and celebrate Clacton's heritage:

- **Beaches** – safe blue flag awarded with unrestricted views out to sea, potential for increased leisure activity such as watersports, beach volleyball and boat trips.
- **Marine Gardens** – five themed gardens, an essential part of Clacton's heritage. Potential to further enhance the experience by improving the promenade walk between them and extending the garden themes to the west.
- **Cliff walks and Promenades** – three promenades provide a unique opportunity to create a variety of experiences. Work has begun on improving the quality of this environment.
- **Heritage** – the seafront has a number of historic and character buildings, most notably the Pier, Pavilion and Martello Towers.
- **Council Assets** – land and buildings along the length of the Clacton and Holland-on-Sea seafront provide the potential for exciting new uses. The Council is keen to attract inward investment to realise this potential.
- **Sea defences** – six kilometres of the existing seawall is in need of extensive repair over the coming years. Built in phases, these new seafront structures will present opportunities for the development of new attractions along its length.

## Celebrate - on - Sea A Framework for Change:

The Council has identified a range of regeneration projects and initiatives for Clacton and its seafront. Celebrate-on-Sea is a comprehensive plan that will guide development and investment. Key aims:

- Develop major new all weather multi-purpose facilities, including new conference/entertainment venues
- Promote investment opportunities to attract leading brands and attractions to Clacton
- Develop a range of 'twilight' activities and events to bridge the gap between the daytime and evening economies
- Work with the private sector to realise the potential of the Council's own sites as catalysts for change
- Expand the events programme to provide activities and attractions throughout the year
- Promote the distinctive character of the seafront
- Exploit opportunities arising from seafront defence works such as a marina or breakwater enclosed Lido
- Work with existing businesses to develop current and introduce new attractions
- Establish a familiar and unique marketing brand.





The Atlanta Gateway

## 21st Century Clacton Seafront

### 'The Opportunities'

The Atlanta Gateway consists of several projects that are at the heart of our vision:

#### Pier Gap

An important gateway to the seafront and the place where most visitors start their experience. Several phases of streetscape works will improve the pedestrian environment and create an events area.

#### Lido and Breakwaters



The need to replace the breakwaters and reinstate the eastern beach as part of the sea defence works presents an opportunity to bring life back to the eastern beach. A new attraction could be

created by combining flood risk design with commercial value and economic benefit. The new breakwater and replacement seawall could create a Lido capable of attracting a larger number of visitors and increased revenue.

#### Pavilion

The Pavilion occupies a strategic location at the gateway to the seafront. Extensive refurbishment by the current leaseholder will greatly enhance the appeal of this key building by providing a wider range of all-weather attractions.



#### Pier

The Pier forms part of the hub of current seafront activity. The largest pier in the country it provides huge potential for extended use and new attractions. We will work with the owners to develop a shared vision for the Pier as an integral and vital part of the seafront



#### Atlanta Complex



The site provides an excellent opportunity to establish a signature facility on the seafront, a catalyst project to realise our ambition. We have commissioned a stunning modern design that makes the most of this site.

Opportunities might include:

- Ground floor beach bar & café
- First floor beach bar and gallery
- Upper terrace restaurant and outdoor BBQ and dining area.

The council is currently seeking a suitable private sector partner to bring the project forward, one that is committed to the development of a high quality independent offer.

## Seafront Gardens

The Marine Gardens are a prized asset, much loved by residents and visitors.

Improvements to the gardens that include better access, lighting and linkage between the gardens and the promenades have brought a new vitality to this seafront zone.



## Martello Tower and Square



The Martello Tower and moat is a unique feature of the seafront. We will work with the leaseholders to widen the current offer, exploring possible new attractions such as

restaurant, boutique hotel or viewing platform.

## Cliff-top Hotel

Clacton needs more high quality accommodation to attract visitors. There is potential for a boutique hotel with a seafront terrace and café overlooking the sea. Modifications and realignment of the road at Marine Parade will create a suitable site for this unique offer at The Anglefields Triangle. We are looking for a suitable development partner to take forward the opportunity.



## New Sea Defences and Marina

The Clacton and Holland seafront defences are suffering from, and threatened by, erosion in the immediate and not too distant future. Over the coming years various technical solutions will be drawn up, some of which will present complementary regeneration opportunities for the seafront.



Innovative projects elsewhere in the country have demonstrated the positive impact of good design in creating new seafront amenities and attractions.



*Cleveley's multi-award winning scheme*

Integrating the seafront regeneration programme with the sea defence works at the design stage will exploit the opportunities that arise. For example, the Council is keen to investigate the feasibility of establishing a marina as part of the sea defence works.



## Development of Council Assets

We have a range of assets and sites along the seafront that could be developed into new attractions or housing. We will be seeking suitable private sector partners to explore the potential.

## Delivering the Future

We have started to deliver the vision. Some projects have been completed, some are underway and some are opportunities that we are seeking suitable partners to help us develop and deliver.

**We've already started – why not come and join us to make Clacton seafront a 21<sup>st</sup> Century attraction?**