

Tendring
District Council



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CLACTON TOWN BOARD

AGENDA

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Long Term Plan for Towns

Sam Jones

19th July 2024

Background



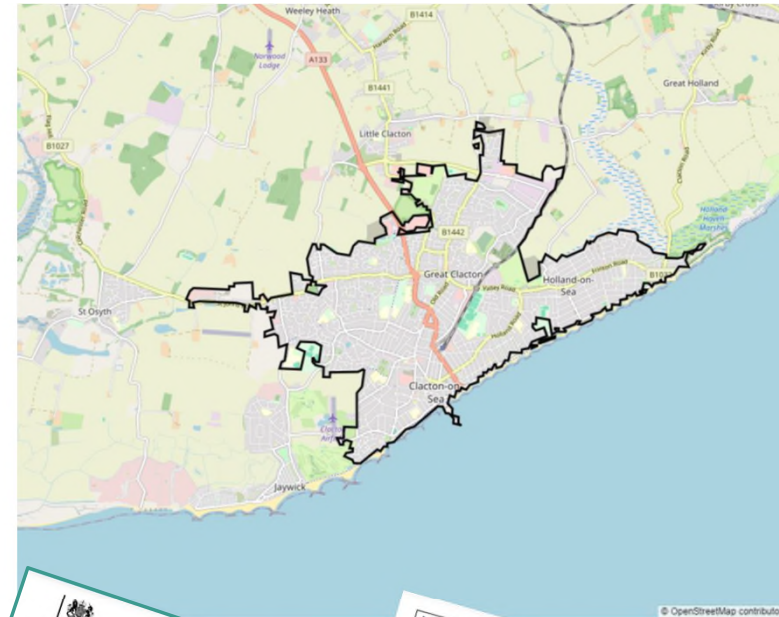
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- **A town's Long-Term Plan for submission must consist of a:**
 - **10-year vision for the town** The strategic vision for the town; where, why and how funds will be targeted over the 10-year period taking account the town's challenges and opportunities (including community engagement).
 - **3-year investment plan** A more detailed plan outlining the interventions the Board wishes to pursue within each investment priorities across the first three-year period of the programme, how funding will be indicatively allocated to specific intervention areas, when interventions will be delivered, and the management arrangements for the funding.
- **Refining your Plan during Delivery** – we can refine the plans, to reflect further community engagement, alignment with match-funding sources and the practicalities of delivery.

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5. Areas for Intervention – 3 themes & spatial
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The Geography



HM Government
 Department for Levelling Up, Housing & Communities

OUR LONG-TERM PLAN FOR TOWNS
 OCTOBER 2023

A new toolkit for towns in England
 Town Boards, through the local authority, can use Public Spaces Protection Orders to make sure that people are able to enjoy their parks and socialise in their town centres free from anti-social behaviour (ASB). They could also maximise the impact of ASB powers held by the council and the police by using funding for additional wardens to work with communities to keep towns safe, places to live and work.

Community groups can nominate the buildings and spaces that really matter to them as Assets of Community Value, and local authorities can also create local heritage lists to protect these treasured assets for generations to come.

Town and town councils and neighbourhood forums can use neighbourhood planning to bring forward quality residential development. Town Boards can encourage the use of this planning Authority to deliver Local Development Orders and promote the regeneration of commercial sites.

Town Boards can consult with local partners on exercising existing powers to track, manage and improve dilapidated building stock and areas with particular issues of deprivation or problems and visibly improve the safety and aesthetic of streets that otherwise can become 'no-go' areas within towns.

Town Boards can help curate vibrant and resilient town centres by helping to set up a Business Improvement District (or working with them where they are already established) to coordinate activity and bring to board local entrepreneurs and drive footfall from local people and visitors alike. They can also improve the look and feel of high streets by encouraging businesses to set up afternoons dining through pavement cafes.

Through the Levelling Up and Regeneration Bill we are introducing new High Street Rental Auction (HSRA) powers which will allow local authorities to auction a lease of a property that has been struggling locally. Town Boards will be able to work with local authorities to identify opportunities to use HSRA and take action on vacant shops and buildings that blight the high street and bring them economic potential.

We are also introducing the locally-led Urban Development Corporation (LLUDC) model, a new form of the existing LUDC model. The provisions allow local authorities to request to designate the urban development area and create an urban development corporation. Town Boards could work with local authorities to identify opportunities for creating an LLUDC to drive forward their regeneration objectives.

We are clarifying Compulsory Purchase Orders (CPOs) to give local authorities more confidence to acquire derelict buildings that are holding back regeneration plans. New powers will also shortly be in force, which will enable Town Boards and other local authorities to provide more targeted support to clean up and remove the blight of very poor quality supported housing units, which are designed to help vulnerable people but have been shown to be exploited by criminal and rogue landlords.

Vision

How We Transform

We want Clacton to be a vibrant and thriving seaside town, that builds on its strong sense of identity and is a place where the people are proud to live.

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- Have a **greater sense of pride** within the community as a direct result of investment and public realm improvements,
- **Be a town that respects its heritage**, whilst looking to the future, by preserving its historical landmarks and repurposing them to enhance the town's offer, particularly by building on the town's strong cultural heritage of performance and entertainment, bringing a sense of enjoyment and celebration.
- **Build on its strengths as a family-friendly seaside destination**, where visitors choose to stay longer and spend more within the local area, providing excellent quality accommodation, attractions, improved amenities, and activities to suit a range of needs.

How We Inspire

We want to foster an environment where every resident, regardless of age, can realise their full potential and achieve their aspiration. To develop inclusive opportunities for education, employment, and skills development.

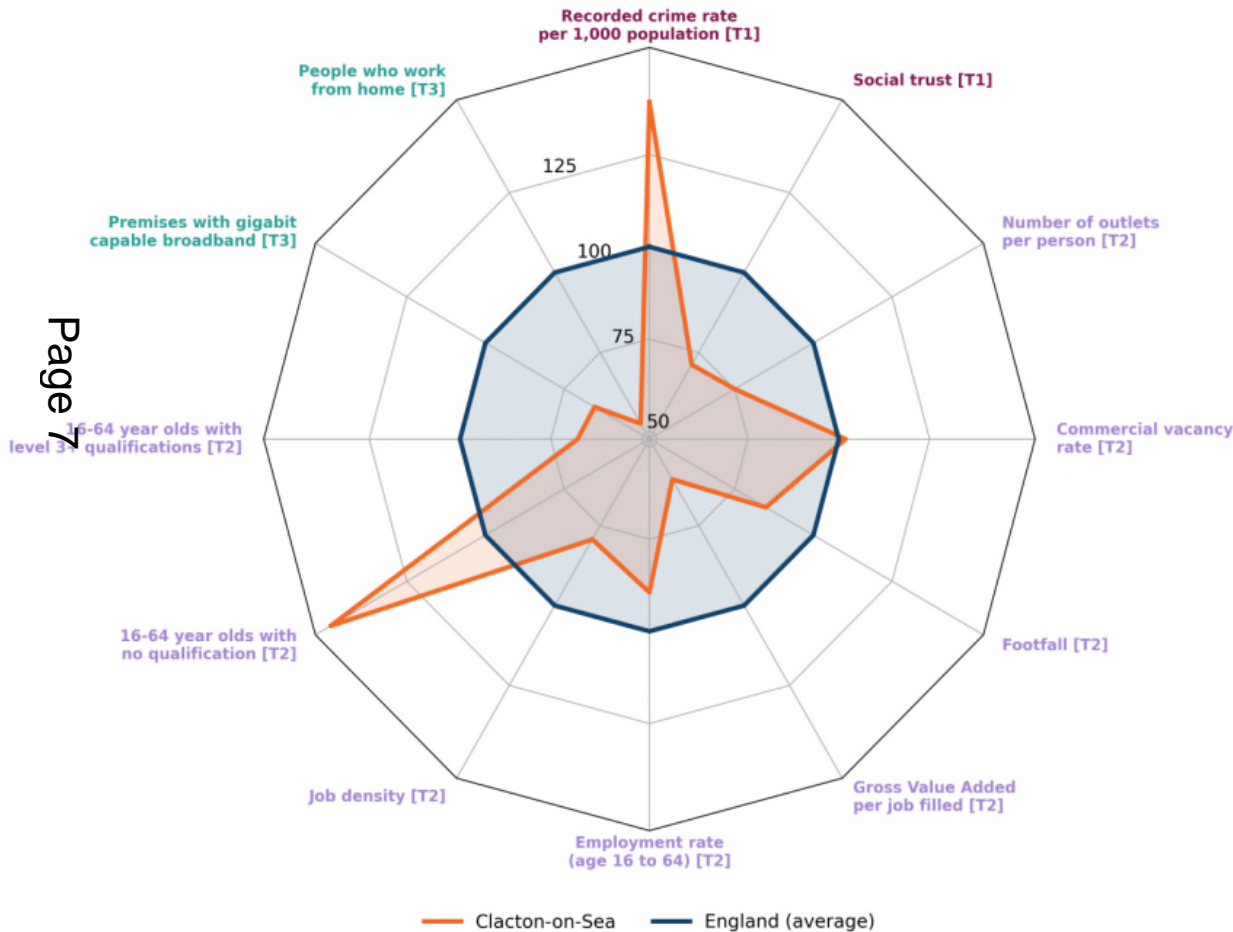
- Be a town where **young people feel proud to call home**, inspiring future generations to succeed and creating the entrepreneurs and skilled workforce of the future.
- Be a place where **residents can access greater employment, education, and training**, particularly harnessing the opportunities within clean energy and the Freeport, and health. A skilled workforce will help attract new businesses to the town and provide further employment opportunities.
- Harness its great creative and entrepreneurial spirit, **supporting businesses to grow and thrive**, embracing innovation, and reducing business turnover.

How We Connect

We want every individual, whether resident, business or visitor to feel connected, valued and part of something greater.

- Evolve by **leveraging digital and mobile technology to enhance the quality of life, and safety** for residents, promote sustainable development, and attract new businesses and visitors.
- A place where people can connect to key services, and facilities, through **affordable and sustainable travel** that is accessible for all. A place that promotes active travel through additional walking and cycling that result in a healthier and more resilient community.
- A town where **everyone feels safe and valued**, and encourages intergenerational relationships, and inclusivity to promote community cohesion, and helps address issues of isolation and low levels of social trust.

Strategic Case for Change - Challenges



- Aging population & slower growth, therefore fewer working age residents:
 - Lower productivity and economic expansion
 - Less innovative & economically dynamic
 - Pressures on the health sector
- Impacts of crime, perception of crime, anti-social behaviour and low social trust
- Empty shops and low footfall
- Conservation Area at Risk
- Very low job density
- Skills and education attainment
- Poor digital infrastructure
- Transport poverty – issues accessing jobs and services

Strategic Case for Change – Strengths & Opportunities

Arts, Culture & Tourism

- building on key assets – the Pier, the airshow, the theatres. Opportunities to grow our creative sector, re-purpose our heritage assets, and enhance cultural value.

Freight East and Clean Energy

- Ensuring we have the right skills, connectivity and business support in place to take advantage of opportunities in clean energy and other growth sectors.

Active Wellbeing, Health & Care

- Building on the new diagnostic centre for improved healthcare, but also employment & training opportunities. Supporting the Active Well-Being Hub. Harnessing the success of pedal power to promote active travel, but also access to jobs and wrap around support.

Town Centre

- New civic quarter development – gateway into town, bringing together services, plus increasing the access and visibility of education and skills pathways.



What the community is telling us.....

Clacton Business Survey
Tendring Bus Passenger Survey
Pedal Power survey
Onward Report and Focus Groups
Women's safety in public places mapping/survey
Safer Streets project
Tendring Community Safety Strategic Assessment
TDC Corporate Plan consultation
High Streets Task Force report
VVU Youth Voices Listening Report





Consultations

Safety & security

- ASB priorities - people using or dealing drugs, street drinking, knife crime, fly tipping and criminal damage.
- Most popular suggestion for enhancing safety - increased police presence and local patrols
- Most popular prevention activities were 'sports' and 'gyms for teens'.
- Clacton beach was noted as a specific location where young people felt unsafe.

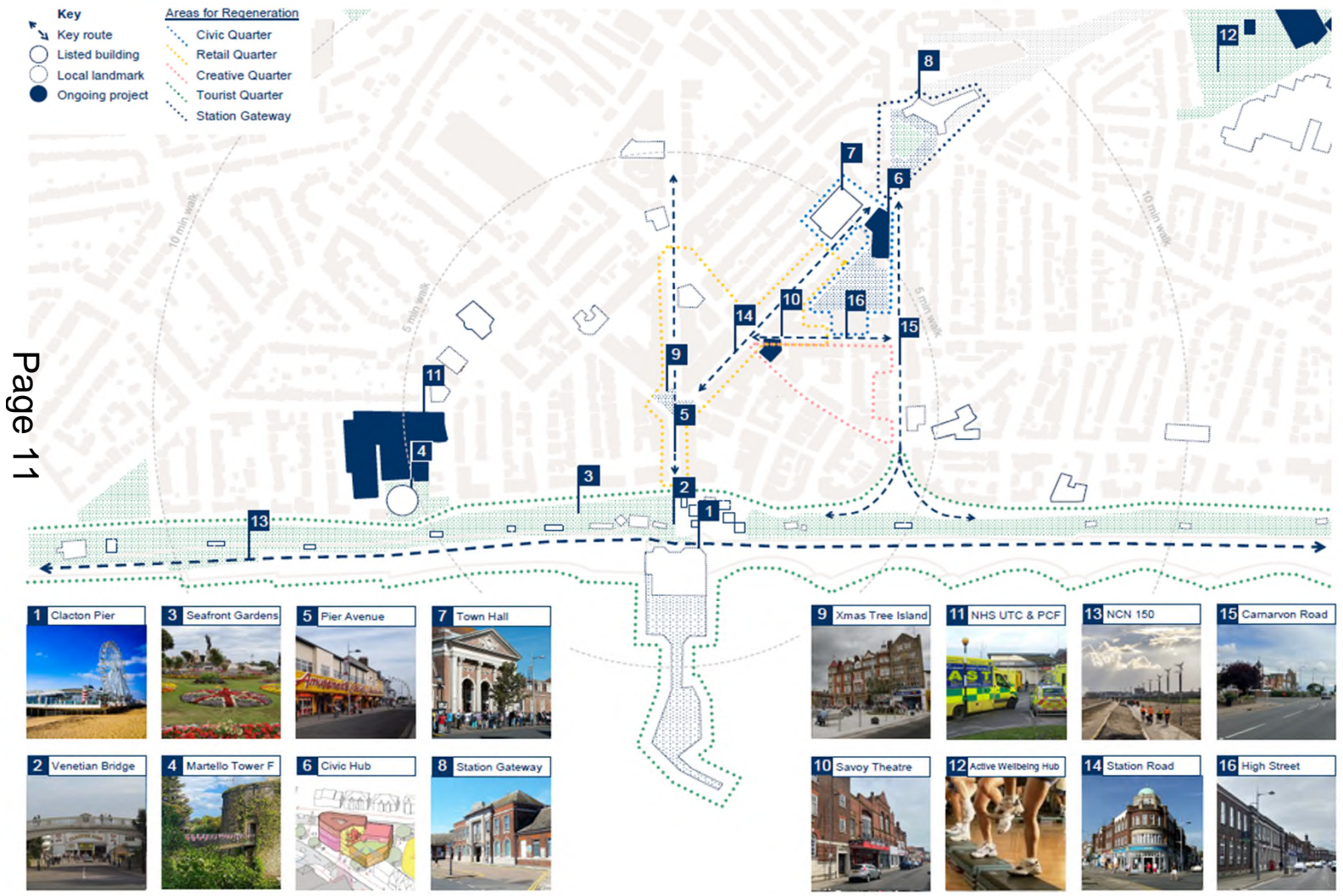
High Streets, Heritage & Regeneration

- Priorities - greater variety of shops; more events; improvements to the physical environment , i.e. cleaner & greener and safe spaces. Residents value the culture and heritage and natural asset of the beach. Businesses felt that most activity was centred around the seafront, with limited connection to the town centre.

Transport & Connectivity

- Priorities - improved parking; safer pedestrian & cycle routes; frequency, cleanliness & reliability of buses; train station arrival/accessibility; broadband access and speeds.

Spatial priorities



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Key Outcomes & Objectives

Issues	Objectives	Outcomes
<p>Lack of investment in town centre leading to low footfall; decline in public realm; issues with cleanliness; and prevalence of perceived crime and anti-social behaviour.</p>	<p>Investing in empty buildings and public realm to create more diverse town centre, with a greater share of non-retail employment.</p> <p>Create more animation in the town centre to encourage both residents and visitors to support the town.</p> <p>Develop long term masterplan to identify new development sites, including public sector land.</p>	<p>Clacton is seen as a place to invest, attracting more businesses and anchor institutions.</p> <p>Better perception of the town by residents, businesses and visitors</p>
<p>Poor connectivity – transport and digital - hinders access to training and employment, prevents inward investment and impacts tourism</p>	<p>Continue to promote active travel through infrastructure and provision.</p> <p>Support better digital connectivity throughout the town centre and use a “smart city” approach – digital information, etc.</p> <p>Address parking or perceived parking issues</p>	<p>Improved speed, safety and reliability of local transport networks supporting access to employment, giving residents a greater choice.</p> <p>Increased access to education and train to upskills the local population.</p> <p>Clacton is seen as the place to invest.</p>

Safety & security interventions

S1: Design and management of the built and landscaped environment to ‘design out crime’

S2: Engage with Police Force and together consider interventions to focus on visible crime prevention in defined areas places

S3: Measures to prevent anti-social behaviour, crime and reduce reoffending.

S4: Measures to reduce repeat burglary

High Streets Heritage and Regeneration

H1: Funding for place-based regeneration and town centre and high street improvements

H2: Funding for new or improvements to existing, community and neighbourhood infrastructure projects and assets including those that increase communities' resilience e.g flooding, and decarbonisation of facilities,

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H3: Creation of and improvement to local green spaces, community gardens, watercourses and embankments.

H4: Enhanced support for arts, cultural, heritage and creative activities, projects and facilities and historic institutions that make up the local cultural heritage offer.

H5: Support for local arts, cultural, heritage and creative activities

H6: Funding for the development and promotion of wider campaigns which encourage people to visit and explore the local area.

H7: Funding for impactful volunteering and social action projects to develop social and human capital in local places.

High Streets Heritage and Regeneration

H8: Funding for local sports facilities, tournaments, teams and leagues; to bring people together.

H9: Investment in capacity building, resilience (which could include climate change resilience) and infrastructure support for local civil society and community groups.

H10: Investment and support for digital infrastructure for local community facilities

H11: Investment in open markets and improvements to town centre retail and service sector infrastructure, with wrap around support for small businesses

H12: Funding for the development and promotion (both trade and consumer) of the visitor economy, such as local attractions, trails, tours and tourism products more generally.

H13: Grants to help places bid for and host international business events and conferences that support wider local growth sectors.

Transport and connectivity

T1: Support for active travel enhancements in the local area.

T2: Funding for bus infrastructure and connections to speed up journeys.

T3: Additional revenue funding added to the Bus Service Improvement Programme Plus (BSIP+)

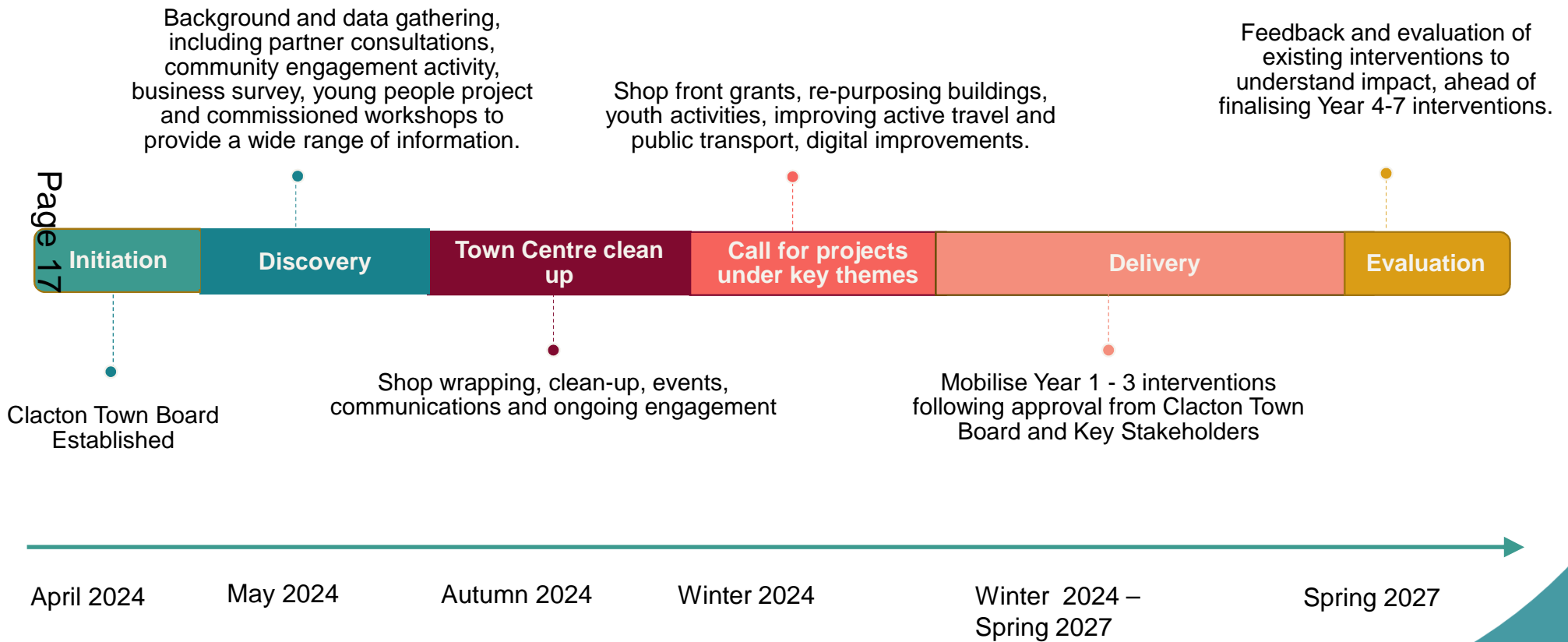
T4: Funding for new, or improvements to road networks to improve access within and to the town

T5: Funding to improve rail connectivity and access.

T6: Reducing vehicle emissions.

T7: Investment and support for digital infrastructure for local community facilities

Delivery Milestones



Year 1 Proposals - Capacity Funding



Shop wrapping and plans for shop front grants and encouraging private sector investment.



Cleaning & graffiti removal - Have a town blitz to tackle immediate issues. Put up flags and lamp post banners



Community engagement – Create an ongoing dialogue with residents, businesses and visitors



Improved communication and connectivity of regeneration projects.

Shop Wrapping



Improved Communication



Creation of a new partnership web platform to host all transformational change programmes.



Interactive mapping capability and digital storytelling to engage residents & businesses.



Increased visibility of public consultations, across a range of partners.



Platform to be an independent portal, showing breadth of partnership activity and vision for Place.

Capacity Funding

	2024/25	2025/26	2026/27	Total
Clean up event & Clacton Town engagement				
Vinyl Wrapping of empty shops - Zone 1: Main roads (Pier Avenue and Station Road) Zone 2: Outlying roads (High Street, Rosemary Road, and Jackson Road)	20,000			20,000
Increased Street Cleaning	20,000			20,000
Decorative Street Banners	5,000			5,000
Graffiti Removal	1,000			1,000
Website & comms	20,000	5000	5000	30,000
Consultations/community engagement - CVST, business and visitor surveys	30,000	10000	10000	50,000
Events - linked to ongoing marketing & engagement (see separate budget)				0
Capacity – e.g. Clacton town centre/LTPFT manager		50,000	50,000	100,000
Board & secretariat costs	5,000	5,000	5,000	15,000
Contingency	3,000	3,000	3,000	9,000
Total	104,000	73,000	73,000	250,000

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Other Year 1 - start up proposals

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Tackling anti-social behaviour working with the police and looking at prevention projects

Understanding the car- parking issues

- **Commission long term masterplan/spatial plan to understand priorities and future development opportunities.**
- Undertaking public realm designs
- Launching shop-fronts grants.

Interventions - high level budget

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	2024/25	2024/25	2025/26	2025/26	2026/27	2026/27	Total	%
	RDEL	CDEL	RDEL	CDEL	RDEL	CDEL		
Capacity Funding	104,000	-	73,000	-	73,000	-	250,000	5
Safety	110,000	-	85,000	-	85,000	-	280,000	6
High Streets	45,000	50,000	264,000	1,080,000	230,000	1,480,000	3,149,000	62
Transport	30,000	-	182,000	545,000	110,000	545,000	1,412,000	27
Total	289,000	50,000	604,000	1,625,000	498,000	2,025,000	5,091,000	100

Feedback and questions

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- Is there anything missing?
 - Are the strengths & opportunities correct?
 - Is the focus for investment right?
 - How do you want to prioritise investments in the longer term?

