



## CLACTON TOWN BOARD

**DATE:** Thursday, 12 December 2024  
**TIME:** 10.00 am  
**VENUE:** Connaught Room, Town Hall, Station Road, Clacton-on-Sea, CO15 1SE

**MEMBERSHIP:**

<b>G Kieffer (Chairman)</b>	<b>R Hirst</b>
<b>S Alexander</b>	<b>R Mitchell-Gears</b>
<b>B Ball</b>	<b>Dr. E Murray</b>
<b>I Davidson</b>	<b>C Newnes</b>
<b>N Farage MP</b>	<b>Councillor M Stephenson</b>
<b>N Gallagher</b>	<b>L Taylor-Green</b>
<b>Councillor I Henderson</b>	<b>Councillor L Wagland</b>

If you have any queries regarding this meeting, please contact Keith Simmons, Head of Democratic Services & Elections: [ksimmons@tendringdc.gov.uk](mailto:ksimmons@tendringdc.gov.uk) / 01255 68 6580.

DATE OF PUBLICATION: Monday 9 December 2024

## AGENDA

### 1 **Welcome**

The Chairman will welcome everyone to the meeting.

### 2 **Apologies for Absence**

The Board will receive any apologies for absence submitted.

### 3 **Minutes (Pages 7 - 14)**

The Board is asked to approve as a correct record the Minutes from the Board's meeting held on 10 October 2024.

### 4 **Declarations of Interest in accordance with the Board's Code of Conduct (Pages 15 - 22)**

(a) The draft proposed form for Board Members to make general declarations of interest is **attached**. The Board Members are invited to comment on it with a view to a finalised form being adopted at the next meeting of the Board.

(b) There will be a declaration at this point in the meeting in respect of item 8 below given that the successful organization following the procurement process is represented on the Board and, as such, a conflict of interest arises. At item 8 the representative from the successful organisation will absent themselves from the meeting during consideration of item 8.

### 5 **Update on actions**

The Board will receive an oral update on actions taken.

### 6 **Update from the Government's MHCLG (Pages 23 - 24)**

The Board will receive an update on the recent related actions of the Ministry for Housing, Communities and Local Government.

### 7 **Clacton Town Board website**

The Board will receive a presentation on the proposed CTB website.

### 8 **Shop-wrapping and cleaning**

The Board will receive a presentation on the recent shop wrapping and cleaning project.

### 9 **Engagement/Consultation (Pages 25 - 28)**

The Board will review the plans for engagement on the Clacton Vision and Long-Term Plan in 2025 following confirmation of the continuation of Government funding in the recent budget.

### 10 **Budget overview (Pages 29 - 36)**

The Board will consider a budget overview report on LTPFT capacity funding.

**11 Delivery Plan (including the University of Essex's project ideas)**

The Board will receive a position update on this matter.

**12 Forward Look**

The Board will receive a summary of future activities in 2025.

**13 Any Other Business**

The Board will consider any other business deemed necessary to be transacted at this meeting.

**14 Future meetings**

To note that the next Board meeting is to be held on 10 February 2025. In addition, meeting dates are to be proposed for the subsequent meetings of the Board. Board Members are invited to bring their diaries with them to the meeting. The suggestion is to find suitable dates in May, July and October 2025 and in January 2026.

# **Information for Visitors**

## **FIRE EVACUATION PROCEDURE**

There is no alarm test scheduled for this meeting. In the event of an alarm sounding, please calmly make your way out of any of the fire exits in the room and follow the exit signs out of the building.

Please heed the instructions given by any member of staff and they will assist you in leaving the building and direct you to the assembly point.

Please do not re-enter the building until you are advised it is safe to do so by the relevant member of staff.

Your calmness and assistance is greatly appreciated.

**MINUTES OF THE MEETING OF THE CLACTON TOWN BOARD,  
HELD ON THURSDAY, 10 OCTOBER 2024 AT 2.00PM  
IN THE CONNAUGHT ROOM, TOWN HALL, STATION ROAD, CLACTON-ON-SEA**

Board Members present:	George Kieffer (Chairman), Sharon Alexander, Billy Ball, Ian Davidson (item 25 only), Rob Mitchell-Gears, Dr Emily Murray, Cllr Mark Stephenson, Laura Taylor-Green and Cllr Lesley Wagland, Ian Davidson (part only), Greg Myddleton.
In attendance:	Steve Evison, Sam Jones, Lee Heley, Ella Latham, Rachel Rowsell, Jon Rowe, and Keith Simmons

**[Note: Specific action shown in bold]**

**25. WELCOME FROM THE BOARD'S CHAIRMAN**

The Chairman, Mr. Kieffer, welcomed those in attendance to the Board meeting. Those in attendance introduced themselves; including Mr. Jon Rowe (Secretary of the Clacton Coastal Tourism Group) who was attending on behalf of the Tourism Group along with its Chairman (Billy Ball).

The Board was advised that Mr. Steve Evison would be changing employer in the near future as he was taking up a post with Lewisham London Borough Council. The Chairman, Mr. Davidson and other Board Members expressed their thanks for his efforts in his current role at Essex County Council taking up many issues that were important to the communities of Tendring (and Clacton-on-Sea and Jaywick Sands particularly). The Board expressed their best wishes to him in his new role.

**26. APOLOGIES FOR ABSENCE**

Apologies for absence were received from the following Members of the Board:

- Ian Davidson for his early departure,
- Nigel Farage MP
- Neil Gallagher
- Cllr Ivan Henderson
- Roger Hirst (substituted by Greg Myddleton)
- Craig Newnes

**27. MINUTES OF THE LAST MEETING OF THE BOARD**

The Minutes of the meeting of the Board held on 19 July 2024 were submitted to the Board for confirmation.

**It was AGREED that the Minutes of the meeting of the Board held on 19 July 2024 be received and confirmed as an accurate record of that meeting.**

**28. DECLARATIONS OF INTEREST IN ACCORDANCE WITH THE BOARD’S CODE OF CONDUCT**

There were no declarations made at the meeting in respect of the business to be transacted. The Chairman referenced the role of Billy Ball as Chairman of the Clacton Tourism Group, the ‘Update from the Tourism Group’ on the agenda and his role in relation to ownership of Clacton Pier.

The Board was also advised that general declaration forms would be circulated in the near future for all Board Members to complete.

**29. UPDATE ON ACTIONS FROM THE PREVIOUS MEETING**

The Board was provided with an update on the actions agreed at the previous meeting of the Board as follows:

That the presentation to the Board’s meeting on 19 July 2024 and the draft proposals for the three year investment plan and 10 year vision be circulated to Board Members for comment.	The presentation had been circulated, albeit that on the day of the previous meeting MHCLG had withdrawn the 1 August 2024 deadline for the Long Term Plan to be submitted. The Board was advised that if the Long Term Plan for Towns programme did not proceed the work to date would be repacked to recognize the reality at that point. However, the value of the Board being retained was emphasized.
That, a small group of Board Members be tasked with overseeing the development and deployment of shop wrapping and streetlamp banners etc. (including the elements of the branding and themes across those items).	Billy Ball and Rob Mitchell-Gears had been overseeing the designs etc.
That Essex Police be requested to identify crime data relevant for the Clacton-on-Sea Town Centre over time and, potentially, in comparison to other comparable Town Centres.	Essex Police had provided the data and this would support the evidence base going forward in respect of several actions. The reductions in street drinking incidents and anti-social behavior were referenced from that data.

Other actions were already on the agenda and, as such the updates were provided at those points.

There was a discussion at this item around the previously approved consultation activity to support the development of the Long Term Plan. The absence of certainty around the Government’s Long Term Plan for Towns approach meant that the consultation had not proceeded as originally envisaged. The Board was also advised that the subset of respondents to the Essex Residents’ Survey 2024 from the Clacton-on-Sea area was being obtained to assist with the fine tuning for future consultations through the Board (once the Government’s intentions were clear on Long Term Plans for Towns).

The Board was also advised that the previously promised ZenCity consultation findings locally (obtained directly for DLUHC/MHCLG) had not been supplied.

**It was AGREED to note the update and that MHCLG be again requested to provide the ZenCity data in respect of the Clacton-on-Sea consultations.**

**Headline data from the Essex Residents Survey was also to be circulated, once obtained, based on the subset from respondents in the Clacton-on-Sea area.**

### **30. UPDATE ON THE USE OF THE CAPACITY FUNDING**

Sam Jones and Rachel Rowsell provided a presentation to the Board on the utilization of the capacity funding of £250,000 provided already for the development of the Long Term Plan for Clacton-on-Sea. The update set out the approved funding allocation of the capacity funding in 2024/25, 2025/26 and 2026/27. It also set out updated detail in respect of:

- Shop Wrapping and plans for shop front grants and encouraging private sector investment;
- Cleaning and graffiti removal – 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; and
- Improved communication and connectivity of regeneration projects.

The issue of the difficulty in securing agreement of owners of empty shops for them to have decorative wrapping placed on the windows was discussed. Agreement had been secured to place wrapping on what were previously the Burton shop, Oxley Funeral Directors and Wilkinsons (all in Station Road, Clacton-on-Sea). A re-tenanting of one of the shops was referenced together with the approach in that case. Other sites in Station Road, Pier Avenue, the High Street, Rosemary Road and Jackson Road were being pursued for agreement. The difficulties contrasted with the position that had been experienced when organising shop wrapping in Harwich/Dovercourt earlier in the year.

The envisaged costings of wrapping all the identified shop fronts was £11,900 (plus artwork). However, for the three shops for which permission had been granted it was £4,400 of that total. The total allocated for shop wrapping in 2024/25 was £25,000.

Shop wrapping timetable:

Owner’s permission sought	July – Oct 2024
Contractors – design	July 2024
Installation phase 1 (for those where agreement existed)	Oct – Nov 2024
Installation phase 2 (subject to additional agreements being obtained)	Nov- Dec 2024
Installation phase 3 (subject to additional agreements being obtained)	Jan – Mar 2025
Contract end	March 2025

The position around occupied shops with poor shop window displays was referenced.

The issues in respect of graffiti removal were similar to those being faced in respect of shop wrapping (namely full agreements to undertake the work).

The opportunity for other commercial operators to assist with persuading empty shop owners to engage with the efforts to improve Clacton-on-Sea Town Centre was referenced, likewise referencing the wish for shop owners to engage on social media may also persuade them to do so. Notwithstanding the approaches referenced, there was also mention of the potential for enforcement powers to be used to achieve improvement in shop frontages.

Looking further forward, the opportunity of supporting improved wayfinding and possible use of 'You Are Here' maps with key points displayed to support accessing a range of local attractions was referenced also.

**It was AGREED that the three shop frontages where agreement existed to apply wrapping to the windows should proceed, that measures to persuade others to provide their agreement continue (and other actions to assist this been explored). In addition, a briefing in respect of the potential for enforcement powers to be used to achieve improvement in shop frontages was requested.**

The Board was advised that Tendring District Council's Corporate Director for Operations and Delivery was happy to update the Board on the intended cleaning objective (for which £21,000 of the capacity funding had been approved).

The presentation also addressed improving communication actions, including:

- Creation of a new partnership web platform to host all transformational change programmes;
- Interactive mapping capability and digital storytelling to engage residents and businesses;
- Increased visibility of public consultations, across a range of partners; and
- Platform to be an independent portal, showing breadth of partnership activity and vision for place.

In respect of the Town Board's website, procurement had been completed and 'We Create Digital' had been appointed to undertake this work. The following timeline was shared with the Board:

Contract Start	21 <sup>st</sup> October 2024
Mobilisation period	21 <sup>st</sup> October 2024 – 7 <sup>th</sup> March 2025
Contract end	Latest end date 14 <sup>th</sup> March 2025

The procurement was within the approved amount of £30,000 for this element and, as such, additional material for the website could be purchased to improve it yet further.

The opportunity for the Town Board's website and the Tourism Group's website to be 'sister' sites while containing different material and aimed at different information needs was echoed in the meeting.

In respect of street lamp post banners, the Board was provided with the following time line:



Permission sought	Oct – Dec (10 week application process, plus time for queries)
Design procured and agreed	Nov - Jan
Mobilisation period	Feb - Mar
Contract end	March 2025

Billy Ball and Rob Mitchell-Gears overseeing the designs for the Board as a whole was reported.

**It was AGREED that the overall update information be received.**

### **31. UPDATE FROM THE CLACTON COASTAL TOURISM GROUP**

An open letter (dated 27 August 2024) from the Chairman (Mr Billy Ball) of the Clacton Coastal Tourism Group in respect of the feelings and wishes of the members of that Group was shared with the Board. Likewise, a letter (dated 24 September 2024) from the Tendring District Council's Corporate Director for Place and Economy (Lee Heley) in response to the Tourism Group's letter was also shared. In addition, the Board's Chairman referenced a meeting he had with Billy Ball and Jon Rowe.

The opportunity to show the Tourism Group's members progress on several of the areas of concern was discussed and the ongoing conduit between the Group, the Board and the principal Councils was a positive step towards forward.

Jon Rowe talked passionately about the Tourism Group's intended website and how this would be designed, among other things, to support activity planning for visitors.

**The Board THANKED Jon and Billy for their continued contribution to the shared objectives for Clacton-on-Sea and improvements.**

### **32. DEVELOPING THE LONG TERM PLAN FOR CLACTON**

Within this item, given the uncertain position in respect of the Government's approach to the Long Term Plan for Towns programme, there was a presentation on the recently confirmed Levelling Up Partnership funding of £20M for Clacton-on-Sea. **A report was to be submitted to the Tendring District Council's Cabinet on 21 October 2024 in respect of the Levelling Up Partnership and an electronic link to that report on the Council's website would be circulated to Board Members.**

During the discussion on this item, there was also reference to the level of potential for matched funding that may flow as a consequence of the £20M from organisations such as the Arts Council and Historic England. An upcoming deadline for funding from Sport England was also referenced given that there was some clear overlap with potential scheme/projects to be funded through the Levelling Up Partnership Funding. A reminder was also given about the Safer Streets funding through the Office of the Police, Fire and Crime Commissioner for relevant proposals. Other funding sources, such as Essex County Councillors' Locality Funds were mentioned. All of these could permit the Levelling Up Partnership funding to achieve even more than it could without further match funding.

In relation to schemes, the Board was advised to consider engaging with groups such as 'Make Space for Girls' to ensure that the schemes recognised the needs of girls and young women.

**It was AGREED to note the update provided.**

### **33. LINK TO THE NEEB PLAN**

Lee Heley advised the Board that the North Essex Economic Board (NEEB) had an ambitious North Essex vision seeking to harness the significant and diverse economic opportunities in that geographical footprint. NEEB's Strategy identified four key strategic priorities:

1. Innovative Businesses and Skilled Residents
2. A Green and High Growth Economy
3. A Dynamic and Connected Region
4. Prosperous and Inclusive Communities

The opportunity for collaboration between the work of the Town Board and NEEB to take forward the strategic priorities and the emerging long term plan for Clacton was something that would be encouraged.

**The website address for NEEB would be circulated to Board Members.**

It was **AGREED** to note NEEB's strategic vision and the opportunity for collaboration.

### **34. DELIVERY PLAN AND FORWARD PLAN**

The following draft was submitted to the Board, with the caveat that it would be developed further:

	<b>Oct - Dec</b>	<b>Jan - March</b>	<b>Apr- June</b>	<b>July- Sept</b>
Capacity Funding projects	Development & branding Permissions Website commenced Window wrapping commenced	Banners Windows wrapping completed March event.	Visitor surveys Business surveys	
Masterplan	Scope and Tender	Scoping and initial findings Board consultation	Public Consultation – post elections	Final Draft Complete report
Public Realm improvements	Scope and design	Board consultation		Delivery
Shop Front grants	Grants launched.	Delivery	Delivery	Delivery

**The Board NOTED the draft above, as well as the need for further community consultation.**

### **35. ANY OTHER BUSINESS FOR THE BOARD**

The following were referenced within this item:

- (1) Dr Emily Murray had provided a collated set of recommendations for investment opportunities based on research findings. This would be shared with the Board and

considered at the next meeting. Dr Murray was thanked for providing this insightful piece of work.

- (2) Sam Jones advised that those wishing to contact her would need to utilise her Essex County Council email address (rather than as previously where she had that email address and a separate one for Tendring District Council).
- (3) The Tendring District Council was exploring a Community Governance Review for Clacton-on-Sea, Holland-on-Sea and Jaywick Sands to consider whether Town Councils were required in the areas.
- (4) A visit by the Commissioners of Historic England was planned to the area and would look at funding possibilities.
- (5) There would be Christmas lunches for those in need at the Community Voluntary Services Tendring's base in Clacton-on-Sea.

**The above were NOTED by the Board.**

### **36. NEXT MEETING**

The Board was advised that the date and time for the next Board meeting was Thursday, 12 December 2024 commencing at 10:00hrs. The venue was still to be determined.

The meeting ended at 3.47pm

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**Chairman of the Board**

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Clacton Town Board  
12 December 2024

Agenda Item 4a

## CLACTON TOWN BOARD

### BOARD MEMBER DECLARATION OF INTERESTS FORM

Name of Clacton Town Board Member: [INSERT NAME]

To: Tendring District Council's Monitoring Officer

Date:.....2024/5

#### INTRODUCTION:

Guidance was issued by the former Government's Department for Levelling Up, Housing and Communities in December 2023, which detailed the governance requirements for Town Boards and Accountable Bodies to consider when developing their Long-Term Plan. The guidance identifies that all Town Board members should sign up to a code of conduct based on the Seven Principles of Public Life (the Nolan Principles). The guidance continues that there should be clear processes for managing conflicts of interests (both commercial, actual, and potential) in decision making, which apply to all involved with the work of the Town Board.

The Government's guidance places obligations on the accountable body (in this case Tendring District Council) to provide its guidance to the Board on declarations of interest by Board Members, to provide forms for such declarations and to hold the those forms completed by Board Members. It is then a responsibility of Town Board members declare their interests before the Town Board considers any relevant decisions. The records of gifts or hospitality offered/given to the Town Board or individual members must also be recorded.

The Town Board, and its Members individually, agreed on 24<sup>th</sup> May 2024, through approval of a Code of Conduct "**AVOIDING CONFLICTS OF INTEREST AND UPHOLDING THE NOLAN PRINCIPLES**" to promote (generally and through undertaking its business) the following seven principles of public life (known as the Nolan Principles):

- **Selflessness** – Holders of public office should act solely in terms of the public interest.
- **Integrity** – Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships.
- **Objectivity** – Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.

- **Accountability** – Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this.
- **Openness** – Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.
- **Honesty** – Holders of public office should be truthful
- **Leadership** – Holders of public office should exhibit these principles in their own behaviour and treat others with respect. They should actively promote and robustly support the principles and challenge poor behaviour wherever it occurs.

These seven principles apply to anyone who works as a public office holder including:

- those elected or appointed to public office, nationally or locally,
- those appointed to work in the civil service, local government, the police, courts and probation services, Non Departmental Public Bodies, and in the health, education, social and care services, and
- those in the private sector delivering public services.

It is the case that in the business of the Board conflicts of interest may arise.

The categories of interests to be declared are the same as those under the **Localism Act 2011** and **The Relevant Authorities (Disclosable Pecuniary Interests) Regulations 2012** which apply to elected Councillors and based on the seven principles of public life (known as the Nolan Principles). It is the accepted position of the Board that Members of it are bound by the seven principles set out above and shall promote them (generally and through undertaking its business). The definitions of the categories of interest (as set out below) have been amended slightly to recognise that the Town Board is not the local authority and the geographical area it covers is far less than the District of Tendring. The geographical area is shown in Annex A, as attached for reference.

**DECLARATION:**

I hereby confirm that I have given due consideration to the various categories of appropriate interests defined below, which I am required to declare in compliance with the Code of Conduct adopted by the Town Board, at its meeting on 24<sup>th</sup> May 2024.

I have put “none” where I have no such interests under any category. I acknowledge that this information will be transferred to the Register of Interests maintained by Tendring District Council as the Accountable Body, however it is my personal responsibility to ensure the information contained below is correct and up to date and any changes to my declared interests will be registered within 28 days.

**Town Board Member [INSERT NAME]**

**1. Employment, office, trade, profession or vocation**

Definition:

*“Any employment, office, trade, profession or vocation carried on for profit or gain.”*

**Members Interest** [details to be included or state NONE]:

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**2. Sponsorship and Gifts and Hospitality**

Sponsorship Definition:

*“Any payment or provision of any other financial benefit made or provided within the last 12 months in respect of any expenses incurred by the Board Member in carrying out duties as a Board Member.*

*This includes any payment or financial benefit from a trade union within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992.”*

Gifts and Hospitality Definition:

*“I have received a gift or hospitality worth £50 or over from the following persons or bodies or other organisations”:*

**Members Interest** [details to be included or state NONE]:

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**3. Contracts**

Definition:

*“Any contract which is made between the Board Member (or a body (\*) in which the Board Member has a beneficial interest) and the District Council, as Accountable Body:*

- (a) Under which goods or services are to be provided or works are to be executed; and*
- (b) Which has not been fully discharged”*

*(\*) “body in which the relevant person has a beneficial interest” means a firm in which the Board Member is a partner or a body corporate of which the Board Member is a director, or in the securities of which the relevant person has a beneficial interest;*

*“director” includes a member of the committee of management of an industrial and provident society;*

**Member’s Interest** [details to be included or state NONE]:

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**4. Land**

Definition:

*“Any beneficial interest in land which is within the geographical area of Clacton Town Board”.*

*“land” excludes an easement, servitude, interest or right in or over land which does not carry with it a right for the Board Member (alone or jointly with another) to occupy the land or to receive income.*

**Members Interest** [details to be included or state NONE]:

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**5. Licences**

Definition:



*“Any licence (alone or jointly with others) to occupy land in the area of the Clacton Town Board for a month or longer.”*

**Members Interest** [details to be included or state NONE]:

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**Note:**

Corporate Tenancies category no. 6 has been removed as this would not be relevant to the Town Board Members, but please refer to the ‘any other interests’ box at the end for further interests where considered appropriate to declare for the purposes of openness and transparency.

**7. Securities**

Definition:

*Any beneficial interest in securities (\*) of a body where—*

- (a) that body (to the Board Member’s knowledge) has a place of business or land in the geographical area of the relevant authority; and*
- (b) either—*
  - (i) the total nominal value of the securities exceeds £25,000 or one hundredth of the total issued share capital of that body; or*
  - (ii) if the share capital of that body is of more than one class, the total nominal value of the shares of any one class in which the relevant person has a beneficial interest exceeds one hundredth of the total issued share capital of that class.*

*(\*) “securities” means shares, debentures, debenture stock, loan stock, bonds, units of a collective investment scheme within the meaning of the Financial Services and Markets Act 2000 and other securities of any description, other than money deposited with a building society.*

**Members Interest** [details to be included or state NONE]:

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**ANY OTHER INTERESTS:**

You may wish to declare, in the spirit of the Openness Nolan Principle, referred to above, any Other Interest which does not fall within one of the categories as defined above, but you consider it may directly relate to a matter which could be the subject of business of the Clacton Town Board, now or in the future.

Give particular consideration to your financial interests or well-being or those relating to a a body/organisation you are involved with such as:

- (a) any unpaid directorship
- (b) any body of which are a member or are in a position of general control or management
- (c) any body
  - (i) exercising functions of a public nature
  - (ii) directed to charitable purposes or
  - (iii) one of whose principal purposes includes the influence of public opinion or policy (including any political party or trade union)

of which you are a member or in a position of general control or management.

Note: These need only be declared in advance in relation to your own Other Interests, but you must disclose those 'Other Interests' likely to directly relate to or affect the financial interest or well-being of a relative or close associate, at the meetings of the Town Board where such business is being conducted. Following such disclosure you should then refrain from being involved in the item.

**Members Interest** [details to be included or state NONE]:

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Please email the completed form to [standards@tendingdc.gov.uk](mailto:standards@tendingdc.gov.uk) and include within the title of the email **CLACTON TOWN BOARD – BOARD MEMBER DELCARATION OF INTERESTS.**

Signed: ..... Dated: .....

Print Name:.....

Acknowledged safe receipt on .....[Insert Date]

..... (Signed) on behalf of the Tendring District Council's  
Monitoring Officer

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## **Update from MHCLG on the Long-Term Plan for Towns**

### **Purpose**

Chief Executive Officers from the relevant councils were invited to an online meeting on 28<sup>th</sup> November with Jack Rampling, Head of Long-Term Plan for Towns, for an update following the announcement on the Long-Term Plan for Towns in the Budget.

This paper provides a summary of that update. The Board are asked to note that further information will be available in the New Year

### **Key point summary:**

- It was announced at Budget that the Long-Term Plan for Towns will be retained and reformed as part of a new regeneration programme. MHCLG confirmed that this announcement can be taken as formal confirmation of funding.
- As under the previous government it will still benefit the 75 places originally selected, with a package of up to £20 million of funding and support over the next decade.
- The name of the programme is likely to change, and this will be confirmed in due course.
- The Government plan to publish a revised prospectus in the New Year, with associated timelines including revised payment timings. (Exact timing wasn't confirmed just that they would publish it "as soon as they can in the New Year").
- This will include new strategic objectives aligned with Government's missions, to be delivered by a broader range of 'on-menu' policy interventions, affording places greater flexibility in how they improve their areas. The prospectus will be supplemented with a comprehensive technical note.
- The reforms will be additive and will seek to build on & improve the previous programme, i.e. the prospectus will have new criteria and interventions to reflect the new objectives, but these will be in addition to the previous programme.
- Ministers have been clear that progress on plans and engagement so far should not be undone & communities should continue working on those plans.
- When asked they also added that additional engagement next year will be worthwhile, as it will be in the context of a broadened scope of possible interventions.
- The Government acknowledged that places felt squeezed for time previously – so they will be providing a further capacity payment in FY2025/26 to support engagement and planning. The prospectus will make clear that this can be used to undertake scoping and preparatory activity to support delivery.

- Delivery grant funding will now begin in FY2026/27. The capital/revenue split of 75/25 will remain the same, and there won't be flexibility in this.
- They expect governance arrangements to be broadly the same, details will be set in out the forthcoming prospectus. (They ask that we do not make any new board appointments before the new prospectus comes out though.)

12 December 2024

## Community Engagement and Consultation Update

### Purpose

To review the plans for engagement on the Clacton Vision and Long-Term Plan in 2025 following confirmation of the continuation of Government funding in the recent budget.

### Recommendations for the Board

1. **Acknowledgement of Update and Future Steps:** The Board is requested to acknowledge the update and forthcoming steps regarding the engagement and consultation process for the Vision and Delivery Plan.
2. **Approval of Resident Engagement Proposal:** The Board is requested to approve the proposal from Tendring District Council to engage Community Voluntary Services Tendring for community engagement activities, based on the quote submitted in May 2024. This process, which was previously paused, is proposed to commence in the New Year, contingent upon the publication of new guidance.
3. **Establishment of a Consultation Sub-Group:** The Board is requested to consider the formation of a sub-group to help with the coordination of the various consultations taking place in 2025. **The Board is invited to nominate members or officers from their organisations to join this sub-group**, who would then report back to the Board.

### Background

Community engagement is fundamental to the Long-Term Plan for Towns programme. The original guidance stated that the Long-Term Plans must reflect local priorities and be co-designed with communities, businesses, and residents, drawing on available evidence and data.

At the workshop in April 2024 the Clacton Town Board agreed that we needed to engage the following:

- The local community/residents
- Businesses and potential businesses/investors
- Young people
- Visitors and potential visitors

Unfortunately, due to the timing of the Clacton Long Term Plan consultation falling within the pre-election period, and the deadline for the plan submission subsequently being paused by the Government, the opportunity to undertake robust consultation was also paused.

Following the recent announcements in the Budget and updates from MHCLG in November (see Agenda Item 6) it has been confirmed that the Long-Term Plan for Towns will be retained and reformed as part of a new regeneration programme. The Government will issue new guidance in the New Year that includes new strategic objectives aligned their missions,

and additional 'on-menu' policy interventions. This will still be built on community engagement, and in places where this had already been undertaken, they have suggested additional engagement to include the context of a broadened scope of interventions.

## **Consultation Update and Next Steps**

### **Residents Engagement**

In May 2024 Tendring District Council on behalf of the Clacton Town Board asked for quotes to help engage residents. This required a contractor who could quickly and effectively involve as many Clacton residents as possible, including those who are seldom heard, to meet the tight Government deadlines. Activity needed to include community engagement, outreach work, community forums and surveys both digital and face to face.

Community Voluntary Services Tendring were the successful contractor. However, prior to issuing the contract, the Government announced a General Election. This development necessitated adherence to pre-election guidance, thereby preventing us from proceeding.

In July 2024 the Board approved continuing the development of the Vision and Investment Plan using existing data from previous resident and business consultations as an interim solution. It was agreed to recommence the consultations later in the year, after initiating some "quick win" projects such as the new website and the shop wrapping, to support the consultation.

Following the November 2024 announcement that new guidance will be issued in the New Year, we have the opportunity to restart resident engagement. Ideally, this could occur between late January to mid-March, depending on the guidance release, and before the local County Council elections.

The timing aligns with the launch of the new Clacton Town Board website at the end of January, which can be used to promote the consultation, and the consultation can help drive people to the new website.

Typically, quotes are time-limited, necessitating a market re-evaluation to ensure value for money. However, Community Voluntary Services Tendring has confirmed they can proceed with the consultation at their original quote, which remains below the Board-approved budget. Given the elapsed time and revised timescale, Tendring District Council seeks the Clacton Town Board's approval to contract with Community Voluntary Services Tendring.

### **Business Engagement and Potential Investors**

In addition to resident engagement, we have planned a separate initiative for business engagement. Previously, Tendring District Council's Economic Growth Team conducted these via targeted surveys. With additional time and capacity funding, we could expand this effort and consider engaging a specialist consultancy. This would allow us to:

- Explore business views on future needs, gaps, outlook, and potential.
- Provide a detailed assessment of Clacton's opportunities and strategies to attract businesses and investors.

This initiative would support local businesses by identifying their needs, challenges, and views on priorities for investment, and by helping us to create strategies that help



regeneration and economic growth in Clacton. It would inform both our Long-Term Plan for Towns Investment Plan and feed into the masterplan to be commissioned next year.

It is proposed that the consultation sub-group explores this proposal in more detail and presents further information at the next Board meeting.

## **Young People**

The Board previously agreed to set up a Youth Shadow Board that will sit alongside the Clacton Town Board to ensure the voices of the next generation are heard and help influence and shape the future of the town.

There is also a need to have a more expansive engagement process with young people, possibly led by the Youth Shadow Board, or the engagement could be a way to recruit to the Board. Either way it is essential that they have the opportunity to be part of this process, to inform the plans and to create a sense of ownership and pride within the transformation process.

Tending District Council officers, who have led on the Youth Voice project, will work with Board representatives to bring together key stakeholders from the schools, youth services, and voluntary organisations to agree how this can be taken forward in the New Year.

## **Visitors and potential visitors**

Whilst this did not fit with the original consultation timescale of the plan, it was always the **intention** to do some more engagement with visitors, given the importance of tourism to the Clacton economy.

This is something Visit Essex may be able to assist with. Visit Essex was awarded Local Visitor Economy Partnership (LVEP) accreditation in 2023. This provides a strategic link between the local level and the national organisations such as Visit England and Visit Britain. It also comes with a range of support including government funding.

Visit Essex already undertake surveys such as the annual survey for tourism businesses, alongside collection of “volume and value” data assessing the health of the visitor economy. Visit Essex have also advised that Visit England are bringing out a standardised format for visitor surveys that would allow us to benchmark Clacton against other resorts/towns.

Lisa Bone, from Visit Essex, has offered to attend the Clacton Coastal Tourism Group, to discuss this and potential funding opportunities. Once we have more information about the options, the Board can assess what, if any, additional funding, is required to support visitor engagement and understanding of perceptions of Clacton during 2025.

## **Longer Term engagement**

Previous community consultations highlighting the lack of ongoing engagement and perceived transparency on other funding programmes. To this end engagement between the Town Board and local community should continue throughout the delivery of the Plan, to ensure residents remain informed of the Board’s activity and progress. The website will also support this.

## **Sub-group and next steps**

To effectively integrate the various elements of the consultation, it is recommended that the Board establishes a sub-group. The Board is invited to nominate members or officers from their organisations to join this sub-group, either now or after the meeting. The sub-group will meet every two to four weeks, and they will report directly to the Board and assist in shaping the Vision and Investment Plan for ongoing consultation with key stakeholders.

# Budget Overview- LTPFT capacity funding

Agenda ITEM 10

Samantha Jones



# Original Budget – approved July 2024

- **Funding Allocation:** £250,000 allocated to Tendring District Council for Clacton Town Board.
- **Purpose:** Capacity funding to develop a Long-Term Vision and Investment Plan, including community engagement.
- **Quick Win Activities approved by the Board:**
  - **Town Centre Improvements:** £46,000.
  - **New Website and Comms Activity:** £30,000 for publicity and community engagement support.
  - **Community Engagement :** £50,000.
- **Remaining Budget:** £124,000 allocated for ongoing capacity and Board costs.
- **2025/26:** Govt will be providing additional £200,000 to support engagement and planning – for scoping and preparatory activity.

CAPACITY FUNDING	2024/25	2025/26	2026/27	Total
<b>Income</b>				
	<b>250,000</b>			<b>250,000</b>
<b>Expenditure</b>				
Clean up event & Clacton Town engagement				
1. Shop Wrapping	20,000			20,000
2. Increased Street Cleaning	20,000			20,000
3. Decorative Street Banners	5,000			5,000
4. Graffiti Removal	1,000			1,000
Website & comms	20,000	5000	5000	30,000
Consultations	30,000	10000	10000	50,000
Capacity - town centre manager, etc		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
<b>Total</b>	<b>104,000</b>	<b>73,000</b>	<b>73,000</b>	<b>250,000</b>

# Revised Budget proposals – Dec 2024 for discussion

- No change to the “quick wins”/clean up – to be reviewed in February (depending on window wrapping approvals)
- Slight reduction in website budget from £30,000 to £27,000 as the tender came in below budget.
- Slight increase in consultation budget from £50,000 to £55,950 budget for additional consultancy support and visitor data.
- Capacity budget split - Town Centre manager (3 days a week) and comms support (c.2 days a week or agency support as needed).
- Increase capacity budget to include **planning/enforcement capacity**
- Additional £105,000 for **carpark survey, Wi-Fi pilot** and additional surveys and investment strategy for support masterplan.

Capacity Funding		2024/25	2025/26	2026/27	Total
<b>Income</b>					
		<b>250,000</b>	<b>200,000</b>	<b>0</b>	<b>450,000</b>
<b>Expenditure</b>					
<b>Quick wins</b>	Vinyl Wrapping	20,000			20,000
	Increased Street Cleaning	20,000			20,000
	Decorative Street Banners	5,000			5,000
	Graffiti Removal	1,000			1,000
<b>Comms</b>	Website development	15,000	5,000	5,000	25,000
	Design & photography	2,000			2,000
<b>Consultations</b>	Residents	18,000	1,000	1,000	20,000
	Business	10,000			10,000
	Young people	5,000			5,000
	Visitor survey		20,000		20,000
	Visitor bench marking	650	150	150	950
<b>Capacity</b>	Town Centre Manager		30,000	30,000	60,000
	Communication support		20,000	20,000	40,000
	Board & secretariat costs	5,000	5,000	5,000	15,000
	Planning enforcement		50,000	50,000	100,000
<b>Other</b>	Car park survey		10,000		10,000
	Free town centre wifi pilot & data collection		60,000		70,000
	Additional surveys, design guides and/or masterplanning support		25,000		25,000
	Contingency		3,000	3,050	6,050
<b>Total</b>		<b>96,650</b>	<b>239,150</b>	<b>114,200</b>	<b>450,000</b>

# Enforcement capacity

As part of designing an investment plan, Government expect all Town Boards, supported by the local authority, to demonstrate how they are using powers across all three theme. For the town centre this includes:

- **High Street Rental Auctions (HSRA)** - a new power for local authorities, originally introduced through the Levelling Up and Regeneration Act 2023 (LURA) and which came into force on 2 December 2024. It enables Councils to tackle persistently vacant properties by putting the leases up for auction. Councils can invite bids from potential tenants for up to five years. Before putting a property to a rental auction, a local authority must first seek to resolve the vacancy by engaging with the landlord..
- Through the Town and Country Planning Act 1990, **a local planning authority can serve a Section 215 Notice** to require an owner to take steps to clean up land or buildings, when their condition adversely affects the amenity of an area. This notice must detail the steps to be taken and the associated timescales. Local planning authorities should consider how proactive use of this power could support local regeneration aims, identifying opportunities with their Town Board.
- Protecting Heritage – there are several relevant powers and policies that would support the Clacton Town Board to help get the Clacton Conservation Area off the national At-Risk Register, including design guides and codes, conservation area management action plans, local lists, **Section 48 of the Listed Buildings Act 1990** (this allows the Council to serve a Repairs Notice on owners of listed buildings).

**Enforcement can be slow and time-consuming, requiring additional capacity. If the Board agrees, we can review this in more detail and present a proposal and broader enforcement plan at the next Board meeting.**

Capacity Budget

# Wi-Fi Pilot Programme

**Objective:** Address urban challenges through innovative technology

**Deadline** for Expression of Interest : 31 Jan 2025

**Organizers:** BABLE and Signify BrightSites.

**Participants:** Up to five cities in the UK and Ireland.

**Match-funding:** Authorities will be expected to contribute either financially or through in-kind support (£30k, £60k or £90k depending on prize towards a £300k cost)

## Overview:

- **Digital Inclusion:** Expand internet access and promote digital equity.
- **Public Safety:** Enhance safety with connected cameras and sensors.
- **Economic Growth:** Boost local businesses with public Wi-Fi.
- **Smart Mobility:** Improve traffic and pedestrian flow.
- **Environmental Monitoring:** Track air quality and noise.

## Eligibility criteria:

- Clear digital transformation strategy.
- Demonstrated need for urban regeneration or digital inclusion.
- Population between 50,000 and 500,000.
- Commitment to at least **two use cases**.
- Opportunity to roll it out to other places

# Pilot (cont) Two Use Cases

## 1. WIFI NETWORK FROM TOWN CENTRE TO PROMENADE

**Key Components:** comprehensive Wi-Fi network leveraging Highways lampposts and Signify's Luminaires. This network aims to provide robust public Wi-Fi access to visitors, enhancing their overall experience

### Key Objectives:

- **Public Safety:** Disseminate beach, swimming and public safety information.
- **Community Engagement:** Promote local events and services.
- **Digital Inclusion:** Improve Wi-Fi connectivity to reduce digital poverty and exclusion.
- **Business Support:** Facilitate point-of-sale transactions and advertising opportunities for local businesses.
- **Emergency Services Network:** Create a dedicated partitioned WiFi network for emergency services coordinated response.

## 2. IOT NETWORK AND SUPPORTING INFORMATION SYSTEMS TO AID VISITOR EXPERIENCE

**Key Components:** the deployment of an IoT network and supporting information systems to provide information, significantly improving the convenience for visitors, businesses and residents.

- **Real-Time Information:** Digital signage in strategic locations (town square, upper seafront promenade, and near the pier) displaying real-time tidal, off-street car parking, and public transport information (buses and trains) and public safety information.
- **LoRaWAN Implementation:** A small LoRaWAN network to monitor car park entrances and exits, which can be expanded to include additional data collection such as footfall, bus stop use, traffic monitoring, and air quality monitoring that could help inform the Long-Term Plan priorities.

### Key Objectives:

- **Enhanced Visitor Experience:** Providing timely and accurate information to visitors.
- **Data-Driven Decision Making:** Offering valuable insights to the council for better management of the town square and pier.



# Car park survey

**The importance of car parking:** Car parking is a fundamental part of a town centre; facilitating its use by customers, workers, residents and visitors. If parking operations are not working effectively then ultimately the town centre, its customers and businesses suffer. It was one of the key areas highlighted in previous surveys and as a seaside town pressures are probably more acute during the summer.

A car park survey would allow us to:

- Page 33
- Provide an overview of parking operations, their wider impact on town centre prosperity
  - A comprehensive review of all parking operations and opportunities to enhance the service, with benchmarking to assist continued monitoring of parking services.
  - Consider proposals and how they could inform the Masterplan
  - Consider roll out of real time information through the IoT Network or similar.

# Revised Budget proposals – Dec 2024 for discussion

- Is there anything missing from the capacity budget that we should be including at this stage?

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The finalised budget will come back for approval in February, when the new guidance has been published.

Capacity Funding		2024/25	2025/26	2026/27	Total
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		<b>250,000</b>	<b>200,000</b>	<b>0</b>	<b>450,000</b>
<b>Expenditure</b>					
Quick wins	Vinyl Wrapping	20,000			20,000
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Capacity	Town Centre Manager		30,000	30,000	60,000
	Communication support?		20,000	20,000	40,000
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