

A2 Appendix C: Plan of Action for Clacton Town Centre

Theme	Parking, access and travel	Property and planning	Streetscape and public realm	Business support	Branding and marketing	Digital technology and data	Community engagement and action
<p>Short term actions</p> <p>2019-2020</p>	<p>Consult businesses and residents on realistic options for increasing on-street parking in the core of the town centre and improving access.</p> <p>Work with Essex County Council to undertake a full review of all signage in and around the town centre to identify opportunities to improve the way people navigate the area.</p> <p>Work with Essex County Council and the North Essex Parking Partnership to undertake the preliminary survey work required ahead of any changes to parking and access arrangements.</p> <p>Implement the preferred changes to the parking and access arrangements on a trial basis for a minimum of 18 months and monitor the impact on trade and public perception.</p>	<p>Work with partners and government ministers on a further bid to Round 2 of the Future High Streets Fund in 2020.</p> <p>Actively explore and (where appropriate) act upon opportunities for the Council to acquire property in strategically important locations where it would assist in the delivery of the vision for the town centre.</p> <p>Commission a commercial property study to establish the potential business interest in the town centre and the likelihood of attracting key ‘anchor’ businesses.</p> <p>Develop a more detailed plan for the future development of the town centre to provide a structured framework for planning decisions and future bids for funding.</p> <p>Adopt a flexible approach to the application of town centre planning policies to encourage businesses into the town centre and encourage the residential development in appropriate locations.</p>	<p>Construct a raised performance area in the town square with a demountable canopy which can be used for a variety of events and entertainments.</p> <p>Work with the developers of the former gas works site adjoining the Waterglade Retail Park to achieve a high quality scheme which compliments and links well to the core of the town centre as part of their current planning proposals.</p> <p>Introduction of regular street cleaning using the newly acquired equipment.</p> <p>Design and installation of more prominent ‘no-alcohol’ signage to help discourage street-drinking in prominent parts of the town centre.</p> <p>Explore the potential to employ a falconer as a means of discouraging seagulls and pigeons from the town centre.</p> <p>Design a public realm scheme for southern Pier Avenue.</p>	<p>Creation of the ‘Clacton Town Centre Ambassadors’ group to work with the Council and alongside the Clacton Town Centre Partnership to with the aim of giving businesses and the community a greater say over changes in the town centre and more power to implement those changes.</p> <p>Review of licensing policies for forecourt trading and sitting areas with a view to incorporating more flexibility, in anticipation that more shops might convert to restaurants and cafes.</p> <p>Work with Holiday Parks and bus and train companies to explore how they can assist, and be assisted, in the promotion of the town centre and seafront attractions.</p> <p>Professional assessment of Clacton looking at first impressions of the town centre offer, parking, signage, cleanliness and standards of customer service – to help inform future improvement and business support.</p>	<p>Adoption of ‘Love Clacton’ as the brand for promoting the town centre and the town’s other attractions.</p> <p>Production and distribution of larger ‘Love Clacton’ window stickers to all town centre businesses with active encouragement to display those stickers.</p> <p>Production of additional ‘Love Clacton’ banners to occupy any vacant banner stands in the town centre.</p> <p>Support the development of the Love Clacton website and Love Clacton mobile app as well as promoting Love Clacton through other digital channels including social-media.</p> <p>Undertake a full market research exercise to inform and help develop a comprehensive marketing strategy for Clacton Town Centre and to support the Future High Streets Fund bid.</p> <p>Work with the Clacton History Society to establish how the history of the town can be utilised as part of any branding and marketing campaign for the town centre.</p>	<p>Work with technology and telecommunications providers Cisco to prepare and submit a bid to the government’s Local Full Fibre Networks (LFFN) programme to fund the installation of fibre-optic cabling along the full length of Clacton Seafront, linked to the town centre.</p> <p>Development of the Love Tending ‘app’ to incorporate a ‘Love Clacton’ module which will provide interactive information about town centre services, activities, offers and events.</p>	<p>Full public engagement campaign and consultation events to involve the community and businesses in the further development of the vision for the town centre and potential ideas for change and development.</p> <p>Active engagement with local schools and school pupils to help develop ideas for the town centre from a younger-person’s perspective.</p> <p>Continued working with the Tending Community Safety Partnership to tackle issues around crime, anti-social behaviour and street drinking.</p> <p>Deployment of the new Anti-Social Behaviour Patrol Officer dedicated to patrolling the town centre</p> <p>Active engagement with educational establishments, clubs and associations to explore and develop opportunities for locating educational and community facilities in the town centre.</p> <p>Active engagement with the NHS to ensure proposals for Clacton Hospital support the vitality of the town centre.</p>
<p>Medium term actions</p> <p>2021-2024</p>	<p>Make the changes to the parking and access arrangements permanent if proven to be successful.</p>	<p>Introduce changes to the Council’s Section 2 Local Plan policies for town centres to reflect a more flexible approach that will stimulate activity in line with the vision for the area.</p>	<p>Full pedestrianisation of southern Pier Avenue to create a destination for socialising, eating, drinking and partying to support the evening and night time economy.</p>	<p>Develop a full schedule of events and activities for the town centre run by the Clacton Town Centre Ambassadors and the Clacton Town Centre Partnership with Council support.</p>	<p>Implement the comprehensive branding and marketing strategy for Clacton Town Centre.</p>	<p>Deliver free wifi and/or 5G access across the town centre and seafront area and provide a digital platform upon which future technologies can be integrated into the town centre.</p>	<p>Eliminate street drinking and anti-social behaviour from the town centre.</p> <p>Location community-based activities into the town centre.</p>
<p>Long term actions</p> <p>2025-2030</p>	<p>Implement more fundamental changes to parking and access arrangements in line with the vision for the town centre utilising Future High Streets Fund or other funding streams.</p>	<p>Major redevelopment in line with the vision for the town centre and the detailed development plan utilising Future High Streets Fund or other funding streams.</p>	<p>Implement more fundamental changes to the streetscape and public realm in line with the vision for the town centre utilising Future High Streets Fund or other funding streams.</p>	<p>Establishment of a Business Improvement District (BID) for Clacton Town Centre, led by local businesses – which can raise revenue for the town centre and bid for funding independently from the Council.</p>	<p>Establish full time resources, either through the Council or through a BID to maintain branding and marketing efforts in the long term.</p>	<p>Maintain and develop the digital capabilities of the town centre in response to changing technologies and opportunities.</p>	<p>Develop the town centre as a hub for community activity including key facilities for health and education, in line with the vision.</p>