

## Levelling Up Fund Application Form

This form is for bidding entities, applying for funding from the Levelling Up Fund (LUF) across the UK. Prior to completing the application form, applicants should read the [LUF Technical Note](#).

The Levelling Up Fund Prospectus is available [here](#).

The level of detail you provide in the Application Form should be in proportion to the amount of funding that you are requesting. For example, bids for more than £10m should provide considerably more information than bids for less than £10m.

Specifically, for larger transport projects requesting between £20m and £50m, bidding entities may submit the Application Form or if available an Outline Business Case (OBC) or Full Business Case (FBC). Further detail on requirements for larger transport projects is provided in the [Technical Note](#).

One application form should be completed per bid.

### **Applicant & Bid Information**

#### **Local authority name / Applicant name(s)\*:**

Tendring District Council with Essex County Council

*\*If the bid is a joint bid, please enter the names of all participating local authorities / organisations and specify the lead authority*

#### **Bid Manager Name and position:**

Gary Guiver: Assistant Director for Strategic Planning and Place – Tendring District Council

Steve Evison: Director for Sustainable Growth – Essex County Council

*Name and position of officer with day-to-day responsibility for delivering the proposed scheme.*

**Contact telephone number:** 01255 686173

**Email address:** gguiver@tendringdc.gov.uk

#### **Postal address:**

Tendring District Council  
Town Hall  
Station Road  
Clacton on Sea  
Essex CO15 1SE

**Nominated Local Authority Single Point of Contact:** Gary Guiver (as above)

**Senior Responsible Officer contact details:** Gary Guiver (as above)

**Chief Finance Officer contact details:**

Richard Barrett – Assistant Director for Finance and IT

[rbarrett@tendringdc.gov.uk](mailto:rbarrett@tendringdc.gov.uk)

Tel: 01255 686521

Tendring District Council  
Town Hall  
Station Road  
Clacton on Sea  
Essex CO15 1SE

**Country:**

**England**

Please provide the name of any consultancy companies involved in the preparation of the bid:

Deyton Bell

Chetwoods Architects

Savills

Oxbury Quantity Surveyors

Ringway Jacobs

For bids from **Northern Ireland applicants** please confirm type of organisation

N/A

## PART 1 GATEWAY CRITERIA

Failure to meet the criteria below will result in an application not being taken forward in this funding round

<p><b>1a Gateway Criteria for <u>all</u> bids</b></p> <p>Please tick the box to confirm that your bid includes plans for some LUF expenditure in 2021-22</p> <p><i>Please ensure that you evidenced this in the financial case / profile.</i></p>	<p>Yes</p>
<p><b>1b Gateway Criteria for private and third sector organisations in <b>Northern Ireland bids only</b></b></p> <p>(i) Please confirm that you have attached last two years of audited accounts.</p>	<p>N/A</p>
<p>(ii) <b>Northern Ireland bids only</b> Please provide evidence of the delivery team having experience of delivering two capital projects of similar size and scale in the last five years. (Limit 250 words)</p>	
<p>N/A</p>	

## PART 2 EQUALITY AND DIVERSITY ANALYSIS

2a Please describe how equalities impacts of your proposal have been considered, the relevant affected groups based on protected characteristics, and any measures you propose to implement in response to these impacts. (500 words)

The Council's engagement with businesses and other stakeholders through the Clacton Town Centre Working Party, and the subsequent online consultation on the Future High Street Fund proposals sought to gauge input from a variety of groups in society and bodies that look after their interests. For example, the engagement that led to the Love Clacton Vision [link](#) (which underpins this Levelling Up Fund bid) had included the voluntary sector, the health sector, public transport providers, the Salvation Army and the Police.

A key objective of all the proposals put forward in this Levelling Up Fund bid is to improve accessibility to the shops, services, attractions and facilities in Clacton Town Centre by all forms of transportation – mindful of the specific demographic and health challenges in the local population. Another key objective is improving the life chances of the population of Clacton by generating economic activity, creating opportunities for employment and business start-ups and providing modern hi-tech and digitally enabled educational facilities from which people can access information, learn and train.

The proposal includes interventions that improve accessibility for the population of Jaywick Sands, which has been identified as the most deprived neighbourhood in England. The generally improved access for local communities, to both physical places and opportunities, will benefit those who are income poor, out of work, living with physical disabilities and health conditions, as well as benefitting the wider Tendring District population.

When authorities submit a bid for funding to the UKG, as part of the Government's commitment to greater openness in the public sector under the Freedom of Information Act 2000 and the Environmental Information Regulations 2004, they must also publish a version excluding any commercially sensitive information on their own website within five working days of the announcement of successful bids by UKG. UKG reserves the right to deem the bid as non-compliant if this is not adhered to.

Please specify the weblink where this bid will be published:

[www.tendringdc.gov.uk/council/performance-spending/transparency-%E2%80%93-making-public-information-available-everyone](http://www.tendringdc.gov.uk/council/performance-spending/transparency-%E2%80%93-making-public-information-available-everyone)

## PART 3 BID SUMMARY

3a Please specify the type of bid you are submitting

Package Bid (up to 3 multiple complimentary projects)

3b Please provide an overview of the bid proposal. Where bids have multiple components (package bids) you should clearly explain how the component elements are aligned with each other and represent a coherent set of interventions (Limit 500 words).

Our bid in respect of Clacton Town Centre seeks critical funding to:

- 1) Create a purpose-built events space, flexible start-up business units, improved pedestrian connectivity and major public realm improvements in the core of the Town Centre (Electric Parade) as the first phase of a wider programme of regeneration. These measures will introduce new activity, reverse the trend in declining footfall, tackle public perception by helping to drive out anti-social behaviour and street drinking and restore local pride, patronage and purpose to a Town Centre that has struggled to keep pace with economic and social change.
- 2) Construct a new state of the art library and educational facility with flexible office space, 129 dwellings and a new electric-enabled multi-storey car park at a prominent gateway to the Town Centre close to the railway station, the Town Hall and in the civic and professional quarter of the town. This scheme will replace the outdated structures with high quality architecture and rejuvenate the currently uninspiring public realm, improve pedestrian connectivity and help to meet housing needs whilst delivering a modern facility for local people to find information, to learn and to find work.
- 3) Improve the public realm, tackle climate change and strengthen transport access between Jaywick Sands, the mainline railway station and the new attractions and opportunities in a rejuvenated town centre. This bid seeks funding to deliver key phases of a wider programme of measures aimed at promoting green planting and electric vehicles as well as walking, cycling and public transport.

These proposals represent the first phases in the delivery of an ambitious long-term vision for Clacton and its Town Centre that has been developed through positive engagement with businesses, communities, partners and other stakeholders. They also represent interventions that, in themselves, will deliver visible and tangible changes in the shorter-term that will be critical in restoring pride amongst residents and confidence amongst businesses and investors that can help boost economic activity, tackle deprivation and pave the way for better times to come – entirely within the spirit of this fund.

The 'Love Clacton Vision' [link](#), which has been adopted by Tendring District Council, sets out the community's overarching aims and objectives for the future of Clacton Town Centre and it forms the strategic basis for the content of this bid. The proposals therefore represent a coherent set of interventions that will achieve the first critical steps towards achieving the overall vision and the foundations upon which further investment can be built.

Our bid draws heavily upon the Council's ambitious, but sadly unsuccessful bid to the Future High Streets Fund which, in itself, attempted to deliver key elements of the Love Clacton Vision. Having carefully considered the particular aims of this Levelling Up Fund and the constructive feedback from MHCLG on the reasons why the FHSF bid failed, this revised set of proposals present more tangible and realistically deliverable short-term benefits that achieve good value for money whilst remaining true to the Council's and the community's vision for our town.

3c Please set out the value of capital grant being requested from UK Government (UKG) (£). This should align with the financial case:	£19,972,953.27	
3d Please specify the proportion of funding requested for each of the Fund's three investment themes	Regeneration and town centre	65%
	Cultural	10%
	Transport	25%

## PART 4 STRATEGIC FIT

### 4.1 Member of Parliament Endorsement (GB Only)

Yes

See technical note section 5 for Role of MP in bidding and Table 1 for further guidance.

Giles Watling is the Member of Parliament for Clacton. He has been a strong supporter of the Council's efforts to work with business and the community to rejuvenate Clacton Town Centre and Jaywick Sands and previously wrote in support of the Council's Future High Streets Fund bid. His letter of endorsement for this Levelling Up Fund bid is provided as Appendix 11.

### 4.2 Stakeholder Engagement and Support

See technical note Table 1 for further guidance.

4.2a Describe what engagement you have undertaken with local stakeholders and the community (communities, civic society, private sector and local businesses) to inform your bid and what support you have from them. (Limit 500 words)

The Council's proposals align with the overarching vision and objectives (the 'Love Clacton' Vision 2030 [link](#)) which was developed through positive engagement and partnership with local businesses, the wider community and other partners and stakeholders through a series of meetings and workshops between 2018 and 2020.

Prior to the submission of the Council's Future High Streets Fund proposals in 2020, the Council undertook an online consultation exercise on the proposals that formed part of that bid. Due to the COVID-19 pandemic and associated lockdown restrictions, a series of events involving businesses and members of the public, due to be held in the Town Centre itself had to be postponed. The results of the online consultation however demonstrated general support for the FHSF proposals with particular enthusiasm around measures to create flexible start-up business space and improvements to car parks and electric vehicle charging facilities.

A full and detailed account of the Council's engagement efforts to date is set out in a report [link](#) appended to the Council's 2020 FHSF submission. The Council's FHSF expression of interest in 2019 (appended in full as Appendix 2) and its final business case submission in 2020 (Appendix 3) were accompanied by letters of support from a range of stakeholders including:

- South East Local Enterprise Partnership;
- Essex County Council;
- Clacton Pier;
- Clacton Pavilion;
- GCN Restaurants Ltd (McDonalds);

- E&A Jewellers Ltd;
- Community Voluntary Services Tendring
- NHS North East Essex
- Flying Trade Ltd;
- Tendring Community Safety Partnership;
- Association of Town and City Management;
- Active Essex;
- TaxAssist Accountants;
- Specsavers; and
- Clacton Art Craft & Model Centre.

The Council has since received a further letter of support from U+I – a joint owners of the Waterglade Retail Park (Appendix 4).

In the short time between the launch of the Levelling Up Fund and the submission of the Council's bid into Round 1 of the fund, it has not been possible to carry out full consultation on the Council's revised proposals or to further the level of engagement that was possible prior to the COVID-19 pandemic. However, the revised proposals seek to deliver on elements of the previous FHSF proposals that were the subject of full engagement and the support outlined above.

4.2b Are any aspects of your proposal controversial or not supported by the whole community? Please provide a brief summary, including any campaigns or particular groups in support or opposition? (Limit 250 words)

None of the proposals are, in themselves, particularly controversial or unpopular and the online consultation undertaken in 2020 in the run up the previous Future High Streets Fund submission demonstrates general support for the measures that have been carried forward into this Levelling Up Fund bid. The Council received a number of letters of support, in principle, to its FHSF submission from local businesses and other key stakeholders.

There are concerns amongst local businesses and residents about the removal of car parking spaces as a result of measures that focus on more sustainable/more active modes of travel. The approach outlined in the FHSF package is to be reviewed in order to fit the funding available via the Levelling Up Fund and to ensure a balanced approach which promotes sustainable travel whilst taking into account the views of residents and businesses. This approach should lead to an increase in travel to Clacton Town Centre via public transport, walking and cycling, as well as electric vehicles, which may help to mitigate the reservations held by local residents and businesses about the benefits of encouraging active travel and public transport use as part of a balanced approach.

Further engagement and design work will take place to foster sustainable travel, reduce carbon emissions, improve the local environment, and also enhance connectivity with Jaywick.



4.2c Where the bidding local authority does not have the statutory responsibility for the delivery of projects, have you appended a letter from the responsible authority or body confirming their support?	N/A
For Northern Ireland transport bids, have you appended a letter of support from the relevant district council	N/A
<p><b>4.3 The Case for Investment</b></p> <p><b>See technical note Table 1 for further guidance</b></p>	
4.3a Please provide evidence of the local challenges/barriers to growth and context that the bid is seeking to respond to. (Limit 500 words)	
<p>Clacton Town Centre’s challenges and barriers to growth were set out in considerable detail, with evidence, in both the Council’s expression of interest (Appendix 2) and final business case submission (Appendix 3) to the Future High Streets Fund. Clacton was shortlisted for the FHSF and Tendring has since been designated a Priority 1 location for intervention in recognition of these issues which include:</p> <ul style="list-style-type: none"> <li>• <b>High levels of socio-economic deprivation</b> with Jaywick Sands and Clacton Town Centre the first and sixth most deprived areas in the country.</li> <li>• <b>Uncompetitive town centre offer</b> with losses of big-name retailers and a failure to compete with the convenience and attraction of out of town and on-line shopping.</li> <li>• <b>Declining footfall and leakage to other centres</b> as evidenced by footfall monitoring data and retail surveys that demonstrate significant leakage to other towns.</li> <li>• <b>Difficulties in harnessing tourism and visitor potential</b> with a clear physical disconnect between the town centre and the seafront attractions, a limited evening and night-time economy and low patronage from holiday parks.</li> <li>• <b>Fear of crime and antic-social behaviour</b> with a disproportionate level of incidents in and around the Town Centre and visible problems with congregations of street drinkers.</li> <li>• <b>Limited skills, opportunities and low-pay economy</b> with a high dependence on part-time retail and service sector jobs in the Clacton with lower wages and high levels of out-commuting.</li> <li>• <b>Limited availability of quality workspace</b> with office premises being lost to hotel accommodation or residential, leaving a stock of property that is predominantly old, inflexible or impractical in size and need of refurbishment to meet the needs of modern businesses.</li> </ul>	

- **Lack of coherent stewardship and leadership** with a fragmented array of national and independent businesses that are not strongly represented or marketed in a coherent, consistent or coordinated way – other than through an active, but poorly resourced Town Centre Partnership that’s focus is on organising events.
- **Poor public perception** with negative messages about the lack of quality shops and services, lack of parking, anti-social behaviour, street-drinking and the town’s ageing population undermining the town’s many uniquely positive aspects.
- **Constrained physical layout** based on a historic pattern of development that significantly constrain the flow of pedestrians and vehicles resulting in a fragmented, illegible and impermeable centre spanning several streets with key services and facilities that are located a considerable distance from one another.
- **Unattractive and under-utilised public realm** with key linkages looking tired and uninspiring. The town square in particular is awkwardly positioned on an island between the main shopping area and the amusements and is therefore unwelcoming, underutilised and frequented by street drinkers.
- **Fragmented property ownership and low property values** with most property in multiple private ownership operating on an individual landlord and tenant basis with limited property in public ownership. Low commercial and residential property values limits the incentive for landlords to take on financial risk.
- **Inconvenient transport access** with a high reliance on a limited number of on-street parking spaces, public car parks perceived to be inconveniently located with poor pedestrian connectivity.

4.3b Explain why Government investment is needed (what is the market failure)?  
(Limit 250 words)

Clacton Town Centre has fallen victim to several market failures which have led to its economic decline as detailed, with evidence in the Council’s FHSF submission (Appendices 2 & 3). Jaywick Sands also faces many challenges as made evident by its rank as the most deprived neighbourhood in England.

Capital flight from retail property investments as per national trends have seen a brands departing with Clacton being vulnerable to rationalisation of store portfolios. This change has destabilised the offer and accelerated the vacancy rates. It has negatively impacted consumer and business perceptions, reducing confidence, decreasing footfall and perpetuating decline.

Low land values create an inadequate return on capital investments at current market rates, creating a barrier to private and public investment, with insufficient economic benefit to secure long-term investment. Vacancy rates have accelerated and this is likely to continue if action is not taken. Vacant sites with planning permission for residential development have failed to attract developer investment and the Town Centre is still dominated by low value, low quality accommodation. This combined with fragmented ownership has prevented consolidation and strategic redevelopment from taking place.

Clacton Town Centre also has limited sustainable transport access, possibly as a result of its peripheral location and its age. Over reliance on petrol car ownership, combined with circulation and parking issues have resulted in people diverting to easier, more accessible centres such as Frinton or travelling to Clacton Factory Outlet or Colchester. This has greatly impacted footfall within the town further contributing to decline.

4.3c Please set out a clear explanation on what you are proposing to invest in and why the proposed interventions in the bid will address those challenges and barriers with evidence to support that explanation. As part of this, we would expect to understand the rationale for the location. (Limit 500 words)

This bid seeks capital funding to assist in the delivery of key elements of the community's 'Love Clacton Vision' and selected phases of the Council's previous (rejected) Future High Streets Fund proposals as well as promoting electric vehicles and greening the public realm.

For Project A: Electric Parade – Phase 1, funding is sought for strategic property acquisition, the part re-development/part reconfiguration of premises and physical public realm works to create a purpose-built events space, flexible start-up business units, improved pedestrian connectivity and major public realm improvements in the very core of Clacton Town Centre as the first phase of a wider programme of regeneration including facilities for electric vehicle charging and integration of public transport modes. The events space will address concerns around declining footfall, anti-social behaviour, connectivity, public realm, perception and transport access by introducing a new source of activity and footfall, improving the quality of the physical environment, improving the interface between the retail and leisure quarters of the town centre to harness tourism trade, curbing the current misuse of the town square by street drinkers and promoting walking and cycling. The new start-up units and pedestrian connectivity will address concerns around footfall, workspace availability, connectivity and transport access and perception by utilising vacant property to introduce another new activity into the heart of the town centre, improve connectivity and access to electric vehicle charging facilities and provide much needed space for new business start-ups to support employment growth and entrepreneurialism.

For Project B: Carnarvon Road/Library Site, funding is sought for the construction of a new state of the art library and educational facility with flexible office space, 129 dwellings and a new electric-enabled multi-storey car park at a prominent gateway to the Town Centre close to the railway station, the Town Hall and in the civic and

professional quarter of the town. This scheme will replace the outdated structures with high quality architecture and rejuvenate the currently uninspiring public realm, improve pedestrian connectivity and help to meet housing needs whilst delivering a modern facility for local people to find information, to learn and to find work and make use of community space.

For Project C: Sustainable Transport and Green Public Realm Enhancements, the proposal is to promote access by electric vehicles, walking, cycling and public transport and expand upon the town’s existing green infrastructure network through the creation of a green linear park as part of a rejuvenated public realm. The overall package seeks to tackle climate change concerns whilst improve connectivity with Jaywick Sands (the most deprived community in the UK) and Clacton’s mainline railway station via the town’s seaside and tourist attractions and its commercial core. The scheme will incorporate tree planting and greenery, installation of on-street electric vehicle charging facilities, creation of space for street markets and other activities, re-imagining of key ‘plazas’ along the core route between the station and the seafront to improve the pedestrian experience and improvements to cycleways and bus services along the route to and from Jaywick Sands.

4.3d For Transport Bids: Have you provided an Option Assessment Report (OAR)	N/a
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4.3e Please explain how you will deliver the outputs and confirm how results are likely to flow from the interventions. This should be demonstrated through a well-evidenced *Theory of Change*. Further guidance on producing a Theory of Change can be found within [HM Treasury’s Magenta Book](#) (page 24, section 2.2.1) and [MHCLG’s appraisal guidance](#). (Limit 500 words)

A Theory of Change shows how interventions will lead to intended impacts, by defining the outputs and then short and longer-term outcomes that result. The outputs illustrated in the appended Theory of Change (see appendix 5) fall into 5 categories; land acquisition/commercial space, public facilities/society, housing and accommodation, sustainable transport and road improvements, and public realm and green infrastructure.

**LUF Aims:** To address the significant decline of Clacton high street, which is compounded by its peripheral coastal location, limited working age population and distance from strategic road networks. The town is characterised by ageing infrastructure and housing stock (large presence of HMOs within the town), rising vacancies, decreased footfall and is heavily reliant on low paid service sector industries, including retail, leisure and tourism which have all been hardest hit as a result of the global pandemic. The town services two of the most deprived wards in the UK, with associated issues relating to health and wellbeing, crime, high levels of unemployment, poor educational attainment and skills and low aspirations amongst school children. All of these factors have a significant impact on the life chances of the local community.

The outputs within these categories include:

- New high-quality residential units

- New walking and cycling schemes, prioritising sustainable travel modes (including electric vehicles) and pedestrianisation
- Enhanced higher quality parking provision with electric vehicle charging
- Improved traffic flow and junction connectivity within Clacton town centre
- Additional flexible mixed-use space – community and commercial space
- Delivery of a public sector hub with centralised adult learning offer and a library
- New public amenity space
- Increase in green infrastructure within Clacton town centre
- New market style kiosks to support business start-ups
- Partnership model for future management of town centre and its strategic development

These outputs will be delivered by the activities outlined in the Theory of Change document. To summarise, these include community engagement, business engagement, land acquisition, property acquisition, transport planning, data intelligence and analysis of data, and construction/house-building. These activities are resourced by local authority investment, people resources and, crucially, the Levelling Up Fund.

We expect to see a variety of outcomes flow from these outputs. Some will be immediate (0-5 years) and others intermediate (5-10 years). These outcomes are detailed in the Theory of Change.

The impacts that are intended are:

- Greater social wellbeing for residents
- Growth within the locality and catalysing private sector investment
- Clacton becoming an all year-round destination for visitors
- A healthier and more sustainable economy
- Raised aspirations due to improved life chances within the community
- Clacton as a seaside destination of choice, to live, work, and play
- Enhanced and more resilient future high street for Clacton
- A more diverse community and greater community cohesion, creating a more vibrant town centre

#### **4.4 Alignment with the local and national context**

**See technical note Table 1 for further guidance.**

4.4a Explain how your bid aligns to and supports relevant local strategies (such as Local Plans, local economic strategies or Local Transport Plans) and local objectives for investment, improving infrastructure and levelling up. (Limit 500 words)

As was the case for the Council's earlier FHSF submission, the revised proposals for Clacton Town Centre have been developed using approved aims from the Council's Corporate Plan, Economic Strategy and emerging Local Development Plan. These have been informed by feedback received from stakeholders and businesses as well

as through ongoing engagement at key board / groups such as the Community Safety Partnership and the Town Centre Working Group.

**Clacton Town Centre Vision: Love Clacton:** The Clacton Town Centre Working Party has collaborated to produce the 'Love Clacton' vision / strategy for the town, detailing interventions and changes that will enhance the opportunities for Clacton as well as being a marketable product that can be used to secure investment to Clacton. It also sets the overarching vision and objectives with which the Council's proposals align.

**Economic Development Strategy:** The Council's Economic Development Strategy was adopted in 2013 and updated in 2020 [link](#). It identifies Clacton (with Jaywick Sands) as a 'Tier One Location' with the most potential for economic growth and where the case/need for public sector intervention is strongest. It requires a bold response to address current decline and proposes that quality of the town needs to be a key attractor for new residents and businesses, with new cultural infrastructure. Sensible planned housing development and population growth is a core component of improving the town and driving business creation and satisfying demand for local people to establish and grow their businesses.

**Emerging Local Plan:** The Tendring Local Plan [link](#) is expected to be adopted in full in Autumn 2021 following the recent examination. Clacton is categorised as a 'Strategic Urban Settlement' where approximately 4,700 new homes are proposed, of which 2,000 have already obtained planning permission. Clacton Town Centre and Seafront and Jaywick Sands are identified as Priority Areas for Regeneration – to be the focus for investment in social, economic and physical infrastructure and initiatives to improve vitality, environmental quality, social inclusion, economic prospects, education, health, community safety, accessibility and green infrastructure. Clacton Town Centre is also defined as a 'Major Town Centre' which will be the focus for town centre uses including retail, leisure, commercial, office, tourism and cultural, community and residential development.

**Tourism Strategy:** In line with the vision outlined in this bid The Tendring Tourism Strategy [link](#) recognises the role that tourism-led regeneration can have on improving the quality of life of our residents, communities and create more jobs and wealth.

**Community Safety Strategy:** The Tendring Community Safety Partnership [link](#) has been a key partner in the Town Centre Working Party with a focus on tackling the town's issues with crime and anti-social behaviour. The vision for change aligns with the objectives of the partnership and its strategy.

**Essex Prosperity and Productivity Plan** – This plan sets out the ambition for the Essex economy to be dynamic, resilient, inclusive, and connected. The proposals put forward in this bid would help boost the resilience, inclusivity, and connectivity of Clacton.

4.4b Explain how the bid aligns to and supports the UK Government policy objectives, legal and statutory commitments, such as delivering Net Zero carbon emissions and improving air quality. Bids for transport projects in particular should clearly explain their carbon benefits. (Limit 250 words)

This bid proposes a scheme of measures that actively promotes a shift from petrol to electric vehicles through the provision of necessary charging infrastructure in core parts of the town centre whilst also improving accessibility by walking, cycling and public transport. The 'Electric Parade' scheme in particular seeks to re-brand central Pier Avenue with its original name and, in so doing, actively embrace the opportunity presented by the growth in electric vehicles and the use of renewable energy installations. An electric-enabled multi-storey car park at the Carnarvon Road/Library Site further promotes the shift to electric vehicles.

The public realm improvements, including green spaces, adds to the schemes carbon reducing credentials through increased planting and vegetation in the public realm and expanding on one of the town's best loved assets, its seafront gardens and green infrastructure.

The promotion and improvement of the town centre's accessibility and connectivity by walking, cycling and through the integration of public transport services through the public realm and sustainable transport measures outlined in this bid will help to reduce the reliance on petrol and diesel vehicles and promote a reduction in carbon emissions.

The redevelopment of the outdated library and adjoining buildings and the properties in the town centre's retail core with modern, more energy efficient structures incorporating up to date energy generation and efficiency measures will also bring about a net improvement in levels of carbon emissions.

4.4c Where applicable explain how the bid complements / or aligns to and supports other investments from different funding streams. (Limit 250 words)

This bid complements and builds upon two projects that secured a total of £4.2m of Getting Building funding for the delivery of commercial space within Jaywick Sands, and the provision of free bikes and cycle paths within Jaywick and Clacton:

- Jaywick market and commercial space: this £2m project is being led by TDC and will deliver 25 new commercial managed workspaces to rent to small and fledgling businesses at low cost, and create a new covered market with external market and event space.
- Essex Pedal Power Programme: a £2.3m project that will deliver improved cycle infrastructure between Jaywick and Clacton, alongside a free bike loan scheme to improve access via active travel for deprived communities.

This Levelling Up Fund bid complements the interventions being funded through the Getting Building Fund by:

- Delivering improvements to Clacton town centre – including new housing, commercial space, retail and an enhanced public realm – to complement the built improvements being made at Jaywick;
- Providing enhancements to cycling and walking connectivity through the centre of Clacton that will link in with the new cycle paths being funded by the GBF;
- Delivering improvements to bus infrastructure and further works to highways at Jaywick that will build on and further enhance connectivity for residents in the most deprived community in the country.

4.4d Please explain how the bid aligns to and supports the Government's expectation that all local road projects will deliver or improve cycling and walking infrastructure and include bus priority measures (unless it can be shown that there is little or no need to do so). Cycling elements of proposals should follow the Government's cycling design guidance which sets out the standards required. (Limit 250 words)

The Sustainable Transport and Green Public Realm Enhancements project aims to promote access by electric vehicles, walking, cycling and public transport and expand upon the town's existing green infrastructure network. The overall package seeks to tackle climate change concerns whilst improving connectivity with Jaywick Sands and Clacton's mainline railway station via the town's seaside and tourist attractions and its commercial core. Particular measures include:

- A package of highways and public realm works through the centre of Clacton to improve the local environment and promote walking and cycling
- Enhanced public events plaza in Town Square
- Significant investment in electric vehicle charging, with a view to making central Clacton an exemplar
- Improvements to bus infrastructure, in particular to improve infrastructure linking Jaywick with Clacton
- Focused highways improvements at Jaywick to align with bus infrastructure improvements and accessibility.

Road projects will include revisions to road layouts prioritising sustainable transport i.e. cycling, walking and public transport with the aim of encouraging a modal shift towards more sustainable transport modes. Cycling elements implemented will complement the improvements carried out as part of the Getting Building Fund project in Jaywick.



## PART 5 VALUE FOR MONEY

### 5.1 Appropriateness of data sources and evidence

See technical note Annex B and Table 1 for further guidance.

All costs and benefits must be compliant or in line with [HMT's Green Book](#) [DfT Transport Analysis Guidance](#) [MHCLG Appraisal Guidance](#).

5.1a Please use up to date evidence to demonstrate the scale and significance of local problems and issues. (Limit 250 words)

The evidence submitted in respect of the Council's previous 2020 Future High Streets Fund and 2019 expression of interest submission are considered to be suitably up to date in respect of the local problems and issues facing Clacton Town Centre. Key findings from the FHSF evidence included:

- a quarter of all employed people working in sectors shut down during the COVID-19 lockdown (compared to 1.4% nationally);
- Clacton in the top 5% nationally for employment in non-food retail sectors.
- Clacton placed in the top 5 most economically at risk towns in the UK (April 2020),
- Jaywick Sands the most deprived area in the country;
- Town Centre vacancy rate of 11% in 2020 which has increased following COVID-19, most notably with the closure of the main anchor foodstore – the Sainsbury's store in the High Street;
- Clacton Town Centre ranked 300<sup>th</sup> position according to the 2017 Javelin Venue score;
- Continual footfall decline (for the past 4 yrs.) with a 28% yr. on yr. decline from 17/18 to 19/20 pre-COVID;
- Around 1,500 households on the TDC housing register, with 75% requiring either a 1 or 2 bed home and Clacton being the predominant location of need at around 48% of all need;
- 10% difference between those who have NVQ4+ in Tendring and those in Essex overall;
- most employment being in low skilled, low paid sectors;
- Pier Ward was the 6<sup>th</sup> highest percentage of people who reported having a limited long-term illness or disability (32.2%), only second to Jaywick Sands at 40.1%.

5.1b Bids should demonstrate the quality assurance of data analysis and evidence for explaining the scale and significance of local problems and issues. Please demonstrate how any data, surveys and evidence is robust, up to date and unbiased. (Limit 500 words)

The evidence submitted in respect of the Council's previous 2020 Future High Streets Fund and 2019 expression of interest submission are considered to be suitably up to date in respect of the local problems and issues facing Clacton Town Centre. Clacton Town Centre was shortlisted for FHSF on the basis of the data provided.

Much of the data used to demonstrate the problems facing Clacton, particularly around deprivation, worklessness, skills levels and health are drawn from recognised sources including the national Indices of Multiple Deprivation and figures provided by or on behalf of government departments or local health/emergency services providers.

Data around footfall was collected utilising a Springboard footfall counting device located in the heart of the Town Centre at the town square but has since been upgraded to 'Elephant wifi' counting infrastructure which was installed as the COVID-19 lockdown restrictions came into force (see appendix 10). Footfall will continue to be monitored as the restrictions ease to determine how far it has declined following COVID.

The health of the town centre was assessed by Lambert Smith Hampton (LSH) over 2019 and 2020 and their studies were appended to the Council's FHSF proposals and have since been used for the Council's Local Plan examination. The work undertaken included telephone household surveys.

The Council appended to its FHSF submission a report that set out the results of engagement with businesses, stakeholders and the local community. This included the findings of the LSH household survey, a full account of the issues and ideas raised through the work of the Clacton Town Centre Working Party and the results of the online public consultation on the FHSF proposals which was undertaken instead of a series of face-to-face exhibitions and engagement events due to the COVID-19 pandemic. The findings of the latter are clearly unbiased as there are a variety of views expressed, with not all of the proposals being universally popular.

5.1c Please demonstrate that data and evidence chosen is appropriate to the area of influence of the interventions. (Limit 250 words)

As set out above, the data and evidence submitted in support of both the Future High Streets Fund and the Levelling Up Fund is entirely appropriate to the area of influence of the

interventions. Clacton Town Centre was shortlisted for the Future High Streets Fund, following a successful Expression of Interest (Appendix 2), on the strength and relevance of the evidence provided which has subsequently been strengthened through additional work on the subsequent business case and on this bid.

All of the proposed interventions can be tracked back to the ideas and discussions with local stakeholders and the subsequent vision and objectives in the Love Clacton Vision that was developed as a result of that engagement (see engagement report [link](#)).

The technical evidence in support of the bid and its proposed interventions includes the retail and town centre study which draws on appropriate local survey work and the cost and value assumptions which are based on knowledge of the local market and its challenges. The consultancy team that has been employed in supporting the project has worked constructively with the Councils and has progressed work with a strong understanding of issues and challenges pertinent to Clacton Town Centre and the wider area.

### **Effectiveness of proposal in addressing problems**

5.2a Please provide analysis and evidence to demonstrate how the proposal will address existing or anticipated future problems. Quantifiable impacts should usually be forecasted using a suitable model. (Limit 500 words)

As identified in section 4.3a, there are various problems facing Clacton Town Centre that, without positive intervention, are likely to continue or worsen. Declining footfall and the loss of retailers has been one of the most noticeable changes in the town centre itself, but statistics demonstrate the levels of socio-economic deprivation affecting residents in the wider town.

The proposal has been developed by a broad partnership. The project seeks to address multiple issues within the Town Centre, including poor economic performance and declining retail activity. The interventions identified are focused on addressing these issues. The model we have used to generate outcomes and outputs are based on recognised national benchmarks. These include:

- **Time period considered:** The Green Book States “Costs and benefits should be calculated over the lifetime of the intervention or asset. For many interventions, a time horizon of 10 years is suitable. Where significant assets are involved up to 60 years may be suitable e.g., buildings and infrastructure. We have modelled the impact of the investment over a 10-year time period.
- **Timing of spend:** For all scenarios a planned timing of spend was used, relying on the assumption of the project being supported in 2021, with construction commencing in November 2023 and concluding in December 2025
- **GVA benefits:** GVA benefits have been modelled over a 10-year period. For Housing we have used current values available from online sources such as Right Move and Zoopla. This has been tested by Essex Housing for appropriateness

- **Employment:** For the purposes of evaluating the impact of the various options under consideration in the business case, we have used the HCA benchmarks, using the low value of **£28,700** to evaluate the preferred case. This value most accurately reflects the current employment market within Clacton based on research conducted on salary levels available from Job Centre Plus and wider data available for Essex.
- **Car Parking:** we have used national benchmarks for occupancy (75%) using NCP data as a baseline.
- **Build Costs:** We have adopted the build costs as advised by Oxbury Chartered Surveyors. The costs include an allowance for demolition, preliminaries and contingencies.
- **Fiscal costs** The fiscal benefits from the two projects have been calculated – in terms of Council Tax from new residential units, NNDRs from employment space, PAYE and NI from new jobs. This can be used to offset the public costs to give a net fiscal cost/benefit over a 10-year period.

5.2b Please describe the robustness of the forecast assumptions, methodology and model outputs. Key factors to be covered include the quality of the analysis or model (in terms of its accuracy and functionality) (Limit 500 words)

Our forecast assumptions are based on those set out in the Green Book guidance. Our assumptions include assessments for Leakage, Substitution, Multiplier effects. Each of these has been applied to our final appraisal.

Optimism bias

We have applied an Optimism bias of 10% to our model. This recognises the likely level of over modelling and estimations in our modelling. We have tested our model against core Green Book compliant advice.

**Leakage:**

With the delivery of Clacton Town Centre we have forecast that there is a relatively small chance of leakage due to the fact that any potential competition is not well developed and as a result it will mean the level of leakage will be relatively small. Because of this, a factor of 5% has been applied within the economic impact modelling.

**Substitution:**

In line with standard approaches to substitution BIS, benchmarks suggest this is a negligible issue for this type of development;

**Multiplier Effects:**

Reference Case: As far as the reference case is concerned, we consider the multiplier effect to be negligible;

We have forecast that the Multiplier Effect will take effect once investment has been made, which we believe in turn will encourage new private sector investment into the Town Centre. We anticipate that the improvements delivered will signal to the market that investment in Clacton Town Centre is viable and that public sector partners are proactive in delivering change.

These factors have now been applied to the various options under consideration and the CBAs been updated accordingly.

### **GVA impact**

We have calculated project benefits using established methodology from a range of recognised sources. We have modelled GVA over a 10-year period to identify longer term benefits. We believe the model is as far as it can be accurate. Our model is relatively conservative, with employment GVA calculate using the lowest recognised salary level, which we believe best reflects the local market position.

**Transport** – we have used Webtag to assess our transport work and have undertaken a variety of local survey work to generate the most accurate model we could.

These inputs underpin our model. We have developed an accurate model using existing data sources available to us. Our approach to building the model has covered all of the functions we are anticipating to impact in delivery of the scheme, namely we have covered Employment, Transport, Housing and Cultural aspects which provide a detailed analysis of the functions and functionality we require to successfully deliver the project. This has then underpinned our economic case.

We have been conservative in our assumptions and modelling. We recognise that this is the only conceivable way of building a coherent case for investment in Clacton.

### **3 Economic costs of proposal**

5.3a Please explain the economic costs of the bid. Costs should be consistent with the costs in the financial case, but adjusted for the economic case. This should include but not be limited to providing evidence of costs having been adjusted to an appropriate base year and that inflation has been included or taken into account. In addition, please provide detail that cost risks and uncertainty have been considered and adequately quantified. Optimism bias must also be included in the cost estimates in the economic case. (Limit 500 words)

The economic costs of the project have been developed using independent advice and assessment and based on local and national benchmarks.

The Appraisal of costs that have been prepared by Oxbury Quantity Surveyors. This has provided detailed assessment of the scale, massing and cost of the housing element of the scheme.

Cost appraisals were analysed by Savills who have prepared Development Appraisals (one for each sites) set out in the project.

Transport assessments has been conducted by Ringway Jacobs on behalf of Essex County Council. The team undertook detailed survey work on site and developed a Highways Impact Assessment which has fed into our modelling and understanding of the economic costs. The benefits of the highway components were assessed using TUBA V1.9.13 with the corresponding economics file. TUBA uses 2010 prices and discounting to 2010 would be done within TUBA, therefore the resultant Present Value of Benefits (PVB) were established in 2010 Prices and Values. Impacts during the construction phase were not assessed.

The economic costs of the bid have been adjusted for a range of factors. We have used 2019 as a base year. This we believe negates the impact of the Covid-19 pandemic, the impact of which is not fully known. Using 2019 as a base year is also in line with the work we conducted on the Future High Streets Fund application. All costs have been adjusted to the base year

The economic costs of the project are £73,634,477. This figure has been based on the numbers generated by the independent appraisals detailed above. Our modelling set out in Appendix 9 highlights the evidence that we have addressed inflation, optimism bias and leakage.

We have applied risks to the project, including Optimism bias of 10% and built in a contingency of 5% to cover any unforeseen issues.

In addition to those listed above, we have applied an inflation rate of 2.5% having consulted Bank of England forecast guidance.

We have applied appropriate GDP deflators and Discounting ratios to provide an accurate forecast within our model in order to achieve an accurate BCR.

A range of strategic risks have been identified as part of the delivery assurance work for the project which can be found in appendix 6, alongside the Essex Housing RAID register (FHSF appendix [3g](#)) and Essex Highways technical risks (FSHF appendix [2t](#)).

It is recognised that delivery of the project is dependent on continued cooperation and collaboration between Tendring District Council and Essex County Council for the duration of the project and that departure of either party could potentially result in some or all aspects of the project being undelivered. Both parties are committed to the project and have entered a Memorandum of Understanding (which can be found in FHSF appendix [3b](#)) covering the long-term regeneration of the town centre. Both TDC and ECC have fully committed to the project at a strategic and political level, with signoff to the financial and strategic ambitions of the projects received from internal governance boards as outlined in FHSF appendix [4d](#) (ECC SBC) & FHSF appendix [4e](#) (TDC Cabinet paper).

#### **5.4 Analysis of monetised costs and benefits**

5.4a Please describe how the economic benefits have been estimated. These must be categorised according to different impact. Depending on the nature of intervention, there could be land value uplift, air quality benefits, reduce journey times, support economic growth, support employment, or reduce carbon emissions. (Limit 750 words)

We have estimated economic benefits for Employment, Housing and Transport (reduced carbon emissions and increased journey travel efficiency).

## Employment

We generated estimates for Employment by using Jobs densities (sq m per job) - sourced from HCA/Homes England (we used 12m and 15m per employee in retail and office space to calculate estimated jobs) with total additional space that the scheme will bring forward being 3650m. For construction jobs, the HCA suggest every £1m of construction investment will deliver 10 new jobs. Our forecast job number are based on national guidance.

Having calculated the number of jobs for each category, we used the HCA methodologies. Their work shows the range of gross cost per net job figures expressed in terms of total gross public sector expenditure against total net additional job outputs. Net additional jobs are based upon a sub-regional level of analysis. The review identified the cost per net additional job created or safeguarded range of £28,700 to £51,000 for regeneration and property development projects with a mid-point in this range of £39,850. The benchmark range is based on historic evidence. The figures here reflect the actual outcomes associated with projects and will therefore take account of possible cost overruns and any shortfall in the delivery of expected outputs. For the purposes of evaluating the impact of the various options under consideration in this case, we have used the HCA benchmarks, using the low value of **£28,700** to evaluate the preferred case. This value best reflects the current employment market within Clacton based on research conducted on salary levels available from Job Centre Plus and wider data available for Essex.

## Housing

The proposed scheme sets out plan to deliver 129 new housing units across three Town Centre sites. The properties will be 1-3-bedroom flats. The table below demonstrates the housing mix proposed.

An important aspect of this option is the increase in the number of residents within the Town Centre, We have calculated the additional number of residents using the ONS guidance on the average number of householders per dwelling in the UK ([Families and households in the UK - Office for National Statistics \(ons.gov.uk\)](https://www.ons.gov.uk/families-and-households-in-the-uk))

This option will deliver over 290 new residents, which again will increase the dynamism within the Town Centre and arrest the decline that has impacted the economic performance of Clacton.

	<b>Persons:</b>	<b>1</b>	<b>2</b>	<b>3</b>
	<b>Total units:</b>	<b>50%</b>	<b>30%</b>	<b>20%</b>
Carnarvon Road/Library Site	129	55.4	32.8	11.8
<b>Total residents</b>	<b>290</b>	105	165	15

To calculate the additional GVA from the Housing element of the scheme we used evidence from within the local market via Right Move and Zoopla to estimate average houses values which could be achieved by future sales. No affordable housing has been included in our assumptions. The analysis revealed £125,000 for 1 bed units, £135,000 for 2 bed and £155,000 for 3 bed. We believe new units in a central location are potentially going to hold a marginally higher value. However, this benchmark provides an evidenced approach to housing GVA.

## **Transport**

The TfL Ambience Benefit Calculator was used as a framework to calculate the benefits of the urban realm improvements within Clacton for pedestrians and cyclists. The tool is spreadsheet based and works by assigning monetary (pence per trip) to public realm attributes based on the number of cyclists and pedestrians impacted by the improvements.

### **1.1.1 Methodology**

The tool allows the assessment of attributed benefits of a scheme under the following groups:

- Walking benefits:
  - Crossings
  - Street Security
  - Street Signs
  - Pavements
  - Facilities and Visual Attractions
- Cycling benefits:
  - Cycle Parking Provision
  - Cycle Route
  - Cycle Surface
  - Cycle Provision

Each scheme section was scored as best possible to fit the description using the available attributes under the above groups.

In some cases, the associated benefits, and 'before' and 'after' states of the scheme could not be replicated perfectly with the available options in the tool, and in such cases, the closest available options were used. In addition, where required, a 'free-factor' has been applied to adjust the benefit to a more appropriate value based on knowledge of the scheme.

The Benefits Assessment was carried out per section of scheme to provide an Annual Total Ambience Benefit value under the below four scenarios:

- Opening Year (2023) Weekday



- Opening Year (2023) Saturday, Sunday & Bank Holidays
- Forecast Year (2028) Weekday
- Forecast Year (2028) Saturday, Sunday & Bank Holidays

5.4b Please complete Tab A and B on the **appended excel spreadsheet** to demonstrate your:

Tab A - Discounted total costs by funding source (£m)

Tab B – Discounted benefits by category (£m)

### **5.5 Value for money of proposal**

5.5a Please provide a summary of the overall Value for Money of the proposal. This should include reporting of Benefit Cost Ratios. If a Benefit Cost Ratio (BCR) has been estimated there should be a clear explanation of how this is estimated ie a methodology note. Benefit Cost Ratios should be calculated in a way that is consistent with [HMT's Green Book](#). For non-transport bids it should be consistent with [MHCLG's appraisal guidance](#). For bids requesting funding for transport projects this should be consistent with [DfT Transport Analysis Guidance](#). (Limit 500 words)

The Value for Money proposal can be summarised as follows:

**Total benefits to be generated (Employment, Housing and Transport - £82,858,234**

LUF contribution - £19,972,953

Local Public sector contribution - £17,553,000

**Total Public Cost - £37,525,953**

#### **BCR calculation – 2.21**

Our model to generate the BCR consists of three components: The present value of all benefits, the present value of all costs and, finally, the division of these present values. The present value of benefits is calculated as the sum of discounted benefits. Our project has identified Housing, Employment and Transport benefits. We applied both GDP deflator and Discounting ratio in line with Green Book and LUF guidance to generate the BCR. In addition we applied other sensitivities including Inflation, Optimism bias and Leakage in order to derive the BCR.

Our methodology include the following steps;

#### **1. Present Value of Benefits**

The present value of benefits were calculated as the sum of discounted benefits. To determine this sum, we analysed all benefits associated with the project. We then

discounted the total benefits with the discount rate set out in the Green Book guidance. This calculation was completed for the 10-year period.

$$PV[Benefits] = \sum_{t=0}^N \frac{CF_t[Benefits]}{(1+i_t)^t}$$

## 2. Present Value of Cost

To prepare the present value of cost we used the analysis in the Development appraisal in order to generate a total cost for construction of the project and any necessary finance. We applied inflation to these costs at the current Bank of England forecast level. Costs were generated for the 10-year life of the programme cycle.

$$PV[Cost] = \sum_{t=0}^N \frac{CF_t[Costs]}{(1+i_t)^t}$$

## 3. Ratio of Both Present Values

To [calculate](#) the BCR, we divided the present value of benefits with the present value of costs. This led to the BCR of 2.21

$$BCR = \frac{|PV [Benefits]|}{|PV[Cost]|}$$

In the case of this project the BCR was derived from

£82,858,234 (Discounted Benefits) / £37,525,953 (Costs) = 2.21

The approach used is in line with that set out in the Green Book.

5.5b Please describe what other non-monetised impacts the bid will have, and provide a summary of how these have been assessed. (Limit 250 words)

Our value for money appraisal has not taken into account any non-monetised impact the project may have. We believe there will be a range of non-monetised benefits associated with investing in Clacton Town Centre, particularly in terms of improving the visitor experience.

5.5c Please provide a summary assessment of risks and uncertainties that could affect the overall Value for Money of the bid. (Limit 250 words)

We have identified the following risks and uncertainties;

- **Price escalation:** This could be driven by land acquisitions being more than valued in preparation of the scheme or increased costs of materials. The main mitigation will be to utilise the contingency built into the project costs, value engineer the works.
- **Cost overruns:** This is most likely to be on siteworks and construction of the Highways and Transport schemes as a result of hidden statutory undertakings or additional design requirements changing following final design process. The proposed mitigation will be to value engineer the schemes and if this is not possible seek to identify alternative funding or exclude elements of design.
- **Constructor ceases trading:** retender works.
- **Post-Construction sales demand:** In the event that the struggles post construction we will undertake a thorough review of the business model and approach in consultation with MHCLG.
- **Covid-19:** see FHSF appendix [3i](#) for how we have evaluated and will manage the impact of COVID-19

The strategic risk register for the project is outlined at appendix 6 with the specific risks associated with the Commercial and Residential schemes outlined in (FHSF appendix [3g](#)) and Transport and Infrastructure schemes in FSHF appendix [2t](#).

5.5d For transport bids, we would expect the [Appraisal Summary Table](#), to be completed to enable a full range of transport impacts to be considered. Other material supporting the assessment of the scheme described in this section should be appended to your bid.

## PART 6 DELIVERABILITY

### 6.1 Financial

See technical note Table 1 for further guidance.

6.1a Please summarise below your financial ask of the LUF, and what if any local and third party contributions have been secured (please note that a minimum local (public or private sector) contribution of 10% of the bid costs is encouraged). Please also note that a contribution will be expected from private sector stakeholders, such as developers, if they stand to benefit from a specific bid (Limit 250 words)

Requested Levelling Up Fund Grant: £19,972,953.27

Tendring District Council capital funding - £150,000\*  
Tendring District Council Land Assets - £4,700,00.00

Third Party Contributions:

Essex County Council capital funding- £7,573,888.00  
Essex County Council Land Assets - £5,129,112.00

\* Subject to a formal decision, Tendring District Council is looking to commit £2million of capital funding towards co-funding the project – on the understanding that it will help to deliver on the Council’s ambitions around climate change and the promotion of electric vehicles.

6.1b Please also complete Tabs C and D in the **appended excel spreadsheet**, setting out details of the costs and spend profile at the project and bid level in the format requested within the excel sheet. The funding detail should be as accurate as possible as it will form the basis for funding agreements. Please note that we would expect all funding provided from the Fund to be spent by 31 March 2024, and, exceptionally, into 2024-25 for larger schemes.

6.1c Please confirm if the bid will be part funded through other third-party funding (public or private sector). If so, please include evidence (i.e. letters, contractual commitments) to show how any third-party contributions are being secured, the level of commitment and when they will become available. The UKG may accept the provision of land from third parties as part of the local

This bid is to be part funded with contributions from Essex County Council and Tendring District Council in terms of capital funds and the value of assets to be utilised within the schemes. The bid is not reliant on third-party private-sector funding, but the wider package of measures envisaged through the Love

contribution towards scheme costs. Where relevant, bidders should provide evidence in the form of an attached letter from an independent valuer to verify the true market value of the land.

Clacton vision would require wider investment in the longer-term.

The provision of land and property is a key component of Tendring and Essex' contribution of co-funding and evidence is provided as to their value in appendix 8.

6.1d Please explain what if any funding gaps there are, or what further work needs to be done to secure third party funding contributions. (Limit 250 words)

There are no funding gaps for the package of works that are proposed in this funding bid.

This bid seeks funding to deliver only initial phases of a wider potential package of interventions that were identified both in the previous Future High Streets Fund and the Love Clacton vision and objectives upon which it was based.

Further works to support the regeneration of Clacton could include the delivery of other regeneration sites and further transport works, to build on the outcomes to be delivered under the Levelling Up Fund by progressing further enhancements to transport/public realm, the mix of uses in the town centre and the local environment.

To deliver the full, longer term package of change envisaged in the vision would require substantially more funding than is available from the Levelling Up Fund and associated co-funding and both the previous bid and this bid have been scaled down, as appropriate, to ensure they fit with the funding available from the Levelling Up Fund and that there are no funding gaps in seeking deliver these first phases of intervention.

Examples of elements of elements excluded from this bid include proposals for cultural and educational development around the 'Savoy Place' site, the proposed residential development and multi-storey car park at the Electric Parade site and certain elements of the overall public realm package. TDC and ECC will continue however to work in partnership, with other private and public sector bodies, to deliver on the long term vision.

6.1e Please list any other funding applications you have made for this scheme or variants thereof and the outcome of these applications, including any reasons for rejection. (Limit 250 words)

The Council made a bid to the Future High Streets Fund in 2020 which included wider and more substantial development proposals for the Electric Parade and Carnarvon Road/Library Site and a more comprehensive transport and public realm package (Appendix 3). Clacton Town Centre had been shortlisted for the FHSF in acknowledgement of the strategic case for intervention but the business case submission was rejected for failing to meet the minimum Benefit to Cost Ratio (BCR) required under the assessment criteria for that fund.

The Council has utilised much of the evidence and technical work that was prepared for the rejected FHSF bid and the proposals in this Levelling Up Fund include substantially revised versions of the key FHSF projects. In putting forward a revised set of projects, the Council has needed to remain true to the community's overarching vision for Clacton Town Centre whilst promoting a phased approach to the schemes aimed at achieving short-term tangible outcomes that pave the way for a more comprehensive approach in the longer-term.

In particular, the Council's revised proposals for Electric Parade do not contain some of the higher-cost elements of the earlier FHSF submission which impacted significantly on the BCR scoring - such as the residential development and multi-storey car park in Jackson Road. In addition, as part of the revised Sustainable Transport and Public Realm package, the Council is seeking to strengthen the emphasis on delivering infrastructure for charging electric vehicles and improving existing cycle and bus connectivity to Jaywick Sands.

6.1f Please provide information on margins and contingencies that have been allowed for and the rationale behind them. (Limit 250 words)

A contingency of 5% has been calculated within Development Appraisals and Transport Assessment, allowing some cost escalation should it occur within the project.

The projects are envisaged to be essentially local authority led and no developer's profit is included in the calculations of project costs. Elements of the project are potentially surplus making which is necessary to support elements that show deficit. The authorities may at some future point elect to retain additional elements of the construction for service delivery or revenue return. In the first instance however the capital values of current and future assets are shown in the calculations for clarity purposes.

6.1g Please set out below, what the main financial risks are and how they will be mitigated, including how cost overruns will be dealt with and shared between non-UKG funding partners. (you should cross refer to the Risk Register). (Limit 500 words)

### **Cost Overruns**

Cost overruns will be dealt with by Essex County Council and Tendring District Council capital funding contingency funds. Officers will be working to avoid this eventuality taking place. If there is a cost overrun in the project, TDC guarantee that this will be managed internally, and additional funding agreed between TDC and ECC to ensure that the delivery of the project continues without compromising the project.

### **Key Risks**

In the event that this project experiences blockages during the development/construction process, a range of potential contingency arrangements have been identified to guarantee the continued delivery of some of the services and outputs outlined in this case:

- **Price escalation:** This could be driven by land acquisitions being more than valued in preparation of the scheme or increased costs of materials. The main mitigation will be to utilise the contingency built into the project costs, value engineer the works and/or strengthen fundraising efforts from public sector partners;
- **Cost overruns:** This is most likely to be on siteworks and construction of the Highways and Transport schemes as a result of hidden statutory undertakings or additional design requirements changing following final design process. The proposed mitigation will be to value engineer the schemes and if this is not possible seek to identify alternative funding or exclude elements of design.
- **Constructor ceases trading:** retender works.
- **Post-Construction sales demand:** In the event that the struggles post construction we will undertake a thorough review of the business model and approach in consultation with MHCLG.
- **Covid-19:** see FSHF appendix [3i](#) for how we have evaluated and will manage the impact of COVID-19

The strategic risk register for the project is outlined at appendix 6 with the specific risks associated with the Commercial and Residential schemes outlined in (FHSF appendix [3g](#)) and Transport and Infrastructure schemes in FSHF appendix [2t](#).

6.2a Please summarise your commercial structure, risk allocation and procurement strategy which sets out the rationale for the strategy selected and other options considered and discounted. The procurement route should also be set out with an explanation as to why it is appropriate for a bid of the scale and nature submitted.

Please note - all procurements must be made in accordance with all relevant legal requirements. Applicants must describe their approach to ensuring full compliance in order to discharge their legal duties. (Limit 500 words)

Tendring District Council and Essex County Council through Essex Highways and Essex Housing will undertake delivery responsibility for both projects, appointing suitably qualified third parties to undertake construction and delivery of the various elements of the project. The Council has two options to deliver the projects and will take the most advantageous approach that will ensure the timeliest and efficient delivery mechanism:

1. Utilise procurement framework for construction projects;
2. Undertake competitive, OJEU compliant procurement process;

All advisors and building contractors in accordance with ECC's procurement policy and the Public Contracts Regulations 2015 and are part of the relevant decision by the Cabinet Member as the project progresses through its various stages

Regardless of procurement and construction delivery, Tendring District Council will be the lead accountable body for the project, however, will use Essex County Council internal processes and financial regulations to manage all contractual relationships and budgetary and expenditure necessary for the work commissioned through Essex County Council.

Payment for services and activities required throughout the delivery of the project will depend on the value of the goods and services in line with ECC's procurement policy. For contracts under £10,000; these may be awarded without competition and paid for through ECC's Electronic Payment Request Tool. For contracts between £10,001 and £100,000, these are awarded following a Request for Quotation exercise undertaken by the Team, and payments are organised via a Purchase Order linked to a signed Professional Appointment contract. Larger Construction contracts operate in a similar way with Purchase Orders linked to signed contracts following Open Market Tender process.

The Solution Design document provided as part of the FHSF (appendix [3h](#)) outlines in more detail the resource requirement during the procurement and development process. The document also outlines in further detail the various options available with regard to the procurement of contractors for construction of the site and highlights that the recommended procurement option is to carry out an Open Market Tender.

### **6.3 Management**

See technical note Section 4 and Table 1 for further guidance

Delivery Plan: Places are asked to submit a delivery plan which demonstrates:

- Clear milestones, key dependencies and interfaces, resource requirements, task durations and contingency.
- An understanding of the roles and responsibilities, skills, capability, or capacity needed.
- Arrangements for managing any delivery partners and the plan for benefits realisation.
- Engagement of developers/ occupiers (where needed)
- The strategy for managing stakeholders and considering their interests and influences.
- Confirmation of any powers or consents needed, and statutory approvals eg Planning permission and details of information of ownership or agreements of land/ assets needed to deliver the bid with evidence
- Please also list any powers / consents etc needed/ obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them.

6.3a Please summarise the delivery plan, with reference to the above (Limit 500 words)

The Councils' Future High Streets Fund submission was supported by a delivery plan (FHSF Appendix [3a](#)) setting out proposed timescales, as at July 2020. As this bid proposes a variation of the FHSF proposals, a revised version of the delivery plan (attached as Appendix 7) is based on the FHSF plan generally adjusted by 12 months to reflect time elapsed since the previous bid but more specifically amended to reflect the revisions to the schemes and the particular elements where early delivery is proposed. For example, whilst the Carnarvon Road/Library scheme is essentially unchanged from the proposal in the Future High Streets Fund, the timescales for delivery have been rolled back



by 12 months to reflect the time elapsed since FHSF submission. The Electric Parade scheme, in contrast, on seeks funding to deliver only an element of the FHSF scheme which carries fewer complexities, requires less construction time and only one significant property acquisition (whereas the FHSF proposal was more complex and required multiple acquisitions. Given the central location of the Electric Parade scheme, particular attention has been paid to the peak summer season in determining sensible timescales.

The FHSF bid was also supported by a highways project plan (FHSF Appendix [31](#)) for which it is proposed that revisions will be made in due course to reflect the 12 months elapsed, the prioritisation of highways schemes within the revised proposal and the need for delivery of certain elements within the 2021/22 financial year. For example, item 13 (Island site public realm) corresponds with the proposals to create a purpose built events space and performance area on the town square as part of the Electric Parade scheme – a priority scheme for which delivery in 2021/22 is now proposed. Furthermore, Section C21 below identifies specific sustainable transport and public realm enhancements that will be delivered early, within 2021/22 – including those that improve connectivity with Jaywick Sands.

6.3b Has a delivery plan been appended to your bid?	Yes
6.3c Can you demonstrate ability to begin delivery on the ground in 2021-22?	Yes

6.3e Risk Management: Places are asked to set out a detailed risk assessment which sets out (word limit 500 words not including the risk register):

- the barriers and level of risk to the delivery of your bid
- appropriate and effective arrangements for managing and mitigating these risk
- a clear understanding on roles / responsibilities for risk

Please see Strategic Risk Register, appendix 6.

Delivery of this proposal will have a significant impact on people (both officers and members of the public), businesses as well as the culture of the organisations and partners involved. To maintain confidence in delivery, risk management will be conducted at both a programme and project level, with a detailed and up to date strategic risk register capturing all key risks, the RAG status, commentary and mitigating actions. The register will be a standing item at project and board meetings to ensure ownership and delivery remains on track. Alongside this Essex Housing will manage their own internal RAID register.

In line with the management framework above, the following risk management roles and responsibilities will be in place:

- SRO – who will hold overall responsibility for putting in place an effective risk management policy and process;
- ECC/TDC Programme Board – will have oversight responsibility for risk management processes;

- Programme Manager and/or Project Lead – responsibility for implementing risk management policy; and
- Risk owner - the person best placed to direct or take mitigating action against an identified risk

The scale and pace of change proposed in Clacton is unprecedented for the area and represents the single greatest investment in the place in over a century. The District Council is well prepared to deliver the projects from a technical capacity perspective, however a key risk to the success of this project is effectively managing stakeholders, particularly with businesses and communities for whom transformation of the place will represent a significant change and one which the District Council has limited experience of managing. TDC will draw on the expertise of the partnership, utilising the knowledge and experience of ECC and Essex Housing who are able to deliver.

6.3f Has a risk register been appended to your bid?	Yes
	No

6.3g Please evidence your track record and past experience of delivering schemes of a similar scale and type (Limit 250 words)

Tendring District Council and Essex County Council have a strong track record of project delivery. They are currently working on the delivery of two Getting Building Fund projects in the district, working in partnership and to tight timescales:

- Jaywick market and commercial space: this £2m project is being led by TDC and will deliver 25 new commercial managed workspaces to rent to small and fledgling businesses at low cost, and create a new covered market with external market and event space.
- Essex Pedal Power Programme: this £2.3m project will deliver improved cycle infrastructure (including segregated cycling); and tackle accessibility inequalities through a free bike loan scheme. It is being delivered by ECC in partnership with TDC, Active Essex, Local Delivery Pilot and The Active Wellbeing Society.

Other previous experience includes:

- First 10 homes (TDC): in 2020 TDC completed a £3m pilot housing development in Jaywick Sands comprising 10 new-build homes, split between affordable rent and market sale homes. The scheme included use of modern methods of construction and delivered high levels of thermal efficiency;
- Clacton and Holland Coastal Defence (TDC and ECC): a technically challenging £35m scheme was delivered jointly by TDC and ECC in 2014-15, ahead of schedule and below the allocated budget. Funding for the project included circa £30m from the Environment Agency.

ECC also has experience of delivering projects of a similar scale and type across the county, including major social infrastructure, housing and transport schemes: further details can be provided on request.

6.3h Assurance: We will require Chief Financial Officer confirmation that adequate assurance systems are in place.

For larger transport projects (between £20m - £50m) please provide evidence of an integrated assurance and approval plan. This should include details around planned health checks or gateway reviews. (Limit 250 words)

Tendring District Council will be the lead authority in delivering the projects. The District Council operates a project management framework overseen by a Project Board.

The Council operates a gateway approvals process for the management of projects with approval levels set at appropriate levels for the scale of projects in consideration. The Project Board considers project initiation, progress and outcomes against targets and reports to and through the Management Team to Portfolio Holders, Cabinet or Full Council depending on the scale and nature of projects.

The principles of project management through the board are provided for in the Council's Capital Strategy, financial plans and delegated powers. FHSF appendix [3b](#) sets out the Project management arrangements in flow chart form.

The gateways and review processes are analogous to Prince II methodology, but the Council has not adopted the process in full because it is disproportionate to the scale of most projects. In the case of this project the budgeting carried out by Oxbury quantity surveyors and Savills agents includes for the engagement of a full design and professional team to deliver the projects.

It is anticipated that client functions will be carried out by a partnership board including representation from Essex Housing LLP, Essex County Council and Tendring District Council. Board membership, terms of reference and procedures will be established to reflect any scaling of the award of grant relative to the project components.

#### 6.4 Monitoring and Evaluation

*See technical note Section 4 and Table 1 for further guidance.*

6.4a Monitoring and Evaluation Plan: Please set out proportionate plans for M&E which should include (1000 word limit):

- Bid level M&E objectives and research questions
- Outline of bid level M&E approach
- Overview of key metrics for M&E (covering inputs, outputs, outcomes and impacts), informed by bid objectives and Theory of Change. Please complete Tabs E and F on the **appended excel spreadsheet**
- Resourcing and governance arrangements for bid level M&E

Outcome/ Impact	Key Performance Indicators	Target/ Direction	Source of Information/ Data	Frequency of monitoring
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<i>To improve perception and experience of Clacton Town Centre/ High Street</i>	Dwell-time	Increase in average dwell-time	Elephant Wi-Fi/ Geo-Sense data	Quarterly
	Ease of access	1. Increased use public transport 2. Increased walking and cycling within the town centre	Open Source Data, Essex Highways Data and Perception Survey	Quarterly
	Crime - both perception and occurrence	1. Decrease in crime rate 2. Reduction in the fear of crime	1. Police.UK data 2. Perception Survey	Quarterly
	User satisfaction	Increased satisfaction of residents, visitors and businesses (both quantitative and qualitative)	Perception Survey	Bi-annual
<i>To drive growth</i>	Footfall	Increase in footfall	Elephant Wi-Fi/ Geo-Sense data	Quarterly
	Shop vacancy	Reduction in shop vacancy	Springboard data Perception Survey	Quarterly
	Business diversity	1. Improved Vitality Index 2. Increased number of new business start-ups	1. Open-source data 2. Perception Survey	Quarterly
	Number of new job opportunities	1. Increased number of new job opportunities 2. Lower number of benefit claims	1. Jobcentre Plus and jobsite data 2. DWP data	Quarterly
<i>To enhance outcome for residents of Clacton Town Centre/ High Street</i>	Level of qualification/ skills	Higher rate of attainment at NVQ levels	Education Services/ school data	Bi-annual
	Housing stock	1. Number of new social housing and affordable houses delivered 2. Reduction in average waiting time	1. Essex Housing Data	Bi-annual

			2. Zoopla House Supply and Prices	
<i>To ensure future sustainability of Clacton Town Centre/ High Street</i>	Liveability of town centre	1. Number of new mixed-use properties delivered	1. TDC/ ECC data	Annual
	Economic and social wellbeing	1. Improved community spirit – qualitative 2. Improved business confidence - qualitative	Perception Survey	Annual

## PART 7 DECLARATIONS

### 7.1 Senior Responsible Owner Declaration

As Senior Responsible Owner for Clacton on Sea Levelling Up I hereby submit this request for approval to UKG on behalf of Tendring District Council and confirm that I have the necessary authority to do so.

I confirm that Tendring District Council will have all the necessary statutory powers and other relevant consents in place to ensure the planned timescales in the application can be realised.

Name:

Gary Guiver

Signed:



### 7.2 Chief Finance Officer Declaration

As Chief Finance Officer for Tendring District Council I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that Tendring District Council

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution (See N.B. below)
- accepts responsibility for meeting any costs over and above the UKG contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties
- accepts responsibility for meeting any ongoing revenue requirements in relation to the scheme
- accepts that no further increase in UKG funding will be considered beyond the maximum contribution requested and that no UKG funding will be provided after 2024-25
- confirm that the authority commits to ensure successful bids will deliver value for money or best value.
- confirms that the authority has the necessary governance / assurance arrangements in place and that all legal and other statutory obligations and consents will be adhered to.

N.B. As explained above in section 6.1a, an additional capital contribution from Tendring District Council towards the project is subject to a formal decision, to be taken after the deadline for submission of bids to the Levelling Up Fund. The commitment of this additional funding would be on the understanding that the bid

is successful and that it will help to deliver on the Council's ambitions around climate change and the promotion of electric vehicles.

Name: Richard Barrett

Signed: *Richard Barrett*

### 7.3 Data Protection

Please note that the The Ministry of Housing, Communities and Local Government (MHCLG) is a data controller for all Levelling Up Fund related personal data collected with the relevant forms submitted to MHCLG, and the control and processing of Personal Data.

The Department, and its contractors where relevant, may process the Personal Data that it collects from you, and use the information provided as part of the application to the Department for funding from the Levelling Up Fund, as well as in accordance with its privacy policies. For the purposes of assessing your bid the Department may need to share your Personal Data with other Government departments and departments in the Devolved Administrations and by submitting this form you are agreeing to your Personal Data being used in this way. Any information you provide will be kept securely and destroyed within 7 years of the application process completing.

**You can find more information about how the Department deals with your data [here](#).**

**Annex A - Project One Summary** (only required for a package bid)

Project 1	
A1. Project Name	
Electric Parade – Phase 1	
A2. Strategic Linkage to bid: Please enter a brief explanation of how this project links strategically to the overall bid. (in no more than 100 words)	
Rebranding Clacton’s retail core as ‘Electric Parade’ with the provision of charging points for electric vehicles alongside the creation of a purpose-built events space, flexible start-up business units, improved pedestrian connectivity and major public realm improvements (as the first phase of a wider programme of regeneration) will introduce new activity, reverse the trend in declining footfall, tackle public perception by helping to drive out anti-social behaviour and street drinking and restore local pride, patronage and purpose to a Town Centre that has struggled to keep pace with economic and social change.	
A3. Geographical area: Please provide a short description of the area covered by the bid ( <u>in no more than 100 words</u> )	
The Electric Parade area is at the core of Clacton Town Centre and its interface with the town’s amusements and seaside attractions. It comprises land and property in a triangle formed by central Pier Avenue, West Avenue and Jackson Road and also includes the ‘Town Square’ (formerly known as Christmas Tree Island) which is the central area of public realm containing street furniture, planting and a recently decommissioned fountain. Property affected include the Council-owned former M&S store and adjoining private property including Poundland, the NCP car park and an under-utilised group of shop units in West Avenue.	
A4. OS Grid Reference	X 617475 Y 214712
A5. Postcode	CO15 1QE
A6. For Counties, Greater London Authority and Combined Authorities/Mayoral Combined Authorities, please provide details of the district council or unitary authority where the bid is located (or predominantly located)	Tendring District Council Town Hall Station Road Clacton on Sea Essex CO15 1SE



A7. Please append a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.	See Appendix 13						
A8. Project theme Please select the project theme	<b>Transport investment</b>  <b>Regeneration and town centre investment</b>  <b>Cultural investment</b>  [All are applicable]						
A9. Value of capital grant being requested for this project (£):	£6,858,707.27						
A10. Value of match funding and sources (£):	TDC Land: £3,200,000.00						
A11. Value for Money  This section should set out the full range of impacts – both beneficial and adverse – of the project. Where possible, impacts should be described, quantified and also reported in monetary terms. However there may be some impacts where only a qualitative assessment is possible due to limitations in the available analysis. There should be a clear and detailed explanation of how all impacts reported have been identified, considered and analysed. When deciding what are the most significant impacts to consider, bidders should consider what impacts and outcomes the project is intended to achieve, taking into account the strategic case, but should also consider if there are other possible significant positive or negative impacts, to the economy, people, or environment (Limit 250 word)							
<p>We have identified a range of benefits that will be generated in line with the Strategic Case, we also considered any impact on economic, social or environmental outcomes. Our analysis revealed that each areas will be enhanced through LUF investment Impacts that will be achieved for Electric Parade through the project will be:</p> <table data-bbox="201 1668 774 1780"> <tr> <td>Employment</td> <td>£30,182,711</td> </tr> <tr> <td>Transport</td> <td>£2,995,000</td> </tr> <tr> <td style="text-align: right;">Total</td> <td>£33,177,711</td> </tr> </table> <p>Benefits have been generated using Green Book guidance and national sources. These include;</p> <p>Employment – using HCA Job densities benchmarked salary levels and formula for construction job levels. We have identified the appropriate salary benchmark as £28,700. The lowest of the HCA benchmark levels.</p>		Employment	£30,182,711	Transport	£2,995,000	Total	£33,177,711
Employment	£30,182,711						
Transport	£2,995,000						
Total	£33,177,711						

The cost of delivering Electric Parade in isolation would be £18,050,008, this therefore delivers lower value for money and demonstrates the importance of the wider package for improving the performance of Clacton Town Centre and providing opportunities for our residents.

A12. It will be generally expected that an overall Benefit Cost Ratio and Value for Money Assessment will be reported in applications. If this is not possible, then the application should include a clear explanation of why not.

A13. Where available, please provide the BCR for this project

1.95

A14. Does your proposal deliver strong non-monetised benefits? Please set out what these are and evidence them.

No non-monetised benefits have been used to calculate the BCR.

**A15. Deliverability**

Deliverability is one of the key criteria for this Fund and as such any bid should set out any necessary statutory procedures that are needed before it can be constructed.

The project is predicated on the acquisition of a key property interest. The funding for which is sought in this bid. Conclusion of property terms can be achieved, once funding is in place, and agreed within Council discretionary powers.

It is believed that no unusual statutory consents are required for the project. The proposals are consistent with Local Plan policies and no unusual difficulty is anticipated in achieving the normal development consents.

Detailed planning permission would be required for the proposed construction and reconfiguration of property to create the commercial space and pedestrian connection. Building regulation, highway and utility consents would also be required and can be obtained during detail design and procurement processes.

**A16. The Bid – demonstrating investment or ability to begin delivery on the ground in 2021-22**

As stated in the prospectus UKG seeks for the first round of the funding that priority will be given to bids that can demonstrate investment and ability to deliver on the ground in 2021-22

A17. Does this project includes plans for some LUF expenditure in 2021-22?

Yes

A18. Could this project be delivered as a standalone project or do it require to be part of the overall bid?

Yes – it could be delivered as a standalone project, however it does form part of a wider cohesive package

	of measures that together would assist in the regeneration of the town centre.
A19. Please provide evidence	The Electric Parade scheme is not physically dependent on either the Carnarvon Road/Library Site or Transport/Public Realm schemes being delivered. The future success of the scheme does however rely on there being activity and vitality in the wider town centre and the proposals at Carnarvon Road/Library Site will deliver improved community facilities, new residential development and improved parking provision (including electric vehicle charging points) which will support footfall in the town centre.
A20. Can you demonstrate ability to deliver on the ground in 2021-22.	Yes
A21. Please provide evidence	<p>Elements of the Electric Parade scheme that can be reasonably delivered within 2021/22 include:</p> <ul style="list-style-type: none"> <li>• physical works to the town square to deliver the proposed events/performance space and public realm improvements; and</li> <li>• the acquisition of the existing commercial property necessary to enable the development of commercial space and pedestrian connection.</li> </ul>
<b>Statutory Powers and Consents</b>	
A22. Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.	The proposals are consistent with the policies set out in the Council's Local Plan. It is anticipated that no specific statutory consents beyond standard planning and similar consents would be required. Projects fall within the property and investment powers provided under the Local Government Act 1972, Town and Country Planning Act 1990 and Localism Act 2011

<p>A23. Please list separately any <u>outstanding</u> statutory powers / consents etc, including the timetable for obtaining them.</p>	<p>Full Planning Permission  Building Regulation consent  Utility connections and highway access to be obtained following property transactions and detailed design.  Property transactions can be pursued following award of grant, specific terms subject to Council formal decisions within powers listed above.</p>
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**Annex B - Project Two description and funding profile** (only required for package bid)

Project 2	
B1. Project Name	Carnarvon Road/Library Site
<p>B2. Strategic Linkage to bid:</p> <p>Please enter a brief explanation of how this project links strategically to the overall bid. (in no more than 100 words)</p>	
<p>Construction of a new state of the art library and educational facility with flexible office space, 129 dwellings and a new electric-enabled multi-storey car park at a prominent gateway to the Town Centre close to the railway station, the Town Hall and in the civic and professional quarter of the town. This scheme will replace the outdated structures with high quality architecture and rejuvenate the currently uninspiring public realm, improve pedestrian connectivity and help to meet housing needs whilst delivering a modern facility for local people to find information, to learn and to find work.</p>	
<p>B3. Geographical area:</p> <p>Please provide a short description of the area covered by the bid (<u>in no more than 100 words</u>)</p>	
<p>The Carnarvon Road/Library Site lies at the northern gateway of the town centre in a strategic location close to the railway station, opposite the Town Hall (headquarters of Tendring District Council) and adjoining the area of the town centre occupied by many financial, professional services and public services. The site for this Phase 1 proposal contains the existing but tired, unattractive and outdated publicly-owned library which occupies a prominent corner plot. The wider Carnarvon</p>	

Road/Library Site includes a publicly-owned vacant office block, the town's principal public car park and the recently vacated Sainsbury's foodstore.	
B4. OS Grid Reference	X 617633 Y 215101
B5. Postcode	CO15 1SF
B6. For Counties, Greater London Authority and Combined Authorities/Mayoral Combined Authorities, please provide details of the district council or unitary authority where the bid is located (or predominantly located)	Tendring District Council Town Hall Station Road Clacton on Sea Essex CO15 1SE
B7. Please append a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.  See appendix 13.	
B8. Project theme Please select the project theme	<b>Regeneration and town centre investment</b>  <b>Cultural investment</b>
B9. Value of capital grant being requested for this project (£):	£8,512,246.00
B10. Value of match funding and sources (£):	TDC Fund: £150,000.00 TDC Land: £1,500,000.00 ECC Fund: £5,872,282.00 ECC Land: £5,129,112.00  TOTAL: £12,651,394.00
B11. Value for Money  This section should set out the full range of impacts – both beneficial and adverse – of the project. Where possible, impacts should be described, quantified and also reported in monetary terms. However there may be some impacts where only a qualitative assessment is possible due to limitations in the available analysis. There should be a clear and detailed explanation of how all impacts reported have been identified, considered and analysed. When deciding what are the most significant impacts to consider, bidders should consider what impacts and outcomes the project is intended to achieve, taking into account the strategic case, but should also consider if there are other possible significant positive or negative impacts, to the economy, people, or environment	

We have identified a range of benefits that will be generated in line with the Strategic Case, we also considered any impact on economic, social or environmental outcomes. Our analysis revealed that each areas will be enhanced through LUF investment Impacts that will be achieved for Carnarvon Road/Clacton Library through the project will be:

Employment	£21,444,680
Housing	£30,699,899
Transport	£3,950,750
Total	£56,095,329

Benefits have been generated using Green Book guidance and national sources. These include;

Employment – using HCA Job densities benchmarked salary levels and formula for construction job levels. We have identified the appropriate salary benchmark as £28,700. The lowest of the HCA benchmark levels.

The cost of delivering Carnarvon Road/Clacton Library in isolation would be £23,050,224 this therefore delivers lower value for money and demonstrates the importance of the wider package for improving the performance of Clacton Town Centre and providing opportunities for our residents.

B12. It will be generally expected that an overall Benefit Cost Ratio and Value for Money Assessment will be reported in applications. If this is not possible, then the application should include a clear explanation of why not.

B13. Where available, please provide the BCR for this project	2.4
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B14. Does your proposal deliver strong non-monetised benefits? Please set out what these are and evidence them.	No non-monetised benefits have been used to calculate the BCR.
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**B15. Deliverability**

Deliverability is one of the key criteria for this Fund and as such any bid should set out any necessary statutory procedures that are needed before it can be constructed.

The residential and workspace elements of the project are predicated on the acquisition of a small number of key property interests. The funding for which is sought in this bid. Conclusion of property terms can be achieved, once funding is

in place, and agreed within Council discretionary powers. The library redevelopment element of the bid is on land owned by ECC and does not require and land acquisition.

It is believed that no unusual statutory consents are required for the project. The proposals are consistent with Local Plan policies and no unusual difficulty is anticipated in achieving the normal development consents.

Detailed planning permission would be required for the proposed construction to create new library, community and commercial space, parking, dwellings and pedestrian connection. Building regulation, highway and utility consents would also be required and can be obtained during detail design and procurement processes.

**B16. The Bid – demonstrating investment or ability to begin delivery on the ground in 2021-22**

As stated in the prospectus UKG seeks for the first round of the funding that priority will be given to bids that can demonstrate investment and ability to deliver on the ground in 2021-22

See below. The Council’s submission has been amended from the previous Future High Streets proposals to reflect elements that can specifically achieve early delivery.

B17. Does this project includes plans for some LUF expenditure in 2021-22?

Yes

B18. Could this project be delivered as a standalone project or do it require to be part of the overall bid?

Yes – it could be delivered as a standalone project, however it does form part of a wider cohesive package of measures that together would assist in the regeneration of the town centre.

B19. Please provide evidence

The Carnarvon Road/Library Site scheme is not physically dependent on either the Electric Parade or Transport/Public Realm schemes being delivered. The future success of the scheme does however rely on there being activity and vitality in the wider town centre and the proposals for Electric Parade in particular are designed to be a driver of footfall in the commercial core of the town centre.

B20. Can you demonstrate ability to deliver on the ground in 2021-22.	Yes
B21. Please provide evidence	<p>Elements of the Carnarvon Road/Library Site scheme that can be reasonably delivered within 2021/22 include:</p> <ul style="list-style-type: none"> <li>• demolition of Carnarvon House, a vacant office building adjoining the existing library site;</li> <li>• acquisition of property required to create pedestrian connection through to Station Road.</li> </ul>
<b>Statutory Powers and Consents</b>	
B22. Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.	The proposals are consistent with the policies set out in the Council's Local Plan. It is anticipated that no specific statutory consents beyond standard planning and similar consents would be required. Projects fall within the property and investment powers provided under the Local Government Act 1972, Town and Country Planning Act 1990 and Localism Act 2011
B23. Please list separately any <u>outstanding</u> statutory powers / consents etc, including the timetable for obtaining them.	<p>Full Planning Permission  Building Regulation consent  Utility connections and highway access to be obtained following property transactions and detailed design.  Property transactions can be pursued following award of grant, specific terms subject to Council formal decisions within powers listed above.</p>



**Annex C – Project Three- description and funding profile (only required for package bid)**

Project 3	
C1. Project Name	Sustainable Transport and Public Realm Enhancements
<p>C2. Strategic Linkage to bid:</p> <p>Please enter a brief explanation of how this project links strategically to the overall bid. (in no more than 100 words)</p> <p>These proposals are intended to form a cohesive package which knit together the Carnarvon Road/Library Site and Electric Parade schemes, connecting up Clacton’s mainline railway station via the town’s seaside and tourist attractions and its commercial core. It will complement and build on the built elements of the bid through:</p> <ul style="list-style-type: none"> <li>• Significant town centre public realm improvements and urban greening to consolidate regeneration efforts</li> <li>• Enhancing access to opportunities through walking, cycling, public transport and electric vehicles</li> <li>• Improving connectivity with and within Jaywick Sands (the most deprived community in the UK)</li> <li>• Tackling climate change through investment in sustainable transport infrastructure.</li> </ul>	
<p>C3. Geographical area:</p> <p>Please provide a short description of the area covered by the bid (<u>in no more than 100 words</u>)</p> <p>The area affected incorporates the main route from Clacton’s mainline railway station to the seafront and its associated attractions taking in Station Road and the High Street (via the Carnarvon Road/Library Site) and central and southern Pier Avenue (via the Electric Parade Site) with wider measures proposed to improve bus and cycling facilities along the coastal route to Jaywick Sands west of the town centre. The core area of the proposed improvements takes in the main business/civic area, the retail core and the main leisure/tourism areas of the town centre as well as Jaywick Sands.</p>	
C4. OS Grid Reference	Various including: X 617579 Y 214858  X 617642 Y 214878

	X 617481 Y 214763  X 617590 Y 214614
C5. Postcode	Various
C6. For Counties, Greater London Authority and Combined Authorities/Mayoral Combined Authorities, please provide details of the district council or unitary authority where the bid is located (or predominantly located)	Tendring District Council Town Hall Station Road Clacton on Sea Essex CO15 1SE
C7. Please append a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.  See appendix 13.	
C8. Project theme Please select the project theme	<b>Transport investment</b>  <b>Regeneration and town centre investment</b>
C9. Value of capital grant being requested for this project (£):	£4,600,000.00
C10. Value of match funding and sources (£):	ECC Fund: £1,701,606.00
C11. Value for Money  This section should set out the full range of impacts – both beneficial and adverse – of the project. Where possible, impacts should be described, quantified and also reported in monetary terms. However there may be some impacts where only a qualitative assessment is possible due to limitations in the available analysis. There should be a clear and detailed explanation of how all impacts reported have been identified, considered and analysed. When deciding what are the most significant impacts to consider, bidders should consider what impacts and outcomes the project is intended to achieve, taking into account the strategic case, but should also consider if there are other possible significant positive or negative impacts, to the economy, people, or environment	
A11. Value for Money  This section should set out the full range of impacts – both beneficial and adverse – of the project. Where possible, impacts should be described, quantified and also reported in monetary terms. However there may be some impacts where only a qualitative assessment is possible due to limitations in the available analysis.	

There should be a clear and detailed explanation of how all impacts reported have been identified, considered and analysed. When deciding what are the most significant impacts to consider, bidders should consider what impacts and outcomes the project is intended to achieve, considering the strategic case, but should also consider if there are other possible significant positive or negative impacts, to the economy, people, or environment (Limit 250 word)

We have identified a range of benefits that will be generated in line with the Strategic Case, we also considered any impact on economic, social or environmental outcomes. Impacts that will be achieved for the Transport improvements and public realm should they be delivered in isolation will be:

Greenhouse Gases	£1,450,000
Consumers (commuting)	£7,120,000
Consumers (other)	£4,020,000
Business users	£6,250,000
Wider public finances	£4,010,000
Total Benefits	£18,850,000

Benefits have been generated using Green Book guidance and national sources. These include;

Employment – using HCA Job densities benchmarked salary levels and formula for construction job levels. We have identified the appropriate salary benchmark as £28,700. The lowest of the HCA benchmark levels.

The cost of delivering the Transport and Public Realm improvements in isolation would be £9,385,977 this therefore delivers lower value for money and demonstrates the importance of the wider package for improving the performance of Clacton Town Centre and providing opportunities for our residents. The need for the entire package to be support is compelling, without support, the gap in Clacton’s economic performance and social mobility will only increase compared to the rest of country

C12. It will be generally expected that an overall Benefit Cost Ratio and Value for Money Assessment will be reported in applications. If this is not possible, then the application should include a clear explanation of why not.

C13. Where available, please provide the BCR for this project	2.01
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C14. Does your proposal deliver strong non-monetised benefits? Please set out what these are and evidence them.	No non-monetised benefits have been used to calculate the BCR.
<b>C15. Deliverability</b> Deliverability is one of the key criteria for this Fund and as such any bid should set out any necessary statutory procedures that are needed before it can be constructed.	
No statutory procedures beyond those listed in C.22 below.	
<b>C16. The Bid – demonstrating investment or ability to begin delivery on the ground in 2021-22</b>  As stated in the prospectus UKG seeks for the first round of the funding that priority will be given to bids that can demonstrate investment and ability to deliver on the ground in 2021-22	
C17. Does this project includes plans for some LUF expenditure in 2021-22?	Yes.
C18. Could this project be delivered as a standalone project or do it require to be part of the overall bid?	No.
C19. Please provide evidence	The public realm and highway works that form part of this scheme are being progressed in the context of the new commercial space, library/education facilities and town square rejuvenations forming part of the Electric Parade and Carnarvon Road/Library Site schemes being delivered, as part of a cohesive approach. They will be the drivers of footfall and the public realm/highways works will support these interventions rather than facilitate them.
C20. Can you demonstrate ability to deliver on the ground in 2021-22.	Yes
C21. Please provide evidence	Elements of the sustainable transport and public realm enhancements that can be reasonably delivered within 2021/22 include: <ul style="list-style-type: none"> <li>• improvements to bus stop infrastructure through Jaywick Sands to Clacton Town Centre;</li> </ul>

	<ul style="list-style-type: none"> <li>• New and updated signage on routes into Clacton from surrounding areas and within Jaywick Sands, including the removal of redundant signage clutter;</li> <li>• Dropped crossing points for improved accessibility within Jaywick Sands;</li> <li>• Repair/improvements to Brooklands (which is non-maintainable Public Highway).</li> </ul> <p>All of the above will complement the improvements carried out by the Getting Building Fund projects in Jaywick Sands.</p>
<b>Statutory Powers and Consents</b>	
<p>C22. Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.</p>	<ul style="list-style-type: none"> <li>• A licence or licences will be required for anything placed on/under/over the public highway:</li> <li>• TRO's and TTRO's may be required for road closures/changing existing orders/new orders such as parking restrictions, speed limits, loading or unloading, disabled or taxi bays</li> <li>• Permits will be required to work on the public highway</li> <li>• Consultations will need to be carried out (scope to depend on the scale of relevant works)</li> <li>• Licences/TROs/TTROs can take between 6 – 12 weeks, but if objections are received</li> </ul>
<p>C23. Please list separately any <u>outstanding</u> statutory powers / consents etc, including the timetable for obtaining them.</p>	<ul style="list-style-type: none"> <li>• Existing TROs in place</li> <li>• Existing licences in place</li> <li>• This will need to be revoked when advertising the new orders</li> </ul>

## ANNEX D - Check List Great Britain Local Authorities

Questions	Y/N	Comments
<b>4.1a Member of Parliament support</b>		
MPs have the option of providing formal written support for one bid which they see as a priority. Have you appended a letter from the MP to support this case?	Y	Letter from Giles Watling MP appended as Appendix 11.
<b>Part 4.2 Stakeholder Engagement and Support</b>		
Where the bidding local authority does not have responsibility for the delivery of projects, have you appended a letter from the responsible authority or body confirming their support?		Letter from Cllr Lesley Wagland (ECC) at Appendix 12.
<b>Part 4.3 The Case for Investment</b>		
For Transport Bids: Have you provided an Option Assessment Report (OAR)		N/A
<b>Part 6.1 Financial</b>		
Have you appended copies of confirmed match funding?		Letter from Cllr Lesley Wagland (ECC) at Appendix 12.  See also answer to 6.1a above
The UKG may accept the provision of land from third parties as part of the local contribution towards scheme costs. Please provide evidence in the form of a letter from an independent valuer to verify the true market value of the land.  Have you appended a letter to support this case?		Appendix 8
<b>Part 6.3 Management</b>		
Has a delivery plan been appended to your bid?		Appendix 7
Has a letter relating to land acquisition been appended?		See FHSF appendix <a href="#">2g</a>
Have you attached a copy of your Risk Register?		Appendix 6
<b>Annex A-C - Project description Summary (only required for package bid)</b>		

Have you appended a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.		Appendix 13
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### Annex E Checklist for Northern Ireland Bidding Entities

Questions	Y/N	Comments
<b>Part 1 Gateway Criteria</b>		
You have attached two years of audited accounts		N/A
You have provided evidence of the delivery team having experience of delivering two capital projects of similar size and in the last five years		N/A
<b>Part 4.2 Stakeholder Engagement and Support</b>		
For transport bids, have you appended a letter of support from the relevant district council		N/A
<b>Part 6.1 Financial</b>		
Have you appended copies of confirmed match funding		N/A
The UKG may accept the provision of land from third parties as part of the local contribution towards scheme costs. Please provide evidence in the form of a letter from an independent valuer to verify the true market value of the land.		N/A
<b>Part 6.3 Management</b>		
Has a delivery plan been appended to your bid?		N/A
Has a letter relating to land acquisition been appended?		N/A
Have you attached a copy of your Risk Register?		N/A
<b>Annex A-C - Project description Summary (only required for package bid)</b>		
Have you appended a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.		N/A

## List of Appendices

Appendix 1	Summary of Levelling Up Fund proposals
Appendix 2	Clacton Town Centre FHSF Expression of Interest
Appendix 3	Clacton Town Centre FHSF Business Case
Appendix 4	Additional letter of support from U&I
Appendix 5	Theory of Change
Appendix 6	Strategic Risk Register
Appendix 7	LUF Bid Timelines
Appendix 8	Clacton Regeneration Report (Savills)
Appendix 9	Clacton LUF - Final Preferred Option Spreadsheet
Appendix 10	Footfall Data
Appendix 11	Letter of support from Giles Watling MP
Appendix 12	Letter of support from ECC
Appendix 13	Map of Proposals
Appendix 14	LUF_Application_Form_Tables_A-F_for_completion.xlsx