

Jaywick Sands Place Plan

Consultation strategy

Draft v.3 5 May 2022

This paper sets out the strategy and methodology for consultation on the Jaywick Sands Place Plan and the Jaywick Sands Design Guide SPD in September-October 2022.

1 Aims and outcomes:

The aims of the consultation are to achieve the following:

- Centering the community in the process - ensuring that the commitment to developing the regeneration strategy through genuine community collaboration is carried through.
- Better informed local community about key issues, with a realistic understanding of the options, scenarios and risks.
- Insight into local community priorities- building and updating the evidence base for developing the Place Plan, understanding what incentives, risks and mitigation might be successful from a community perspective (user research)
- Building trust between community and TDC/ECC - celebrating successes already achieved

2 Key messages

- Real progress is already being made on the ground with projects that have already been implemented or are currently in delivery, led both by TDC and others - celebrating success.
- This is the next step in developing broader plans for improving Jaywick Sands for the benefit of the whole community. There will be many more steps in the process.
- Flood risk is real and increasing all the time, and this will affect the most vulnerable residents the most. The risk to the community is increased by the low quality of a lot of the homes in Jaywick Sands, so improving housing and flood safety need to go hand in hand.

- Relocation of the community and CPO/comprehensive redevelopment are not currently being considered, as we believe these are not what the community wants to see.
- Doing nothing is not an option - while change will take a long time and have many challenges, the issues that Jaywick Sands faces are serious and need to be tackled.

3 Consultation channels:

In person engagement:

- Engage with local community groups
- Drop-in morning/day at Inclusion Ventures (Wonderland)
- Drop-in morning/day at Martello Tower
- Event with Frobisher Academy Primary School - for children, parents and teachers (e.g. special assembly, after school drop in)
- Offer to attend other events organised by local groups

Digital engagement

- Online presentation and survey with short explainer videos
- Webinar (s)

4 Publicising the consultation

- Printed flyer distributed to all addresses in Jaywick Sands
- Digital and social media comms and advertising
- Posters distributed to local shops and venues
- Advertise at Green Elms Surgery if possible (rolling digital display screens)
- Brief Essex Police (dedicated Jaywick officer)
- Brief TDC Ambassadors
- Jaywick Neighbourhood Manager can send out information through the Jaywick Networking Group
- Engage with faith groups

5 Consultation content

- Designed for digital first presentation using web-based survey tools.
- Explainer videos which can include animated graphics instead of lengthy written explanations. We will be working with TDC's Communications Manager to produce the videos and including local residents voices in this to create authentic and relatable content.
- Physical display materials for in-person events presenting each topic in a graphically engaging layout

- Option of paper questionnaires for in person events but encourage digital feedback using personal smartphones or laptop/computer provided as part of display

6 Structure of consultation content and consultation questions

1. Introduction

- Why we are consulting the community
- Celebrate projects that have already been delivered / are in delivery (first ten homes, workspace/market and public realm, pedal power, Inclusion Ventures/Wonderland, Martello Tower, other initiatives)
- Role of public sector - big strategic decisions + how to use powers and assets + levelling up
- Reassure that extreme options (comprehensive offsiteing / CPO and redevelopment) are not being considered (and why)
- To move forward we need to understand what the community wants us to prioritise
- Commitment to keeping improving JS - do nothing (or waiting for the market to deliver without any intervention) is not a realistic option.

2. What should stay the same and what should change in Jaywick Sands?

- Emphasise what is special about JS - send the message that JS is valued (using quotes from residents/community members)
- Seek insight into what community members value about JS and what they don't like

Questions:

What do you like best about Jaywick Sands?

What would you change about Jaywick Sands?

3. Housing

- Current situation - condition, tenure, energy efficiency, flood resilience
- Possible strategies:
 - Build new council homes on land off Lotus Way (linked to buying up existing homes in poor condition i.e. avoiding backfill and an increase in population within the flood zone)
 - Build new council homes on TDC owned plots (linked to reducing the number of existing homes in poor condition)
 - Offer fixed price/equity release for property owners to sell up or otherwise, for those properties which do not meet Decent Homes Standard, consider using relevant

enforcement powers . Rebuild to a new pattern book and better standard of flood resistance and resilience.

- o Consider use of grant or other support for property owners to improve/rebuild their homes to a minimum standard of flood resistance and resilience..
- Each strategy would have pros and cons. Need to be clear about uncertainty around funding - none of these options are funded yet and all would require substantial funding (i.e. none are currently viable on their own terms)

Questions:

Tell us about your housing. Do you:

Own a home in Jaywick that you live in full-time / Own a home in Jaywick that you rent out / Own a holiday/second home in Jaywick / Rent a home in Jaywick full-time / Rent a home in Jaywick as a holiday/second home

If you own a home in Jaywick Sands, would you like to make it:

- More flood resilient
- Better adapted for people who find it difficult to walk, or who use a wheelchair
- More energy efficient
- More space (bigger rooms or more rooms)

(Tick all that apply)

Would you be willing to move out temporarily while your home was upgraded?

Yes / No / Not sure

Why do you think this?

Would you be able to move elsewhere while your home was being upgraded?

Yes / No / Not sure

If you rent a home in Jaywick Sands, would you like to:

Buy a home in Jaywick Sands / Buy a home elsewhere in Tendring / Rent a better home in Jaywick Sands / Rent a better home elsewhere in Tendring / Stay in your current rental home

Do you think we should build new homes on the land off Lotus Way, to rehouse residents who currently live in poorer quality properties? [with map to show where]

Yes / No / Not sure

Why do you think this?

Do you think we should build new homes on the plots in Brooklands and the Village that Tendring Council owns? [with map to show where]

Yes / No / Not sure

Why do you think this?

4. Flood risk in Jaywick Sands

- Why being by the sea is both the thing that makes Jaywick so special and also its biggest threat
- Current situation - existing actual flood risk to some areas (up to 1.3m in parts of Brooklands in 0.5% current day AEP according to EA modelling)
- How do the flood defences work?
- What are the risks? Breach + overtopping - what would happen in each scenario (mention fluvial and surface water risk, albeit not the main risk) i.e. why residents need to take this seriously. Use some of Tides of Tendring exhibition material?
- Timeline - showing sea level rise + gradual decline in standard of defence, point at which the defences reach their end of life - from now to 2120
- Impacts on value of homes, insurability
- What work is being done and anticipated timescales (i.e. what the EA is doing and how decisions could get made)

Questions

Are you worried about the risk of flooding in Jaywick Sands?

Yes / No / Not sure

Why do you think this?

What do you think we should do to improve flood safety in Jaywick Sands?

Where do you see Jaywick Sands in the future?

5. Streets and open spaces

- Current situation - opportunities and what currently doesn't work well / deficits / issues
- Potential projects (with map):
 - Brooklands becoming one way
 - Upgrading public green spaces to be more multi-functional, biodiverse etc
 - Upgrading remaining alleys and lanes
 - Lotus Way landscaping
 - New accessible natural green space (Tudor Fields)

Questions:

Do you think Brooklands should become a one-way street for vehicles, with two-way cycling and a safe pavement on each side?
[show visualisation of what this could look like]

Yes / No / Not sure

Why do you think this?

What improvements would you like to see to Jaywick's open spaces?

[list out the different spaces with comment box for each]

6. Shops, services and local business

- What currently exists and what is planned
- What we have heard previously about lack of services and shops

Questions

What do you think about amount of shops and services locally?

What kinds of shops and services would you like to see? (list options)

7. Design and character

- Character analysis of Jaywick Sands - including challenges about small plot sizes, overlooking, parking etc
- Outline approach to design guidance and link to dedicated SPD consultation page

Questions:

Do you like the layout and types of houses in Jaywick Sands?

Yes / No / Not sure

Why do you think this?

Do you like the design of the new homes built in Jaywick Sands over the last few years? [need to show pictures / give examples]

Yes / No / Not sure

Why do you think this?

Would you like to live in a house designed like the new homes that have been built recently?

Yes / No / Not sure

Why do you think this?

How do you think new houses should be designed in Jaywick Sands?

7 Consultation on the Jaywick Sands Design Guide SPD

This is envisaged as a simple, online-only consultation that also meets the formal requirements of the regulations. The following draft questions are envisaged:

- The draft Jaywick Sands Design Guide proposes that new homes in Jaywick Sands will need to meet the following design standards. We would like to know if you agree. For each statement, please show whether you agree or disagree with the proposed standard [each statement to have checkboxes for

strongly agree/agree/neutral/disagree/strongly disagree and a free text box to explain why]

- o Homes should not be smaller than national minimum space standards
- o New homes should not overlook or overshadow existing homes and gardens? [beyond reasonable/accepted standards - some wording will need to be added to make this clear]
- o If new homes replace existing homes, they should be more flood safe than the home they replace
- o New homes should have a minimum of 25m² garden (5x5m or similar) for a one-bedroom home, and 40m² for a two-bedroom home
- o All parking for new homes should be off-street
- o One car parking space should be provided for a one-bedroom or two-bedroom home, if it is replacing an existing home on the plot.
- o If new homes are proposed on plots where there are currently no houses, they should have two car parking spaces each as a minimum.

As a statutory consultation in accordance with Tendring Council's Statement of Community Involvement and the Town and Country Planning Regulations, anonymous representations will not be helpful. Respondents to the SPD consultation will therefore be asked to enter their name, contact details and address so that they can be contacted if necessary about their representation, and be notified of the outcome of the consultation.

The Place Plan consultation is a non-statutory consultation and as such it is not necessary to collect personal data, however we will give respondents the option of being kept up to date through submitting their contact details.

All personal data will be kept and used in accordance with Tendring Council's privacy policies.