

CLACTON THRIVING

A CULTURE-LED FRAMEWORK
FOR THE TOWN CENTRE

JUNE 2026
FINAL DRAFT ISSUE

Tendring
District Council





CLACTON PIER

BIG DAY OUT BAND
DEAL INCLUDES
1 ENTRY TO JURASSIC PIER
5 VIDEO GAME CREDITS
50 ARCADE PRIZE TICKETS

FISH & CHIPS
FISH & CHIPS

TUBBY ISAACS

The Swing
Traditional Maritime Fare
Cheese Biskuits
Clacton Pies

THE LANES
10 PIN BOWLING
ENTRANCE

LOVE
Clacton
LOVE
CULTURE
www.loveclacton.co.uk

Candy Corner
ICE CREAM
SOLD HERE

FOREWORD

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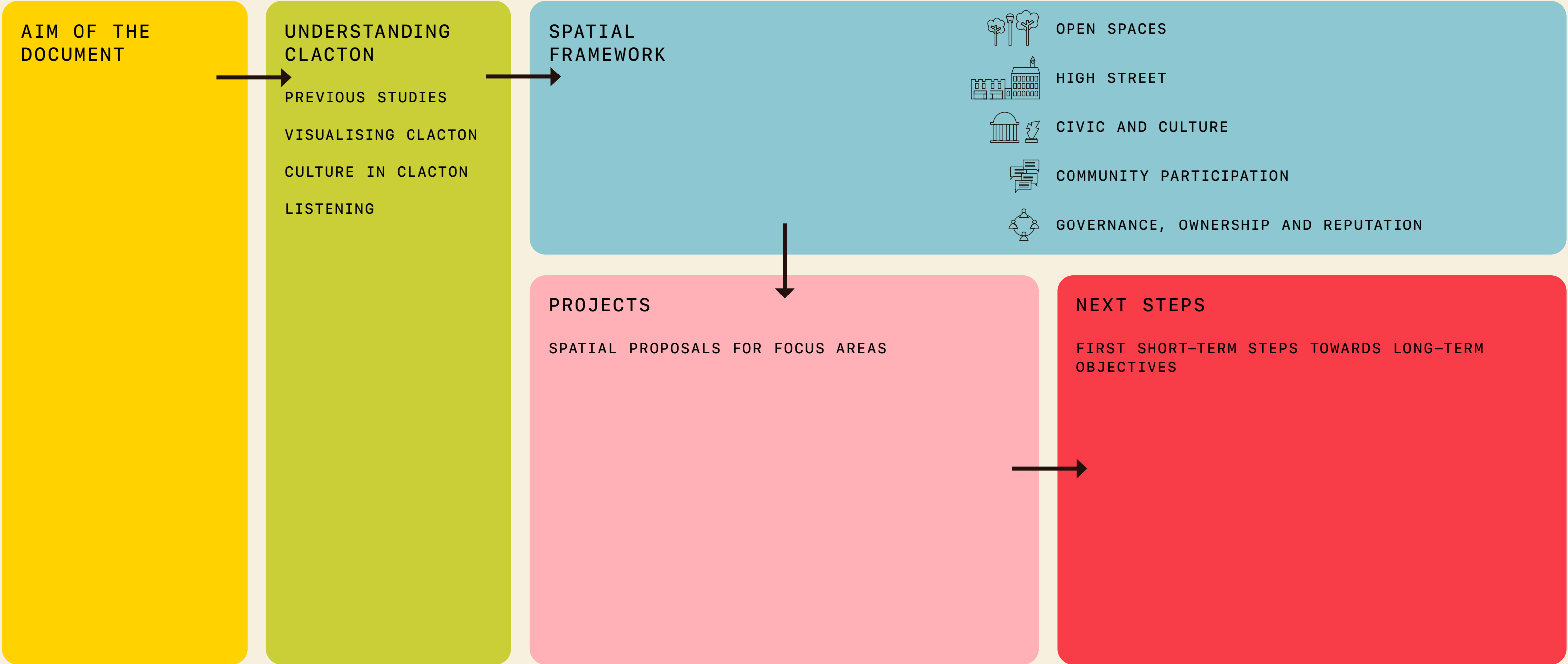
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STRUCTURE OF THE DOCUMENT



EXECUTIVE SUMMARY

Clacton-on-Sea is a town with multiple strengths: a much-loved pier and beach, a rich architectural heritage, a resilient and creative community, and a walkable town centre with good rail connections to London. This framework sets out how those strengths can be built upon to create a more dynamic, inclusive and economically-resilient town centre, one that works for residents and visitors, across every season of the year.

Clacton Thriving is a culture-led spatial framework commissioned by Tendring District Council to complement the Pride in Place Programme and initiatives. It translates the ambitions of Clacton's 10-year Regeneration Plan into a place-based delivery strategy, connecting strategic policy to practical, spatially-grounded action. The framework has been shaped by a thorough review of existing documents, by close collaboration with Council teams, and by direct engagement with the local community, whose voices are woven throughout.

The framework is organised around five lenses: Open Spaces, High Street, Civic and Culture, Community Participation, and Governance, Ownership and Reputation. Across each lens, the analysis identifies what is already working well, where conditions could

be improved, and what interventions, at a range of scales and timescales, would make the most meaningful difference.

The spatial strategy takes a 'stepping stones' approach: rather than prescribing fixed quarters or waiting for transformative projects to be delivered in full, it proposes a connected series of incremental interventions that can begin immediately and build momentum over time. Short-term, low-cost actions, from temporary wayfinding and markets to meanwhile uses in vacant units and improved lighting, create early visible change and lay the groundwork for longer-term investment. Larger ongoing projects, including the Clacton Civic Quarter redevelopment, and public realm improvements led by ECC, are set within this broader rhythm of change.

Culture sits at the heart of the framework. Clacton has an active cultural ecosystem, from theatres and a cinema to independent venues, performing arts groups and community organisations, whose potential to animate everyday life in the town centre is not yet fully realised. Embedding culture more visibly in the public realm, strengthening the connections between cultural venues, and supporting the organisations that sustain community life are central to this framework's ambitions.

Clacton Thriving is a document for action. It is intended to unite residents, businesses, cultural partners and the Council around a shared, optimistic vision for what its Town Centre can become.



1.

INTRODUCTION

AIM OF THE DOCUMENT

1.1 PURPOSE OF THIS DOCUMENT

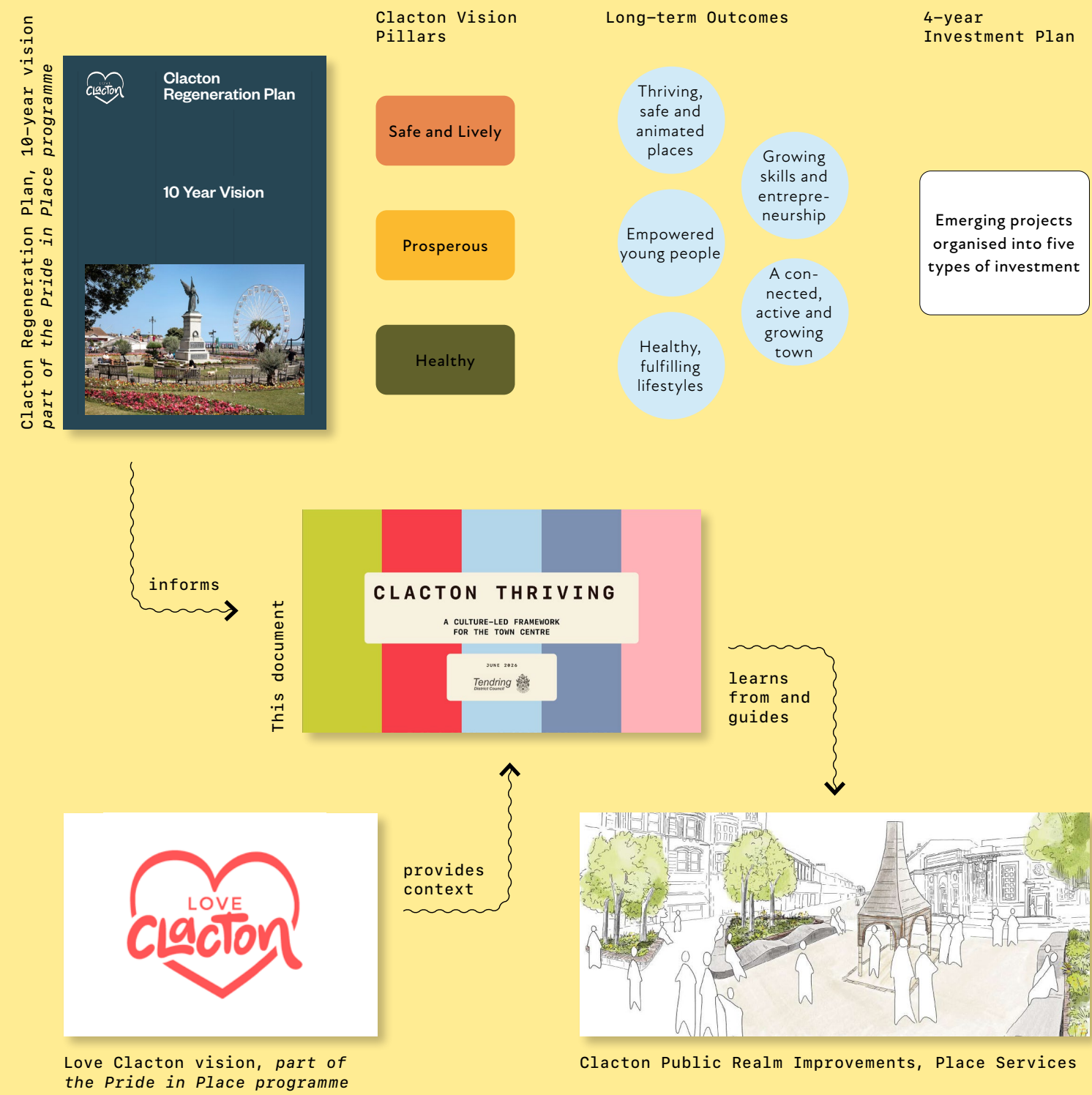
This culture-led framework consolidates and refreshes existing strategies, translating the ambitions of the Pride in Place Programme, into a deliverable, spatially-grounded plan. The spatial framework sets out concrete, deliverable interventions that can realise the aspirations set out, and deliver on the Regeneration Plan's 10 year vision, complementing the Pride in Place interventions.

This document repositions Clacton-on-Sea town centre as a dynamic, inclusive, and resilient destination for residents and visitors, anchored in a distinctive identity that celebrates its seaside heritage and unlocks the potential of its cultural economy. This documents connects strategic policy to place-based delivery to support Tendring District Council’s aspirations and frame a long-term vision around short-term deliverability.

Clacton Thriving provides a strong narrative to unite residents, local businesses and cultural partners towards a shared vision for change.

"Clacton-on-Sea stands at a pivotal moment of transformation. Over the next decade, we will revitalise our seaside community through collaborative action across three essential pillars, creating a place where residents of all ages and visitors alike can thrive and build futures."

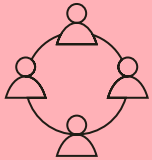
10-year Vision, Clacton Regeneration Plan



1.2 AREAS OF FOCUS

LENSES	CHALLENGES	WHAT HAS BEEN DONE/ IS UNDERWAY?	WHAT MORE CAN BE DONE?	WHAT ROLE CAN THE FRAMEWORK PLAY?
PUBLIC REALM AND OPEN SPACES 	• arrival and connections • active travel/ bus network • access to parking • lack of spaces to socialise and play • perception of safety, including in the evening • lack of trees and planting	• Clacton Public Realm Improvements • Community Transport Buses • Clacton Civic Quarter - increased connectivity	connect ongoing and future public realm improvements through cohesive spatial plan	identify short- and long-term public realm initiatives and projects
HIGH STREET, RETAIL AND F&B 	• seasonality • vacant units • retail parks • character of retail	• Shopfront improvements • Clacton Civic Quarter - diverse uses • Town Centre Manager	diversification of uses, short-term activation of vacant units to test potential future uses	spatialise opportunities for diversified retail and land uses
CIVIC AND CULTURE 	• tourism-focused culture • culture amenity spread out • opportunities for learning • not directed at young people	• Seafront Micro Venue • Cultural Strategy • Creative Tendring CPP • Clacton Civic Quarter - new cultural production and civic uses	embed culture in the everyday to develop curiosity and establish longer term cultural direction	create connections across the network of cultural organisations and give culture an everyday presence in the town centre

1.2 AREAS OF FOCUS

LENSES	CHALLENGES	WHAT HAS BEEN DONE/ IS UNDERWAY?	WHAT MORE CAN BE DONE?	WHAT ROLE CAN THE FRAMEWORK PLAY?
COMMUNITY PARTICIPATION 	• community voices under-represented at governance level • digital connection • social isolation/ levels of deprivation	• Setting up of Youth Board • Regeneration Plan and Pride in Place programme • Love Clacton public consultation • Women's Safety Charter	include Youth Board and local businesses to decision-making process strengthen/ address vulnerable voices	identify spatial opportunities and initiatives to foster community participation and bring people on the journey
OWNERSHIP AND REPUTATION 	• disparate and complex ownership • access to public toilets • online presence • character and identity not visible across the town	• Bids to purchase additional assets • Love Clacton and Celebrate-on-Sea initiatives • Regeneration Plan and Pride in Place programme • Clacton Civic Quarter - council-led, affordable homes	highlight opportunity areas and potential for additions to portfolio	building on Love Clacton Vision, give people ownership of the Spatial Framework

2.

CONTEXT

UNDERSTANDING CLACTON

2.1 PREVIOUS STUDIES

DOCUMENTS REVIEW

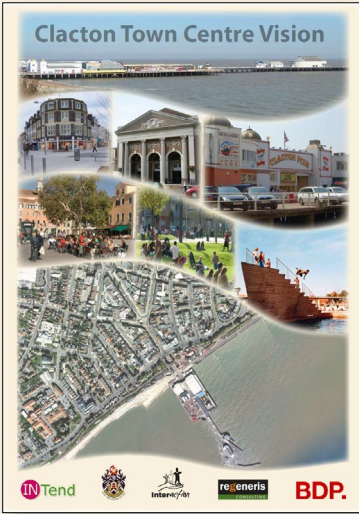
To establish a strong foundation for this document, we began by undertaking a comprehensive review of existing work relating to Clacton-on-Sea and the wider district.

This included reviews of long-term visions, strategic plans, technical studies, and a wide range of engagement documents produced over many years. Documents spanned a wide range of scales, from county-level policy frameworks and regional investment strategies to detailed town centre analyses and thematic reports covering regeneration, transport, culture, health, housing, and economic development.

By systematically consolidating this diverse body of evidence, we identified key issues, opportunities, and priorities that consistently emerged across documents. These recurring themes provided a clear and robust baseline, shaping the focus, direction, and ambition of the framework and ensuring it builds on established knowledge, responds to local needs, and aligns with wider strategic objectives.

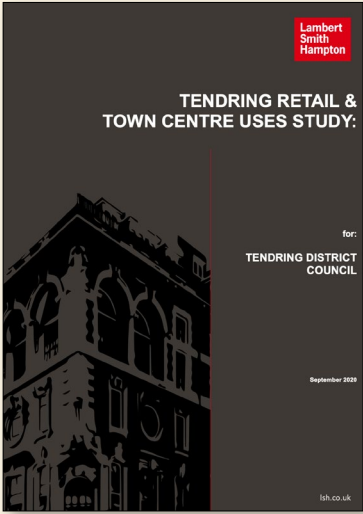


PREVIOUS VISIONS, STRATEGIES AND RESEARCH



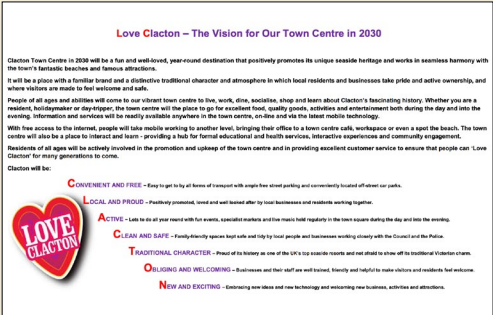
CLACTON TOWN CENTRE VISION, BDP 2009

The 2009 Clacton Town Centre Vision outlined a plan to revive the town centre by improving its public realm, reducing car dominance, and strengthening its retail offer. It aimed to tackle deprivation in the Pier ward and create a more appealing, accessible, and vibrant centre through coordinated physical upgrades and socio-economic regeneration.



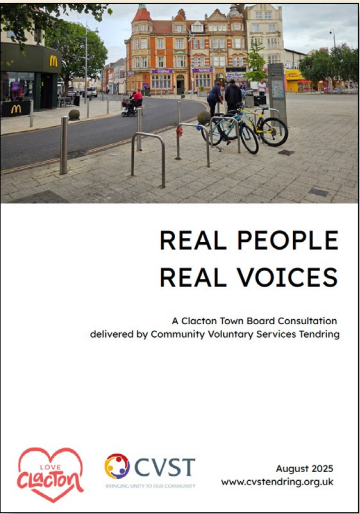
TENDRING RETAIL & USE STUDY, LSH 2020

This study aims to assess current and future needs for retail space, evaluate key centres and alternative locations, identify suitable retail types through 2033, explore emerging trends, and recommend practical transformations for retail-led centres based on best practices.



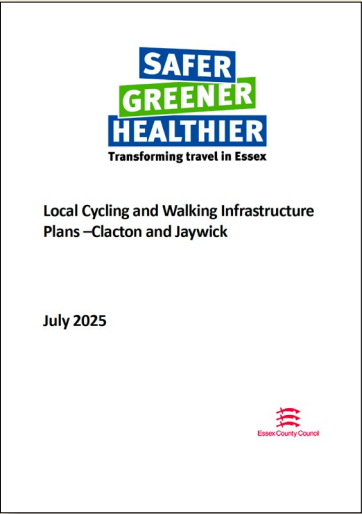
LOVE CLACTON, TENDRING DISTRICT COUNCIL 2025

This vision document positions Clacton as a year-round destination that positively promotes its unique seaside heritage and works in seamless harmony with the town’s fantastic beaches and famous attractions where visitors are made to feel welcome and safe.



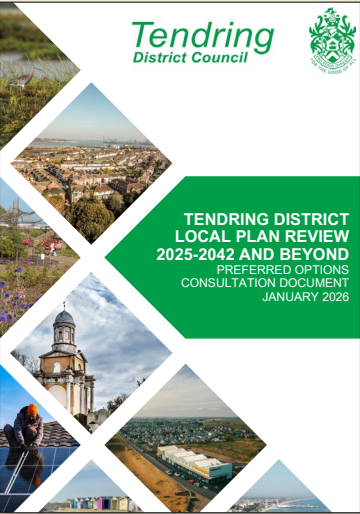
REAL PEOPLE, REAL VOICES CVST 2025

The Real People, Real Voices report gathered views from over 600 residents to shape Clacton’s 10-year Regeneration Plan, highlighting priorities such as improving the high street, transport, housing, health services, safety, and public spaces. Residents also expressed pride in Clacton’s beach, seafront gardens, pier, and strong community spirit.



LOCAL CYCLING AND WALKING, ESSEX CITY COUNCIL, 2025

This report presents a comprehensive analysis of the data collected through the LCWIP consultation survey. It provides an in-depth understanding on the support for cycling and walking in Clacton and Jaywick and highlights people’s attitudes and priorities.



LOCAL PLAN, TENDRING DISTRICT COUNCIL 2026

TDC's revised Local Plan provides a clear and robust framework for guiding development across the District. This document is critical to ensuring positive growth and protecting the District from speculative and unplanned development.

LOVE CLACTON

ENGAGEMENT SUMMARY

Back in August 2025, Community Voluntary Services Tendring (CVST) designed and delivered a comprehensive engagement programme on behalf of the Clacton Town Board, with findings captured in the *Real People, Real Voices* document.

Undertaken as part of the Love Clacton programme, CVST engaged with more than 600 residents through digital engagement, face-to-face outreach and targeted focus groups, ensuring wide representation across Clacton’s diverse communities. The feedback and findings informed the development of Clacton’s 10-year Regeneration Plan, supported by £20 million of investment through the Pride in Place Programme.

Residents shared views across six themes: High Street and Heritage, Housing, Education, Work and Skills, Health and Wellbeing, Cohesion and Safety, and Transport. The findings demonstrate strong local commitment, acknowledge ongoing challenges, and set out a clear, community-led roadmap for regeneration.

The adjacent selected quotes have been collated from the *Real People, Real Voices* document and categorised into the lenses used throughout this spatial framework as a high-level summary of the feedback received during that period of engagement. This review has helped us establish priorities and areas of focus for this framework to ensure it reflects the needs of the community.

PUBLIC REALM & OPEN SPACES

- "Improved footways and cycle routes, improve local bus services, rail connectivity and access"
- "Better bus service during the evenings"
- "More greenery, trees, flowers in and around town."
- "More benches"
- "Better, cheaper transport links with a more frequent train service."
- "Disabled/push chair access to beach water front, duckboards on sand."
- "Improve pavements especially for vulnerable older people and those with pushchairs."
- "Closer parking to town."
- "Put speed bumps in roads in and around town to stop speeding. All of them need more improvements."
- "Street bunting"

HIGH STREET, RETAIL AND F&B

- "Better Shops along the high-street, such as department stores and independents."
- "Drop the rent's of shops to enable more small business to take over empty there's enough of them."
- "Professional, free events run in the centre of the town once a month. A regular market."
- "Do something with the empty shops. When (not if) the percentage of empty shops drops any further then all will go as it makes the shopping street unviable and loses the draw for day trippers and locals alike."
- "Encourage new shops"
- "A weekly market, housing for the people of Clacton first."
- "Turn old QDS into a market place for small traders."
- "Encourage (no rates) empty shops to re-open – individual, quirky shops – take a guide from Frinton."
- "Make it a seaside centre where tourist experience is new and exciting."

CIVIC AND CULTURE

- "Hosting more arts and culture events"
- "Open up the empty shops and have community shops where people can access help and advice rotating different voluntary organisations daily."
- "A social club for teens of an evening supervised in one of the empty shops. The leisure centre needs expanding to include more activities for all age groups especially evenings. A skating rink would be good too or ice rink."
- "Help the market on Saturday at Christmas Island to grow, fresh food would be nice."
- "Mental health support, access to health and affordable leisure facilities."
- "More toilets"
- "Support people back into work, increasing skills provision, increasing educational opportunities, support for families and young people."
- "There are not much events in Clacton town, could build a green park or something near town"

COMMUNITY PARTICIPATION

- "Encourage more singers into Christmas Island"
- "More arts, craft and culture available to those who wish to study and learn new skills"
- "Promotion of strong role models from within our community and beyond, put on talks and events to provide inspiration."
- "Walk in surgeries that enable those who do not have internet or technology to access."

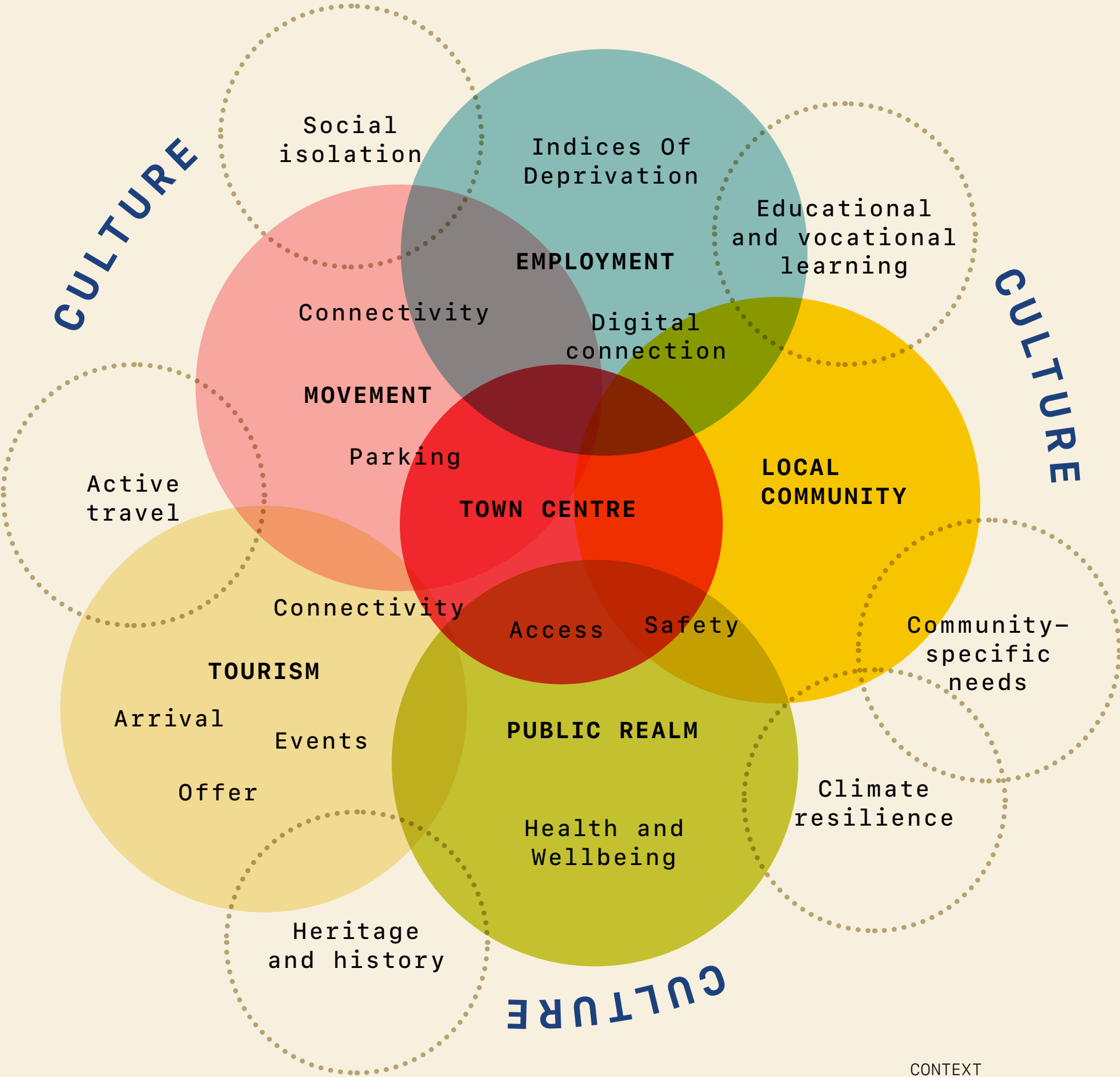
OWNERSHIP AND REPUTATION

- "Be safer at night time"
- "Less cars"
- "Support for volunteering and community facilities."
- "More police on streets"
- "Cleaner toilets"
- "Clean up town centre. Keep seafront tidy even in winter not only summer months."

PREVIOUS STUDIES

KEY FINDINGS

This diagram summarises key areas for improvement identified through our review of previous studies, vision documents, and engagement processes; and highlights the themes this framework seeks to strengthen and build upon.



2.2 VISUALISING CLACTON

BASELINE ANALYSIS

Working closely with Tendring District Council's teams across the Council including Culture, Creativity & Visitor Services, Economic Growth and Planning departments, a baseline analysis was developed in order to embed the spatial framework within the existing context.

The following pages establish a site-specific spatial portrait of the town centre, mapping land use, ownership, building condition, public realm and movement networks with a focus on the Town Centre area and its strategic axis: Pier Avenue, Station Road, Rosemary Road, the Town Square, the Pier and the seafront.

This spatial analysis identifies barriers and opportunities to be addressed through this framework.

The baseline analysis includes fieldwork and desk-based research undertaken between October 2025 and March 2026, in collaboration with transport consultants Markides, retail specialists Portas, and socioeconomic experts Amion. The compiled mapping and research span across the following themes: Historical context, Transport and accessibility, Community & cultural assets; Cafés, restaurants and bars; Retail; Seasonality; Evening and night time activity; Young people; and Listed buildings and conservation areas.



HISTORICAL CONTEXT

HISTORICAL STREET PATTERN

Historically, much of Essex would have come under the diocese of St Paul’s Cathedral and it is possible that Clacton may have been a centre of seaborne trade between London and northeast Essex. Much of current day Clacton was comprised of farmland that belonged to Seaside House Farm. It covered most of the town centre as we know it today, spanning from Rosemary Road East to Station Road, in the area then known as Great Clacton Beach.

The pier was completed in 1871 which was also the year the bank holiday act was passed, one of many factors leading to the rapid growth of Clacton as a seaside resort.

By 1881 new civic and cultural buildings had developed, and by 1882 the railway had been connected up to the line serving Thorpe-le-Soken, allowing for greater numbers of day trippers from London.

The decline of Clacton as a seaside resort came through numerous events, the 1960s riots, the closure of Butlins in 1983, and the growing affluence of the nation which led to holidaymakers traveling abroad.

- 1880s road network
- 1920s road network
- 1880s development
- 1920s development
- 1950s development

- BOUNDARIES**
- Project boundary
 - Priority area for regeneration (as defined in Clacton Regeneration Plan)



HISTORICAL CONTEXT

A HOLIDAY DESTINATION

Between the 1950s and 1970s, Clacton-on-Sea functioned as one of the East of England's most significant seaside resorts, drawing large volumes of domestic tourists, predominantly from London and the East Midlands, during the postwar holiday boom. The town's economy and spatial character were shaped almost entirely by this seasonal influx, with its built environment organised around the provision of leisure, entertainment and hospitality.

The pier and seafront formed the civic and commercial spine of the resort. The lido, bandstand, and Pier Gap concentrated recreational activity along the waterfront, while the Electric Parade supported a dense mix of retail and visitor-facing uses. This layering of functions gave Clacton a relatively sophisticated leisure offer by the standards of the period.

Culturally, the town sustained a live music scene of some vitality, with ballrooms and seafront venues attracting touring acts through the 1960s, reflecting broader national trends in popular entertainment. Public events, including open-air performances and large-scale spectacles along Marine Parade, reinforced the town's identity as a place of collective, democratic leisure.

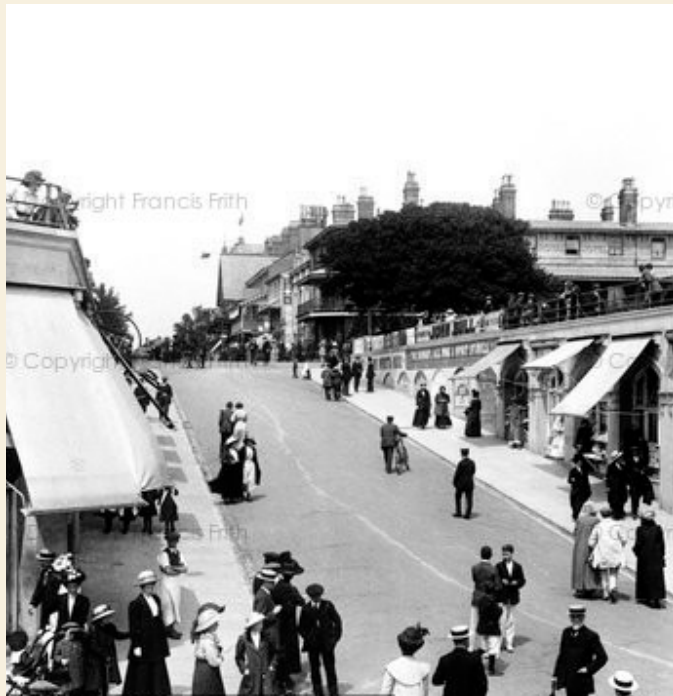
This period represents a high-water mark in Clacton's cultural and economic life, and offers a meaningful reference point for understanding the town's potential as a destination today.



Electric Parade, Image source: The Francis Frith Collection



The Bandstand, Image source: Clacton & District Historical Society



Pier Gap, Image source: The Francis Frith Collection



Lido at the Pier, Image source unknown



Clacton covered market, Image source: Lesley Croxford, BBC news



Elephants on Marine Parade, Image source: Clacton & District Historical Society

PUBLIC REALM AND OPEN SPACES

OBSERVATIONS

OPEN SPACES

The town centre is organised around vehicle movement and parking, which shapes how the public realm feels to people on foot and those who cycle or use public transport. Town Square and the beach are important public spaces within the town and are well-used in the warmer season. Station Green is an underutilised open space which could contribute to creating a more welcoming arrival experience from the station. Most other open areas in the town centre are currently given over to car parking. There is an opportunity to review how these spaces can be used more creatively while retaining sufficient parking provision at all seasons.

PUBLIC REALM

Many residents and visitors from surrounding areas currently rely on cars to reach the town centre, reflecting the relatively low frequency of public transport (e.g. one train per hour on the Colchester corridor), as well as the importance of parking provision within and around the town centre. Within the town centre, footways are often narrowed by on-street parking, signage and railings. There is

room to declutter the public realm to create a more accessible environment.

The arrival experience from the railway station also presents an opportunity where improved crossings and a clearer route would welcome people from their first steps off the train. Bringing greater consistency and quality to pedestrian and cycling infrastructure will improve accessibility and inclusivity, and could be especially valuable for younger children, carers, and people with restricted mobility, helping the public realm feel safe and welcoming for all ages and abilities, and reducing the risk of social isolation.

WAYFINDING

Distances between key destinations in the town centre are comfortable to walk, which is a strong foundation to build on. Strengthening crossing points, widening footways, and introducing clearer wayfinding and a more consistent material palette would help translate this walkable scale into an inviting pedestrian experience that can support economic vibrancy and make the town centre easier to navigate and a draw from surrounding areas.



TRANSPORT AND ACCESSIBILITY

BASELINE REVIEW

PUBLIC TRANSPORT AND CYCLING

Public transport in Clacton-on-Sea provides direct bus connections to nearby towns and destinations including Colchester, Manningtree, Jaywick, Clacton Shopping Village and Frinton-on-Sea. While the bus network is diverse, residents report unreliable services, limited evening provision and accessibility issues, highlighting the need for more frequent and reliable buses that are coordinated with train times. The ongoing Bus Stop Infrastructure project is addressing lack of consistency and quality of bus stops and is implementing improvements across the network.

Rail services offer direct hourly connections to London Liverpool Street, Walton-on-the-Naze and Colchester, with full step-free access. The station benefits from 104 cycle-parking spaces. However, dedicated cycle routes in Clacton are limited, and cyclists have called for safer, better-connected routes and improved secure parking. Investment through the LCWIP and community initiatives such as Essex Pedal Power scheme aim to support active travel.

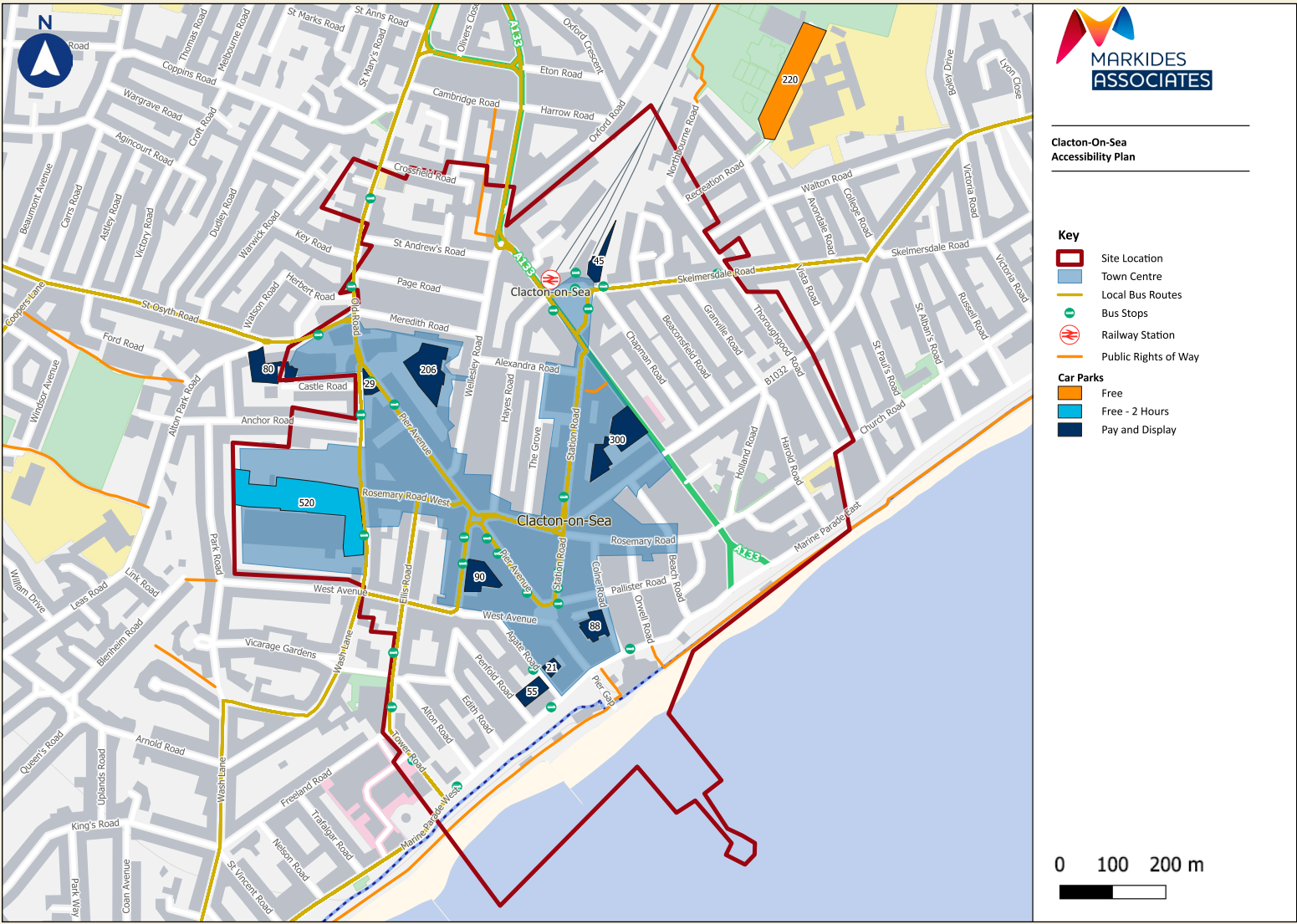
PARKING

Clacton offers around 914 pay-and-display and 740 free parking spaces, including 520 with a two-hour limit, with higher off-street charges closer to the town centre. Local residents can access discounted parking permits for certain car parks. However, the absence of real-time parking information via Variable Messaging Signs (VMS) leads to inefficient use of car parks, unnecessary circulation, and congestion in key areas.

On-street parking is limited to one hour with no return for four, which may discourage longer visits and contributes to waiting and idling in busy pedestrian areas. Some traffic restrictions also limit access to disabled parking, including in Pier Avenue North and South, where spaces are often under-used in the low season.

Previous engagement highlighted demand for easier and closer parking to shops, including free seafront or residents’ parking, alongside measures to reduce traffic and speeding.

The Carnarvon Terrace redevelopment will replace the existing provision with a modern 300-space multi-storey car park, including accessible bays and EV charging.



Transport and accessibility map. Parking data sources: Parkopedia and street count (October, 2025)

TRANSPORT AND ACCESSIBILITY

RECOMMENDATIONS

PROMOTING ACTIVE TRAVEL FOR HEALTH

Potential improvements to the key routes and desire lines shown on the adjacent map include adding resting places, shelter, better lighting, reducing litter, and enhancing personal safety to encourage walking and cycling. A Healthy Streets-style audit would identify the most effective opportunities for these enhancements. Further studies should also be carried out to explore the benefits of a potential timed-restriction of vehicles on Pier Avenue South.

Priorities also include expanding and improving safe cycle routes, strengthening links between key destinations such as the Railway Station, the Pier, Waterglade Retail Park and local campsites.

Further development of cycling initiatives, such as the Essex Pedal Power initiative, confidence-building support for new cyclists, and exploring the feasibility of e-bikes or scooters would widen participation.

Bus stops would benefit from step-free access and seating, and making the dial-a-ride system digital could improve accessibility.

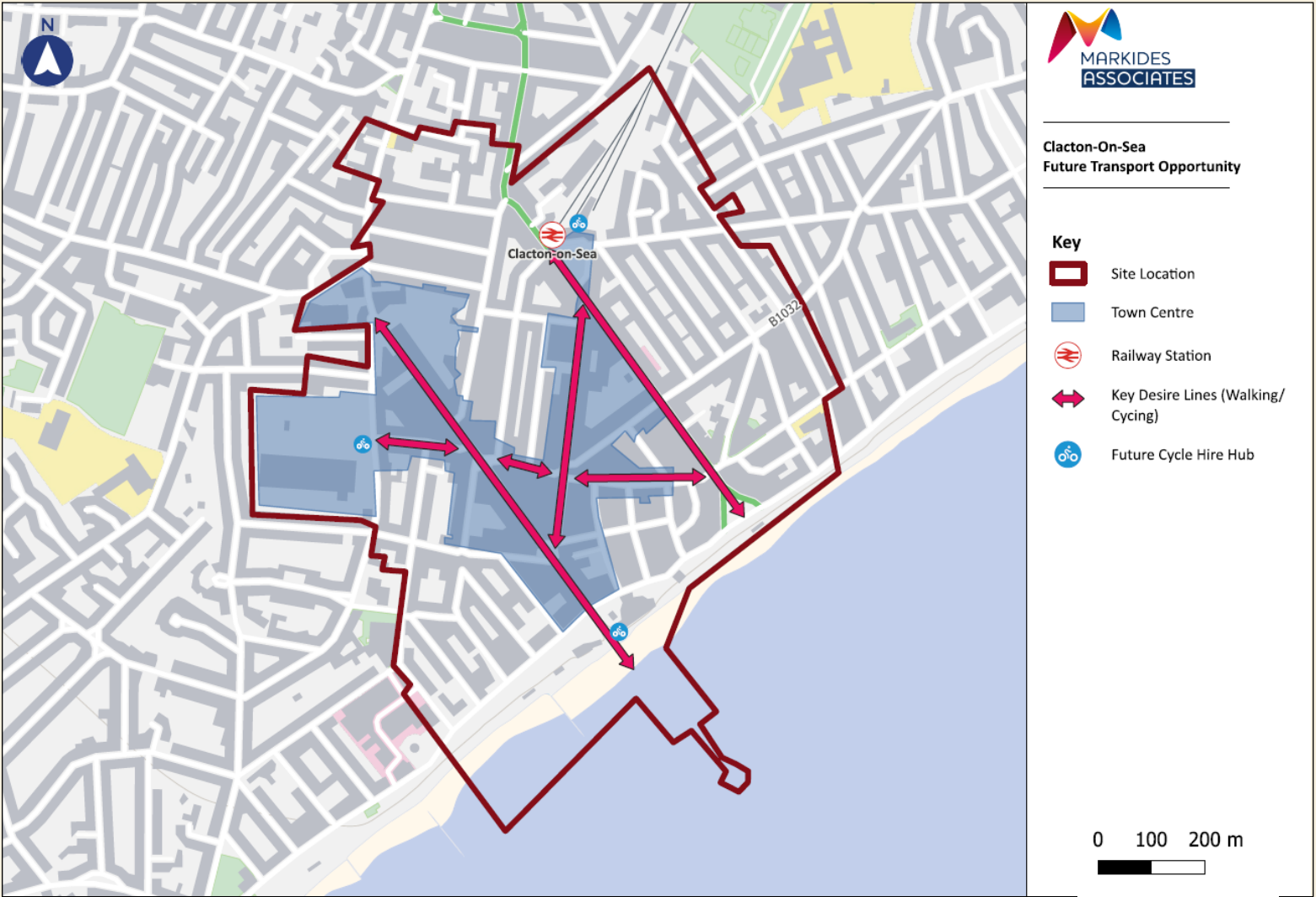
PARKING

Parking interventions should aim to support active travel and reduce congestion.

A park-and-ride system could be explored to enable drivers to leave vehicles outside busy areas and continue their journeys by public transport, walking or cycling—helping to improve traffic flow, air quality and accessibility.

Pricing strategies could encourage visitors to use longer-stay car parks instead of on-street spaces, while demand analysis may identify opportunities to consolidate parking more efficiently.

Park-and-ride proposals remain central to achieving a more balanced, sustainable transport network and could seek to build on those implemented during the Air Show.



Transport opportunity map

HIGH STREET

OBSERVATIONS

CHARACTER AND IDENTITY

The town centre's various high streets have each their distinct character, drawing different audiences. Entertainment and leisure uses are concentrated around the Pier and Pier Avenue south, where tourists tend to spend most of their time when visiting the town centre. Everyday shopping and groceries can be conveniently done by people driving from local areas at the Waterglade Retail Park without the need to visit the town centre, which presents an opportunity to better connect this area with the town centre itself. Restaurants, cafés and bars are clustered mainly around the seafront, with a few successful local cafés spread out across the town centre, mainly on Station Road, High Street and Rosemary Road, with scope to better support this activity with outdoor seating areas for the warmer season.

STREET APPEAL

The town centre's historic buildings, independent shopfronts and comfortable street pattern give it a distinctive character. Bringing a more coordinated approach to how this character is presented and maintained would help the town centre's strengths come through more clearly and consistently for visitors and residents alike. A number of shopfronts would benefit from low-cost improvements, representing a relatively quick win for enhancing the street scene.



Arcades and tourism-focused leisure provide active shopfronts along Pier Avenue south



Cafe spill-out onto West Avenue animates the street



'Love Clacton' wayfinding along High Street connects the town centre with outer residential areas while also 'dressing' the street



Blank frontages and forecourts used as parking spaces create narrow footways

HIGH STREET – RETAIL AND F&B

OBSERVATIONS

Clacton's high street has a strong foundation of long-established independent businesses, particularly along High Street, Rosemary Road and Pallister Road, alongside well-known high street chains. There is an opportunity to grow this independent offer further into Pier Avenue and Station Road, and to expand options for fresh produce, bread and bakery items, complementing the existing retail mix and differentiating from the retail offer of larger retail parks.

Station Road is a key connection between the railway station and Town Square. Its retail offer is currently dominated by estate agents and financial and professional services. While these businesses reflect a stable, established local economy, bring a more diverse mix of frontages along this route with a broader range of uses could help draw more pedestrian footfall through to the town centre, to and from the seafront.

Clacton has a characterful café culture, with well-loved independent spots such as Reubys, Market Café, Crispins and Nancy's Kitchen, and should be celebrated as a local asset. As is typical of café culture outside major cities, many of these independent cafés close in the mid-to-late afternoon, reflecting their role as daytime destinations rather than evening venues. There is an opportunity to build on this strong café foundation both by expanding it and growing the range of options for dining into the evening to complement the fast-food and franchise offer that already serves the evening market, offering healthier dining options while activating the town center after 6pm.



There is a concentration of high street chains on Pier Avenue south



Smaller independent restaurants and cafes can be popular but have limited seating



High Street has several smaller independent shops with well-curated and personalised shopfronts



High street chains occupy larger retail units in the town centre

HIGH STREET

GROUND FLOOR LAND USE MAPPING

The ground floor land use map shows a continuous high street condition running from Pier Avenue to Old Road, with Station Road, Rosemary Road and High Street forming key supporting routes. This established structure is a strong asset for the town centre. Diversifying the retail mix further, including with supermarket and fresh food offer, currently limited within the town centre itself, would add to the range already provided by independents, charity shops, beauty businesses and the estate agent and financial services cluster along Station Road.

RETAIL

- Charity
- Estate Agent
- Supermarket
- Beauty
- Tourist
- Newsagents
- Independent
- Chain
- Services

CAFES, RESTAURANTS AND BARS

- Takeaway
- Fast food
- Pub/Bar
- Restaurant
- Cafe

CIVIC AMENITIES

- Government
- Education
- Health

COMMUNITY AND CULTURE

- Library
- Leisure
- Youth Centre
- Theatre/ Museum
- Cinema
- Religious

RESIDENTIAL

- Residential
- Care Home
- Hotel

COMMERCIAL

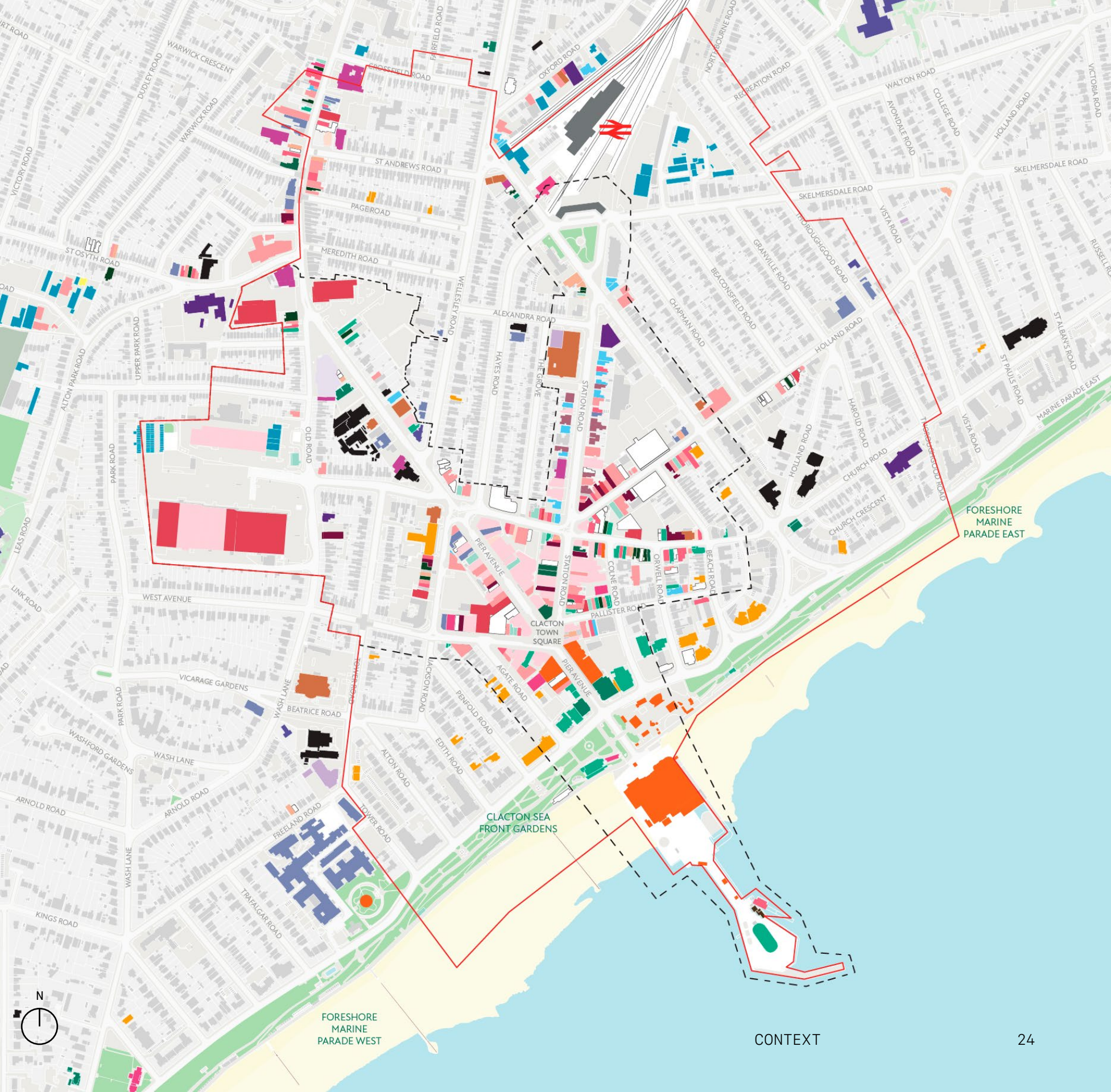
- Office
- Light Industrial

OTHER

- Vacant
- Under construction
- Transport
- Car Park

BOUNDARIES

- Project boundary
- Priority area for regeneration (as defined in Clacton Regeneration Plan)



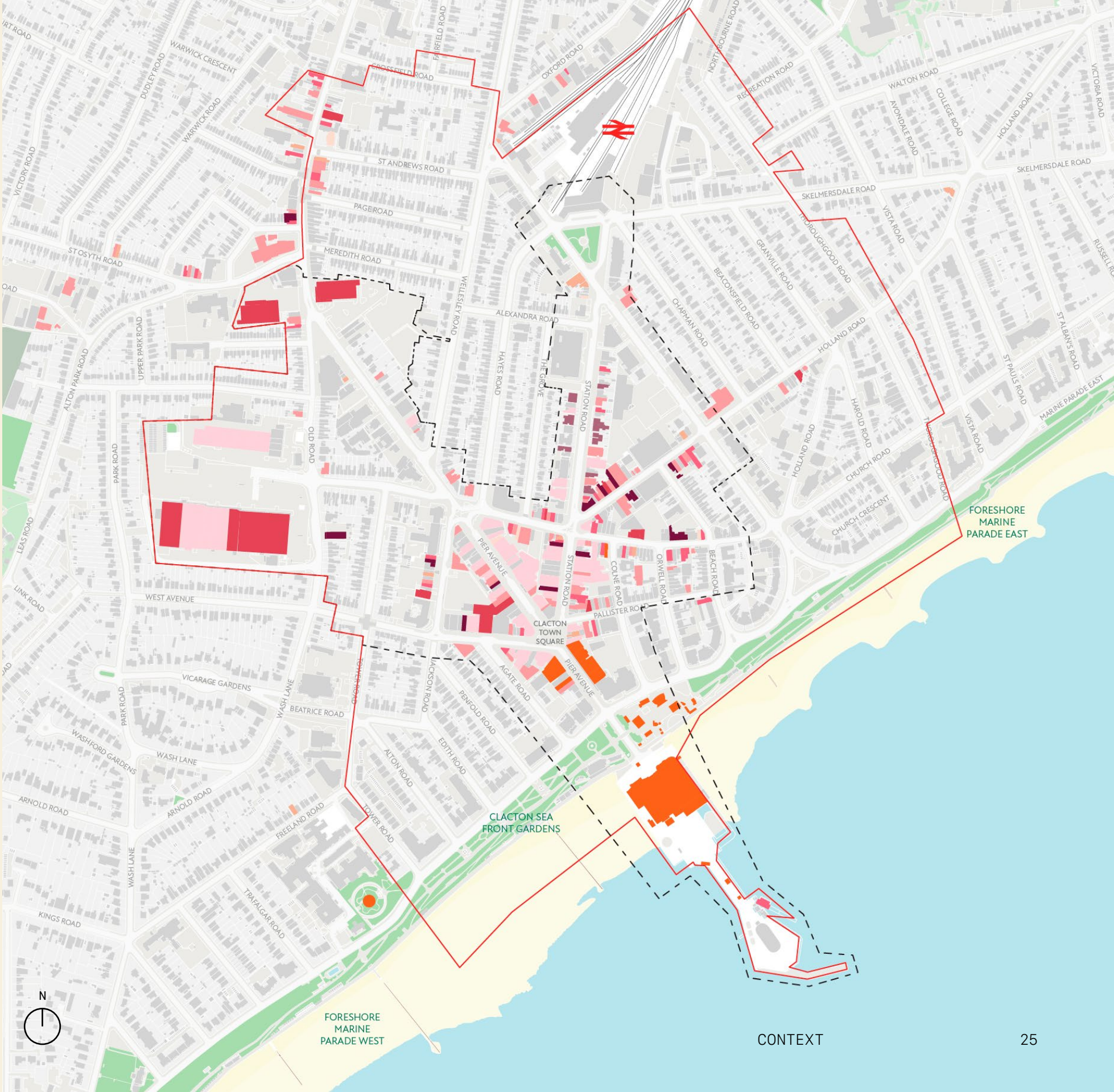
HIGH STREET – RETAIL AND F&B

MAPPING RETAIL

The town centre's retail mix reflects a range of established businesses serving different needs. Professional and financial services, including estate agents, form a strong cluster along Station Road, reflecting local demand and economic activity. Beauty businesses and charity shops are also well represented across the centre, adding to the diversity of the offer and, in the case of charity shops, often bringing character and affordability to secondary frontages. Fresh food and grocery provision within the town centre is currently limited, with residents and visitors having to rely nearby retail parks. Increasing this offer within the centre itself could add both convenience and footfall.

- RETAIL
- Charity
 - Estate Agent
 - Supermarket
 - Beauty
 - Tourist
 - Newsagents
 - Independent
 - Chain
 - Services

- BOUNDARIES
- Project boundary
 - Priority area for regeneration (as defined in *Clacton Regeneration Plan*)



HIGH STREET – RETAIL AND F&B

MAPPING CAFES, RESTAURANTS AND BARS

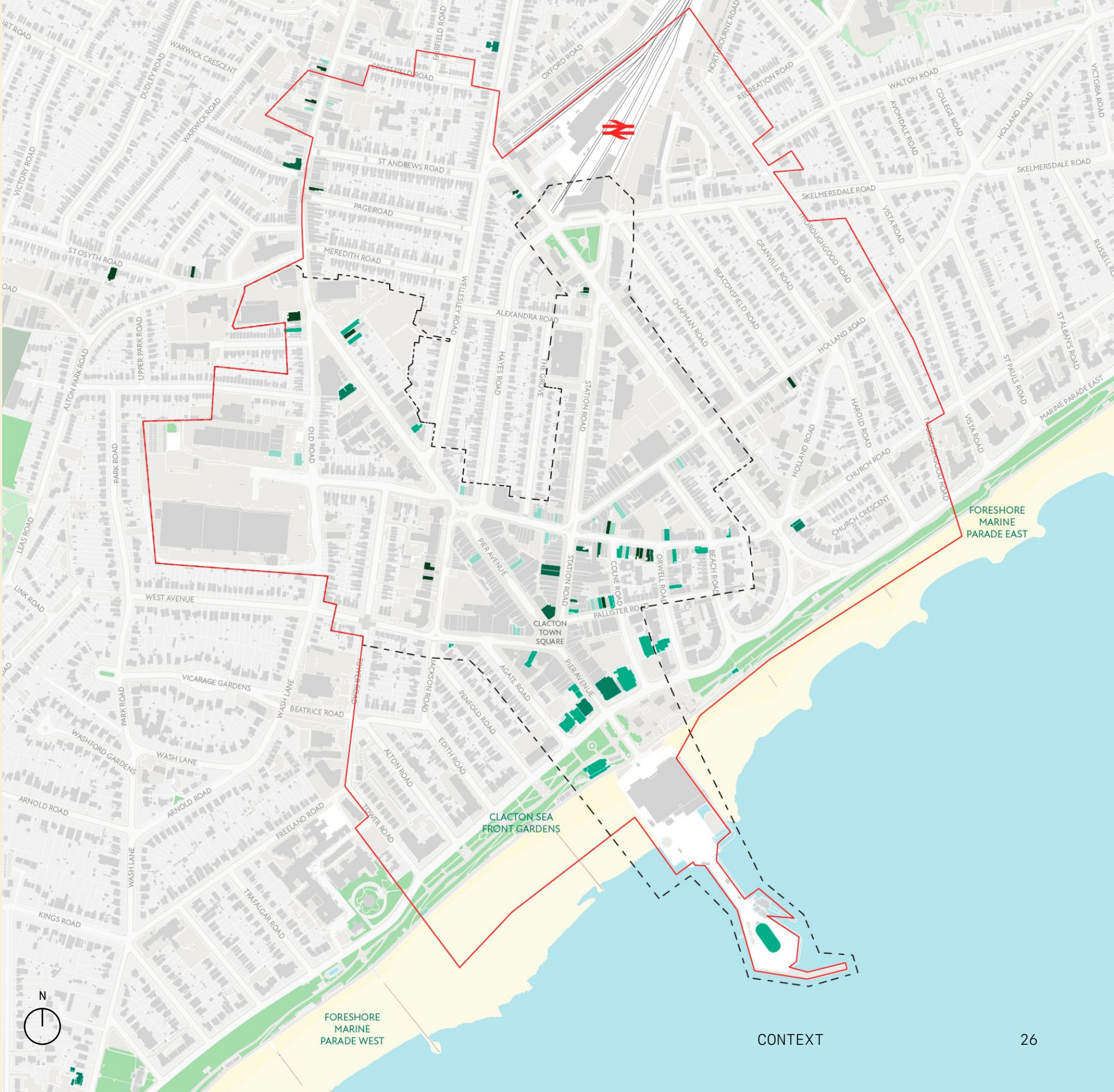
Food and drink venues with larger units tend to sit closer to the seafront, while the town centre itself, particularly around Rosemary Road and Pallister Road, has a concentration of smaller, independent cafés and takeaways with limited seating. While very few of these cafés already create spill-out activity, most of these businesses represent an opportunity to increase outdoor seating across the town centre, where footways width permits, adding to the activity of the street scene during the day and into the evening in the warmer season. The town centre currently has six pubs and bars, suggesting room to grow the evening offer alongside the well-established daytime café culture.

CAFES, RESTAURANTS AND BARS

- Takeaway
- Fast food
- Pub/Bar
- Restaurant
- Cafe

BOUNDARIES

- Project boundary
- Priority area for regeneration (as defined in *Clacton Regeneration Plan*)



HIGH STREET

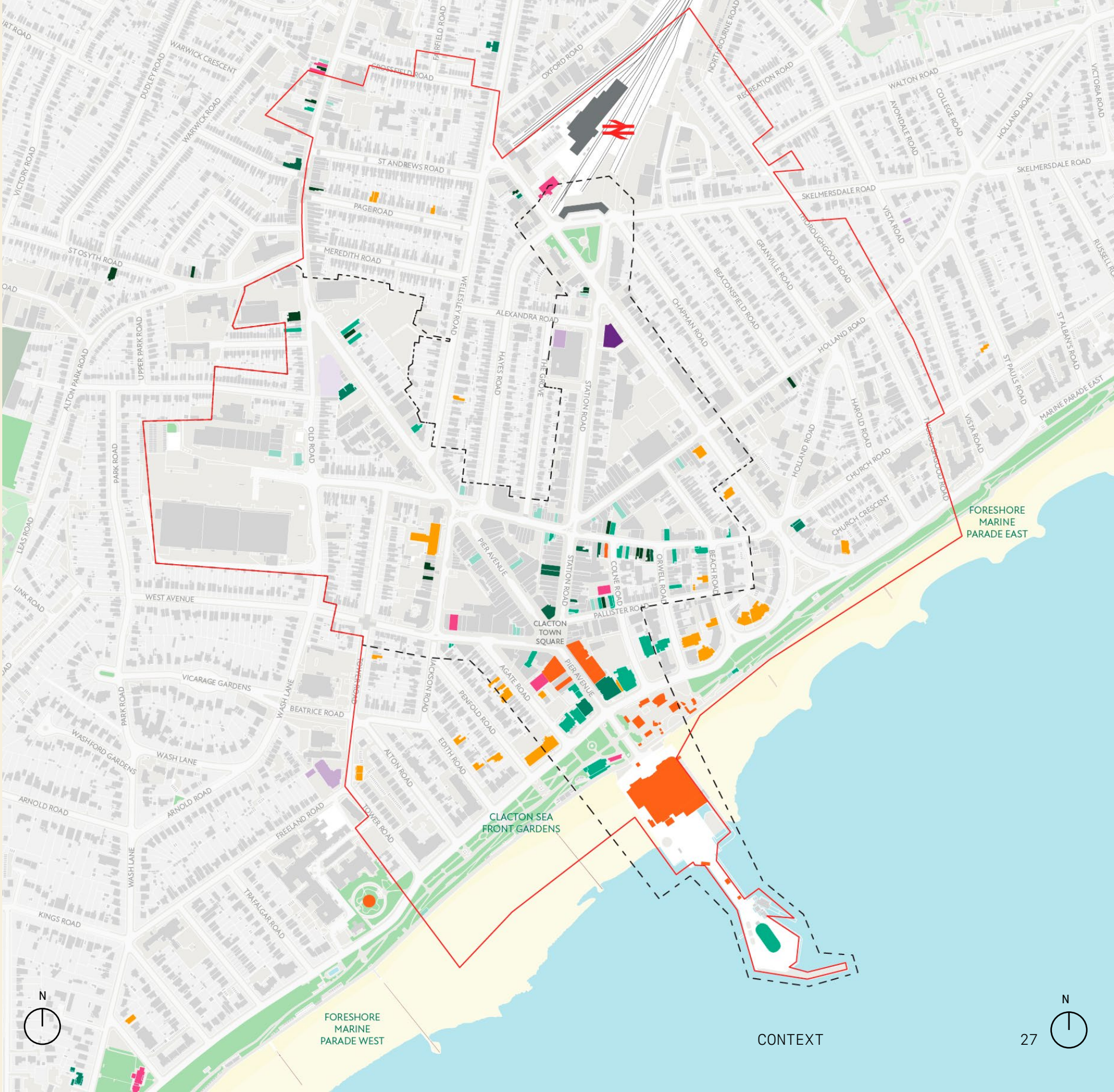
MAPPING SEASONALITY

Tourism activity is concentrated along Pier Avenue south and the seafront, continuing a pattern shaped by Clacton's history as a seaside resort historically reached by boat. There is a clear opportunity to draw on this strong seafront identity to encourage visitors further into the town centre, past the Town Square, where cultural venues such as the theatres, cinema and small galleries and museum could provide additional attractions. Improved signposting and wayfinding to these venues, including to the temporarily relocated Clacton Museum, which currently sits outside comfortable walking distance from the town centre, would help connect them more fully into the visitor experience, particularly during peak season. On-street activity from cafés, restaurants and bars in the town centre would also provide intrigue and invite people into the town centre if visible from the Town Square along key axes and at street corners.

- HOTELS
- RESTAURANT
- CAFE
- PUB/ BAR
- FAST FOOD
- THEATRE
- PIER AND ENTERTAINMENT
- STATION

- CINEMA
- LEISURE
- LIBRARY

- BOUNDARIES**
- Project boundary
 - Priority area for regeneration (as defined in Clacton Regeneration Plan)



EVENING AND NIGHT TIME

MAPPING EVENING AND NIGHT TIME ACTIVITY

The town centre's evening activity is currently concentrated in a few well-established clusters along the Pier and Pier Avenue south, Rosemary Road, and Old Road. Other areas with later opening hours include the Waterglade Retail Park and the hospital and healthcare facilities but these don't contribute to bringing evening activity into the town centre.

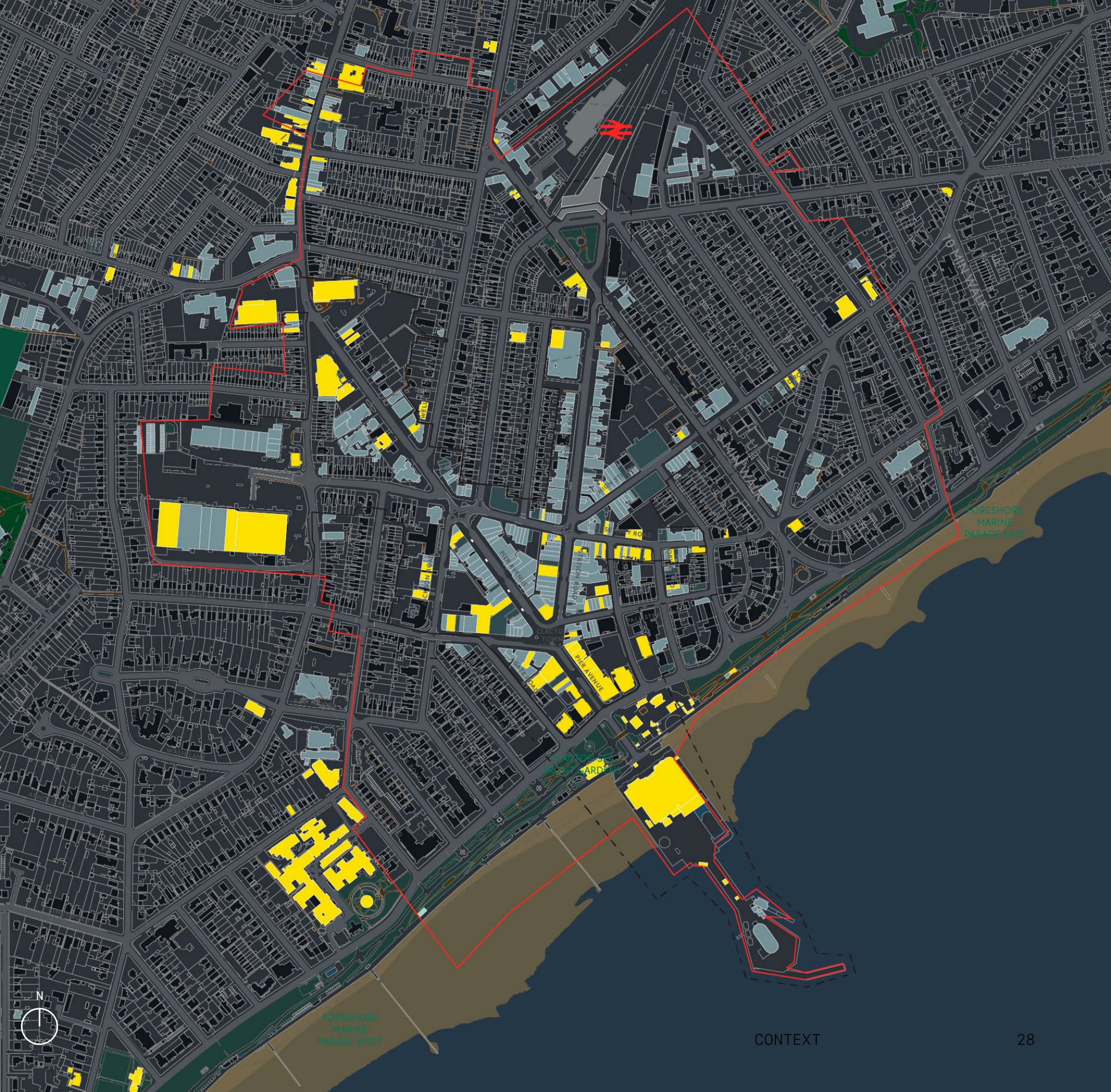
Most shops in the town centre close after 5pm which, along with a number of vacant units, affects how lively and welcoming the streets feel after dark with shutters drawn down, empty streets and inadequate lighting. These early shop closures across the town centre reduce both footfall and vehicular traffic in the evening, therefore impacting the feeling of safety. Extending opening hours, diversifying uses, improving lighting, rethinking the use of shutters, and introducing new uses into these vacant units would help extend the town centre's evening footfall and vibrancy beyond the late afternoon, building on the strong activity already established in the core evening destinations.

RETAIL OPENING HOURS AFTER 6PM (WEEKDAYS)

- Open
- Closed
- Vacant

BOUNDARIES

- Project boundary
- Priority area for regeneration (as defined in *Clacton Regeneration Plan*)



CULTURAL ASSETS

OBSERVATIONS

Clacton has a unique cultural offer, including theatres, a cinema and a library, all within a comfortable 15–30 minute walk of one another. While all these venues are located within the town centre, they are scattered and disconnected from one another, lacking reliable signposting to signal their presence, and many times surrounded by parking areas rather than restaurants or other evening venues to create small evening activity clusters.

Many of these venues already combine functions effectively with the Town Hall doubling as a theatre, and the cinema sharing its building with a bingo hall. The cinema itself is a characterful building, home to the largest screen in Essex, and represents a strong asset for the town. Refreshing its entrance and signage would strengthen its street presence and more confidently attract visitors.

There is a further cluster of cultural and community amenity to the north of Old Road, focussing on young people and the wider population. Strengthening the wayfinding and joint programming between these community-focused venues, and between cultural venues and nearby restaurants and the Pier, would help the town centre's rich and dynamic network of cultural organisations become more visible, impactful, and better reflected in everyday public life.

The expansive network of cultural educational organisations and the extensive community services that support learning could also be linked to cultural activity more explicitly to embrace opportunities for creative learning at all ages.



The large area of public realm in front of the West Cliff theatre could contribute more directly in animating the public realm



The Princes Theatre, within the Town Hall building, has little presence from the outside



Car parking and bollards hide the entrance to the Century Cinema with Buzz Bingo signage dominating



Public art and wayfinding in the station form part of the welcome experience

COMMUNITY AND CULTURAL ASSETS

MAPPING COMMUNITY AND CULTURE

- LIBRARY

1. Clacton Library
- CINEMA

2. Buzz Bingo & Century Cinema
- LEISURE

3. Magic Casino

4. Cluetopia

5. Cluetopia

6. Clacton Bowling Club

7. Realms VR

8. Clacton Railway Club

9. Comrades Club
- YOUTH/ COMMUNITY CENTRE

10. Salvation Army

11. Clacton Green Lodge Youth Centre

12. Community Cafe

13. Job Centre

14. Clacton Conservative Club

15. St Andrews Hall

16. U Turn

17. BCollective Performing Arts
- THEATRE/ MUSEUM

18. Princes Theatre

19. West Cliff Theatre

20. Clacton & District Local History Society,
- not shown on map
- RELIGION

21. St James Church

22. Trinity Methodist Church

23. Pier Avenue Baptist Church

24. Bread of Life Community Church

25. Clacton Mosque

26. Elim Pentecostal Church

27. Colvin Memorial Temple

28. United Reformed Church

29. Our Lady of Light & St Osyth

30. St Pauls

31. Hindu Heritage & Cultural Centre

32. St Dunstons

33. Clacton Christian Spiritual Church
- OTHER CONTRIBUTORS

34. Martello Lounge

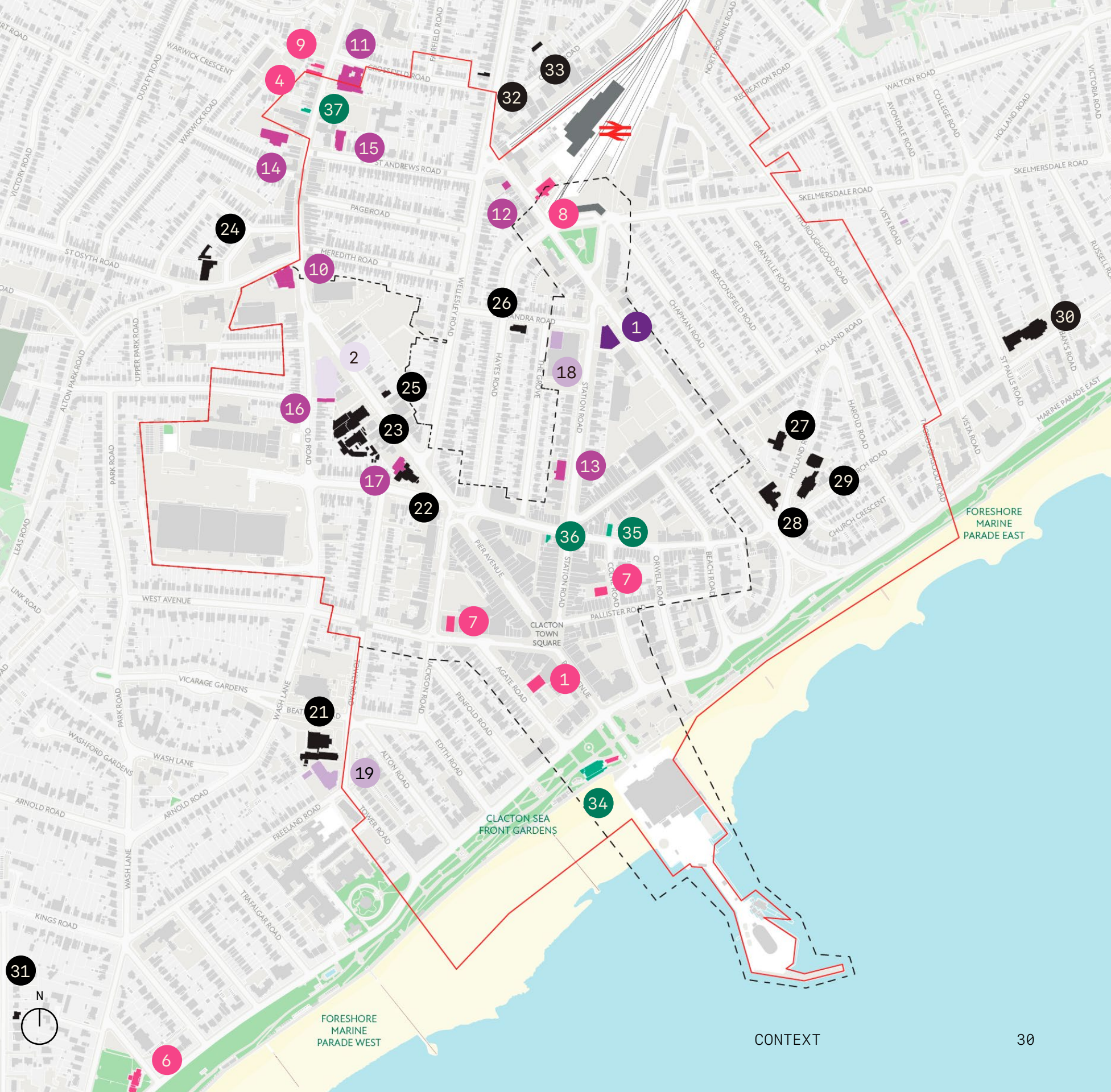
35. Jessica's Place

36. Magic Music

37. Coffee and Comics
- BOUNDARIES

-- Project boundary

— Priority area for regeneration (as defined in Clacton Regeneration Plan)



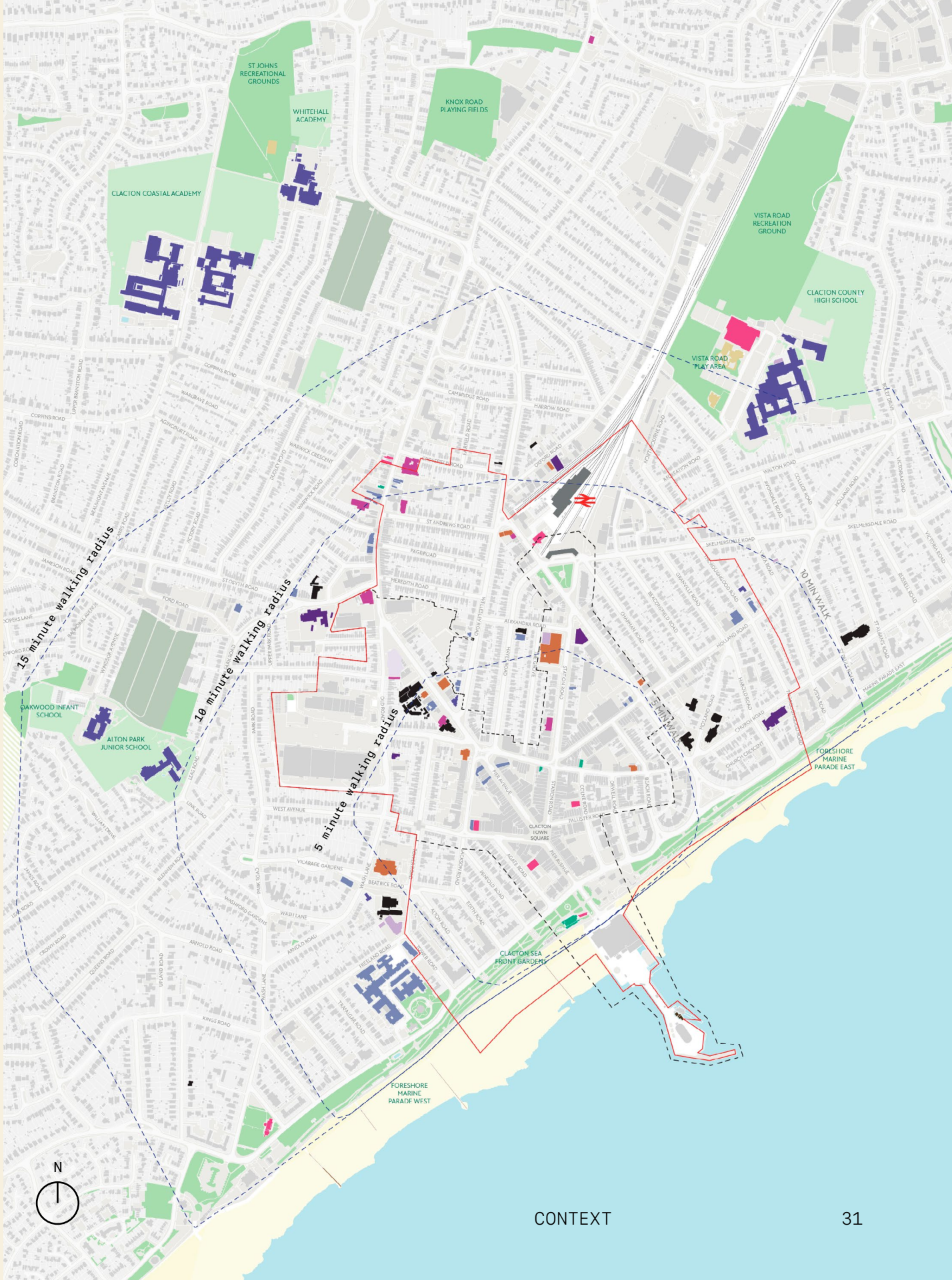
COMMUNITY PARTICIPATION

MAPPING THINGS TO DO FOR YOUNG PEOPLE

The main concentration of activity for young people is around the Town Square, the seafront, and to the north of Old Road where most youth services are clustered. The Leisure Centre is also a key after-school destination for young people of the local area, where play areas and skateparks are well used, demonstrating a clear need for additional outdoor youth provision. There is an opportunity to create more spaces that encourage independent fun within the town centre itself, including outdoor areas for children and families, as well as indoor options for poor-weather days. Meanwhile uses within vacant units could address this current gap. Strengthening safe walking and cycling routes for young people travelling into the centre will also help broadening the range of accessible activities on offer, particularly for young women, and reducing the risk of social isolation among young and vulnerable people.

- Library
- Cinema
- Leisure
- Youth/ Community Centre
- Theatre/ Museum
- Religion
- Health
- Religion
- Education
- Civic
- Public Toilets

- BOUNDARIES**
- Project boundary
 - Priority area for regeneration for Clacton Regeneration Plan
 - Walking radii



ARCHITECTURAL CHARACTER

OBSERVATIONS

Much of Clacton's seafront sits within the seafront conservation area, placing it alongside many other coastal towns nationally recognised for their heritage value. The seafront area was also included in the 2025 'Heritage at Risk' register by Historic England along with many other coastal towns. This emphasises the need a for a climate-resilient strategy to protect Clacton's precious coastal asset.

While the town centre has relatively few listed buildings, many buildings within the town centre, particularly those on corner plots, are authentic with beautiful architectural detailing, particularly when looking up, contributing strongly to the local character.

The registered seafront gardens add a further significant heritage asset, and require a more sustainable maintenance strategy to ensure they can be loved and enjoyed by the local community. Together, these features offer a strong foundation for celebrating and building on Clacton's architectural identity.



The Town hall building is of significant architectural interest, characterful and Grade II listed



Much of the architectural character at upper levels goes unnoticed



Corner buildings have architectural features that double as wayfinding in the town centre



Many buildings that are not listed have notable architectural character

CONSERVATION AND LISTINGS

ARCHITECTURAL CHARACTER AND LISTED BUILDINGS

SCHEDULED MONUMENT

- 1. Martello Tower F

GRADE II

- 2. Clacton Town Hall
- 3. Roman Catholic Church of Our Lady of Light and St Osyth
- 4. The Grand
- 5. Clacton-on-Sea War Memorial
- 6. Row of 16 street lights on the south side of espla

GRADE II*

- 7. Church of St James

NON DESIGNATED HERITAGE ASSETS

- 8. Pair of coastguard cottages, Tower Road, not shown on map
- 9. Edwardian detached dwelling, No 2 Alton Road
- 10. The Sandrock, Penfold Road
- 11. The Pier
- 12. The Royal Hotel, Marine Parade East
- 13. Lloyds building, Pier Avenue
- 14. Natwest building, Pier Avenue

- 15. Post Office Building
- 16. Old Lifeboat House
- 17. Row of gault brick cottages
- 18. Arts and crafts style dwelling, 15 Church Road

BUILDINGS OF NOTABLE ARCHITECTURAL CHARACTER

- 19. Century Cinema
- 20. Former Sainsbury's building

CLACTON SEAFRONT CONSERVATION

HISTORIC PARKS AND GARDENS

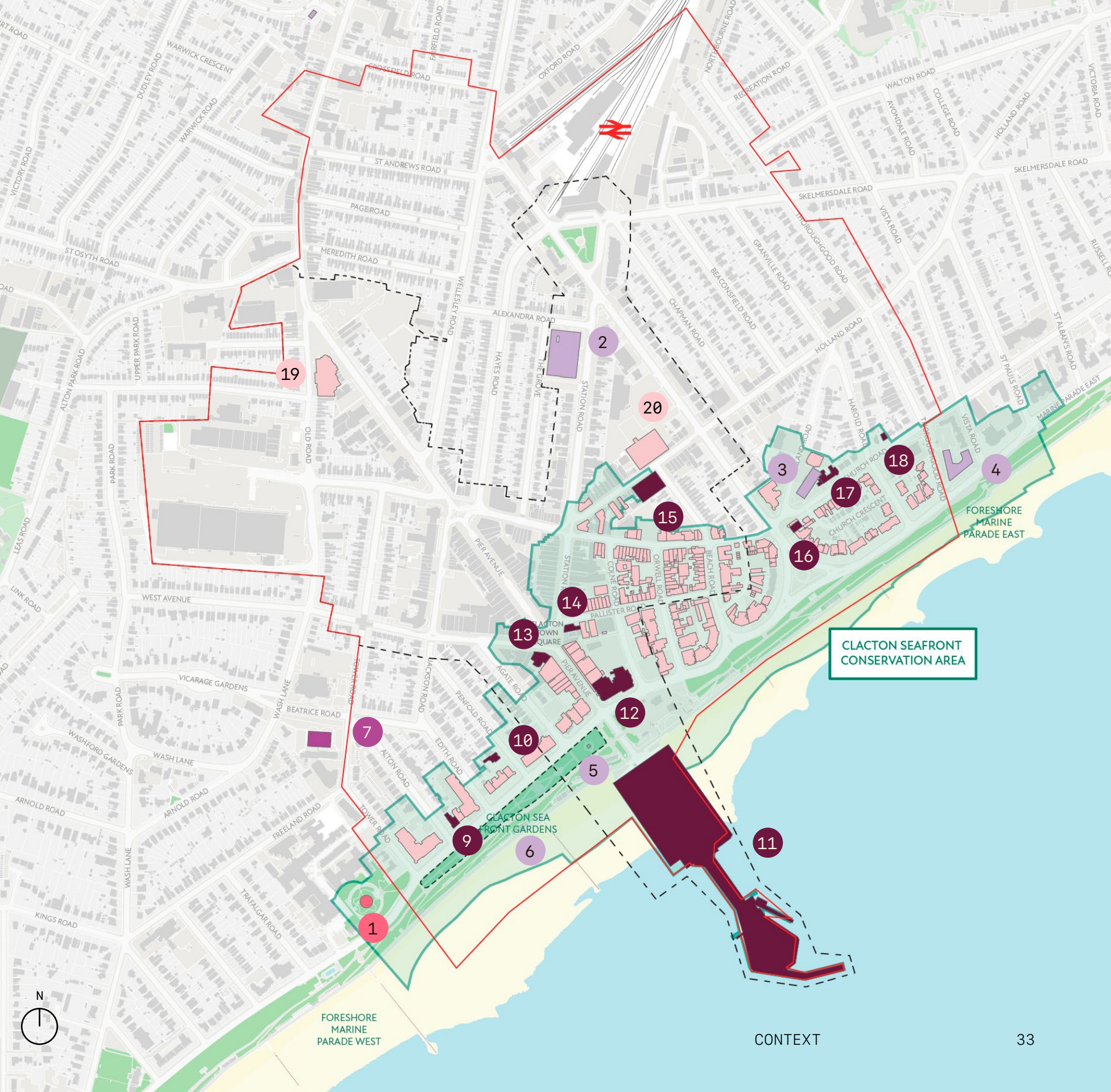
AREA

BUILDINGS OF NOTABLE ARCHITECTURAL CHARACTER

BOUNDARIES

- Project boundary
- Priority area for regeneration (as defined in *Clacton Regeneration Plan*)

Non-designated heritage assets based on 'Clacton Seafront Conservation Area Character Appraisal and Management Plan'.



OWNERSHIP AND REPUTATION

OBSERVATIONS

Clacton-on-Sea carries a reputation that does not always reflect the strength of its heritage assets, its resilient community, and the quality of its built environment, much of which goes unnoticed by visitors walking through the town centre today. Major developments already underway, such as the Clacton Civic Quarter, signal real momentum, and there is an opportunity to help residents and visitors reconnect with the town's historic charm while looking towards the future, as these schemes progress.

The Council's direct ownership within the town centre is limited, with public realm improvements often relying on agreements with private landowners. The former M&S building, however, is council-owned and offers a valuable opportunity to test new meanwhile uses on the high street. Similarly, vacant shops, while currently affecting street vitality and perceptions of safety, sit along key streets and represent exciting opportunities for reactivation. Bringing forecourts currently used for parking or waste storage back into active, attractive use would further enhance the street scene and support the town centre's wider regeneration.

Attracting and retaining talent locally, including encouraging young people to return to the area for employment after higher education, remains an important long-term priority linked to this wider regeneration effort that can be addressed through better support for small, independent and young businesses.



Proposed major development for Clacton Civic Quarter and Carnarvon Terrace



Vacant shops and blank frontages along major streets



Little pull from the seafront and Marine Parade into the town centre



Forecourts along Station Road often utilised as parking spaces creating narrow spaces for pedestrians to move through

2.3 CULTURE IN CLACTON

WHY A CULTURE-LED FRAMEWORK?

For a town like Clacton, where Tendring District Council's own Health and Wellbeing Strategy identifies elevated rates of social isolation, poor mental health, economic inactivity and long-term conditions, the role of culture as a preventative and place-based intervention is particularly significant. Participation in creative activity is associated with reduced loneliness, improved mental health outcomes and stronger social ties; factors directly relevant to Tendring's stated health priorities. The concept of social prescribing, referenced in both the Arts Council strategy and the Tendring Health and Wellbeing Strategy, reflects a growing recognition that access to cultural and creative activity can form part of a structured response to poor health.

Culturally-led approaches to town centre regeneration also generate economic value: creative hubs and cultural anchor institutions attract footfall, support the local visitor economy, stimulate enterprise and help establish a distinctive identity for place. For Clacton, where the Tendring Creative and Cultural Strategy is already recognised as a key strand of the Council's wider corporate and economic planning, a culture-led spatial framework offers an opportunity to coordinate these benefits within a coherent vision for the town centre, connecting heritage with aspiration, and serving the needs of residents throughout the year, not only in summer.

"62% of UK adults agree that culture on the high street gives them a sense of pride in their local area"

Arts Council England, Let's Create Strategy 2020-30

"69% of people think culture on their high street makes their area a better place to live"

Arts Council England, Let's Create Strategy 2020-30

"Culture and creativity will be the levers that translate Tendring's values and variety into innovation, jobs and wellbeing"

Arts Council England, Let's Create Strategy 2020-30

Clacton Carnival 2026, Image source: Steve Brading

CULTURE IN CLACTON

WHAT CAN CULTURE BRING TO A TOWN CENTRE?

WHAT IS CULTURE IN CLACTON?

Clacton has a long-standing identity as a place of performance, entertainment and public celebration, rooted in its heritage as one of the East of England's most popular seaside resorts. Today, Clacton is known for its summer entertainment and events around the Pier area and beachfront, attracting tourists and locals.

The town also supports a dispersed but active ecosystem of cultural organisations, creative businesses, independent venues and community-led initiatives that provide year-round opportunities for creative participation and social connection, and extend beyond the seasonal concentration of leisure activity around the pier and beachfront. This cultural infrastructure, though less visible than the town's entertainment offer, plays a significant role in sustaining community life.

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

Clacton Town Board

WHAT CAN CULTURE DO?

Evidence from national and international research demonstrates that investment in culture and creativity generates measurable social, economic and health benefits for communities. Arts Council England's Let's Create strategy (2020–2030) identifies culture as a key driver of local economic regeneration, community cohesion and individual wellbeing, noting that cultural investment helps improve lives, regenerate neighbourhoods, support local economies and bring people together.

The framework seeks to build on and celebrate Clacton's strong cultural heritage of performance and entertainment that bring a sense of enjoyment and celebration, respecting its heritage, while looking to the future.



1 Clacton Air Show 2025, Image source: Steve Brading



2 Clacton Carnival 2025, Image source: Steve Brading



The West Cliff and Princes Theatre events advertised along the seafront



Independant retailers celebrating Clacton's music culture in the community

CULTURE IN CLACTON

MAPPING CULTURAL ORGANISATIONS

Clacton-on-Sea has a diverse cultural ecosystem made up of organisations and businesses involved in production, consumption, and community activity. Mapping this network revealed a mix of performing arts groups, dance and music academies, youth theatres, creative studios, museums, and long-established high-street retailers, all contributing to a lively blend of creative education, heritage, and everyday cultural life. Many of these groups play an essential role in the community, offering creative opportunities for young people, tailored activities for SEND children, and daily social interaction for vulnerable residents. Yet a large proportion are independently run and face financial and staffing pressures, making the sector fragile.

These insights highlight the need for stronger networks, clearer visibility of what is on offer, and improved connectivity and transport links to help these organisations thrive. Strengthening collaboration and support structures could enhance the resilience of this cultural landscape and position culture as a core part of Clacton’s identity and community well-being.



INTERVIEWS WITH CULTURAL ORGANISATIONS

TAKE-AWAYS

The project team met with a range of local organisations (see previous page) to understand the wider challenges and opportunities for a culture-led regeneration.

Across discussions, participants highlighted a lack of cultural engagement and limited cultural development in Clacton, often linked to scarce opportunities, fragile financial planning, and reliance on volunteers.

Conversations captured the feeling that many past cultural venues that once energised the town have been lost, fuelling a strong desire to reignite joy and dynamism into the town centre through culture. Interviewees also observed that Clacton once thrived with outdoor public events (markets, puppet shows, and other activities) that helped draw people into the town centre, but current regulations often hinder similar programming today.

There was a shared sense that establishing a consistent cultural identity, along with dedicated venues such as arts centres, would help restore this vibrancy. Stakeholders also emphasised that initiatives should be driven by local groups and community champions, with inclusive communication to reach elderly and isolated residents.

Many cultural organisations operate with part-time or volunteer-led teams, creating a fragile ecosystem that struggles with continuity. Financial support, improved facilities, and better access to funding streams would significantly strengthen the sector.

Reflecting on Clacton’s future potential, the importance of its current key attractions, namely the beach, the Pier, and local residents, was emphasised repetitively. Perceptions of safety and a lack of activities in the town centre currently deter visitors, particularly younger people. While Clacton hosts a range of cultural events, the absence of a central hub for information limits their visibility.

Community self-worth, trust, and cultural capital were identified as barriers to engagement, yet there remains a strong sense of community and a clear appetite for positive change that benefits local people.

Organisations expressed particular interest in supporting young people, including those with special educational needs, through tailored activities. Although cultural groups often compete for audiences, there is a genuine willingness to collaborate and build networks to deliver shared goals.

"A touch of Hastings, a touch of Margate but uniquely Clacton."

"The town halls is a safe space but the town is not. Before anything needs to happen the centre needs to be made a safe space."

"Value is derived from non-material assets—prestige, relationships, knowledge, and meaning—rather than just money."

"The minority are dominating the area."

"It is about things with quality. Some of this events are not great quality. Like the Pier, that strives for excellence."

"There is a broken-window syndrome in Clacton."

"Now it is all very mundane, nothing very appealing to young people, nothing is drawing them to the town centre."

"The town centre is very grey, gloomy. It needs more colour and vibrancy."

"There is work to be done around inclusive communication."

"Clacton needs reframing in people’s mind."

"Clacton can be quite isolating if you have difficulties, but there is a strong sense of community in people."

"Promotion of well-being in general is needed. Giving people ideas about food and healthy eating."

"We have seen that art transforms people."

"A lot of people have given up on the town centre. I don't go."

"Station road used to have lights and flags and it made it more vibrant."

"If you can see it, you can be it."

"The town at night is not inviting at all."

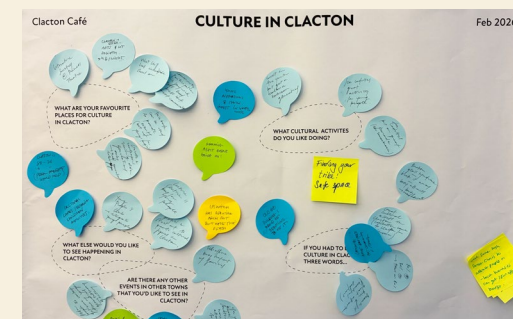
"Community, atmosphere, is missing in the town centre. Walking around and seeing people you know."

"People prefer to go to Colchester for a shopping outing, there isn't enough to draw you in here."

"There is such a gap for teens and young adults to engage."

"Failure will happen, but this is ok if there are learnings for next time."

TAKE-AWAYS

[illegible]

Persistent concerns about drug activity, low police visibility, an uneasy nighttime atmosphere, and poorly maintained public spaces are impacting confidence and reducing the appeal of the town centre.

People want cleaner, better-kept landscaping and greenery. However, many doubt that public realm upgrades or building improvements, such as the new shopfronts scheme, will address the deeper issues around pride, care, and upkeep.

The town centre offers few attractions that differentiate it from nearby retail parks. Combined with the lack of free parking, retail parks currently offer a more appealing alternative.

Weak links between retail parks, the town centre, and surrounding areas, including limited parking and public transport, reduce footfall. Suggested improvements include a free park-and-ride scheme and enhanced bus services.

There is demand for farmers' markets, weekly markets, seafront or promenade events, and stronger promotion through press and social media.

There is interest in creating business boards and improving coordination across councils and law enforcement. Community members want clarity on the shift from TDC to a Town Council, especially around funding and the Town Hall's cultural role. Clear communication is essential.

People want a better retail mix, with more independent and seaside-style shops complemented by more cafés with outdoor seating, and the introduction of mixed-use units on the high street.

Clacton's rich but under-recognised history, creative heritage, and potential for street art and events could be better used to attract visitors and strengthen local identity.

Cultural groups struggle with high venue rental costs, expensive publicity requirements, and limited connections with the town's food and drink offer before and after shows; a missed opportunity to capitalise on the footfall from cultural events.

There is a need for greater investment in young people and more initiatives that build ambition, empathy, and meaningful intergenerational links.

Rising costs, especially in hospitality, and low footfall after 3pm limit opening hours. Businesses need support such as lower business rates and seasonal parking incentives. Greater collaboration could strengthen local commercial activity.

Clacton's strong coastal assets, its beaches, pier, weather, and seaside tradition, are not clearly linked or promoted in relation to the town centre and should be better integrated.

CLACTON CAFE

TAKE-AWAYS

PUBLIC REALM AND OPEN SPACES

- "The natural features are a selling point; there are wonderful beaches with great weather."
- "Trees in the town centre are currently being cut down because of maintenance costs."
- "Where landscaping is beautiful people will have more respect for it."
- "The town square is a hub for daytime drinking."
- "We need parking especially short-term free parking."
- "The pier has had a lot of investment and is a big attractor."

CIVIC AND CULTURE

- "There is a big brick hotel along the seafront, beneath this was the oldest human made spear which is now in the British Museum."
- "Can we use street art as a tool to commemorate the culture and people?"
- "The new art gallery is a great addition."
- "Not many people know about the history of Clacton."
- "Community, atmosphere, is missing in the town centre. Walking around and seeing people you know."
- "The Ride-up Moped Festival is very popular and makes the town centre feel very busy but there is a risk they will leave."

HIGH STREET

- "The Martello lounge has made a difference, it is open all the time and feels safe."
- "Businesses may close early because after 15:00 there are fewer customers and it's a question of cost versus rewards which currently isn't worth it."
- "Business rates for hospitality have gone up which is a challenge."
- "Improving the ambience is important when considering people walking into town."
- "The town centre historically had beautiful Victorian bandstand and toilets."
- "If there were other attractors or seaside shops mixed with some independent businesses that would be great."

PARTICIPATION AND GOVERNANCE

- "Where will funding for community events come from, groups are often costed out of being able to rent spaces?"
- "The Clacton gazette is a great resource for advertising events but often isn't very timely."
- "How can TDC encourage the right things in the area through the planning system?"
- "Social media is often used as a means of communication, the press and Facebook are a good way to communicate with people."
- "Bigger parties need to take the initiative for the community to follow action and do things."
- "How do we help people see their strengths and talents?"

CLACTON CAFE

SPATIAL TAKE-AWAYS

The adjacent map illustrate location-specific feedback received during the Clacton Cafe event.



3.

SPATIAL FRAMEWORK

STEPPING STONES

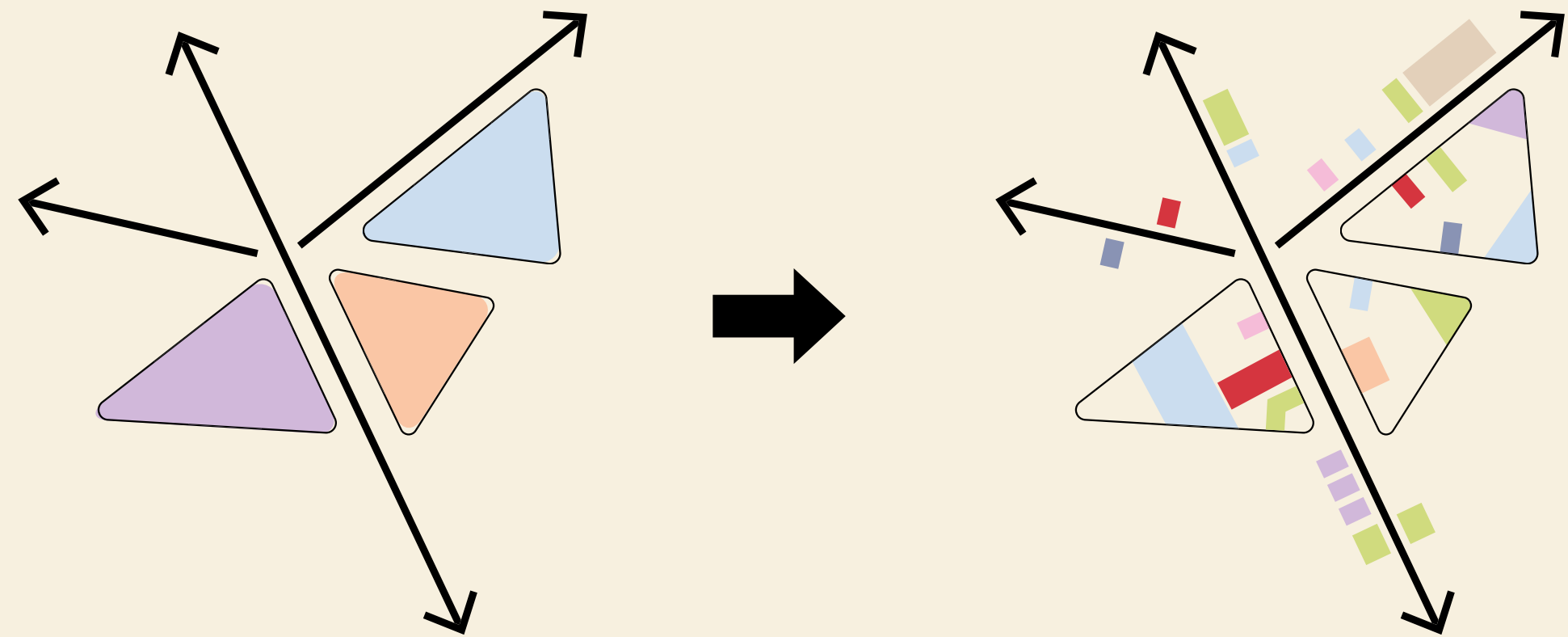
FROM 'QUARTERS' TO 'STEPPING STONES'

SPATIAL STRATEGIES FOR THE TOWN CENTRE

The Spatial Framework builds on the concept of the Quarters proposed in the Love Clacton vision, but expands its ambitions to adopt a more incremental approach towards delivery. Rather than defining prescribed uses and characters to different areas of the centre, with the risk to exacerbate current issues arising due to the lack of connections, the following spatial strategies propose a mix of small and large interventions that seek to connect existing assets, inviting people into the town centre.

Building on initiatives already underway and carried out by TDC, spatial strategies suggest an array of interventions to make change more feasible, immediate and incremental.

This approach creates a rhythm of change that provides opportunities for cultural expression and development, incorporating new ideas from community initiatives to address current and future needs and desires, focusing an increased footfall and more resilient local economy. Blending spatial, environmental, social, and infrastructural elements, these spatial and programmatic strategies aim to guide growth, movement and change in the town centre, to shape both residents and visitors experience positively.



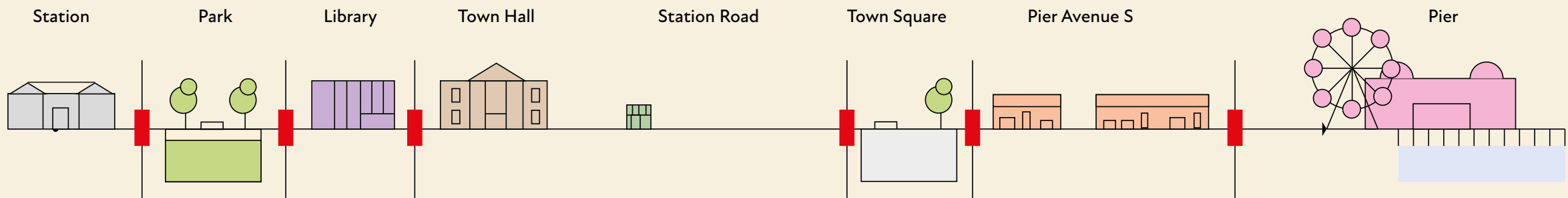
A 'STEPPING STONES' APPROACH

COMPLETING THE JOURNEYS

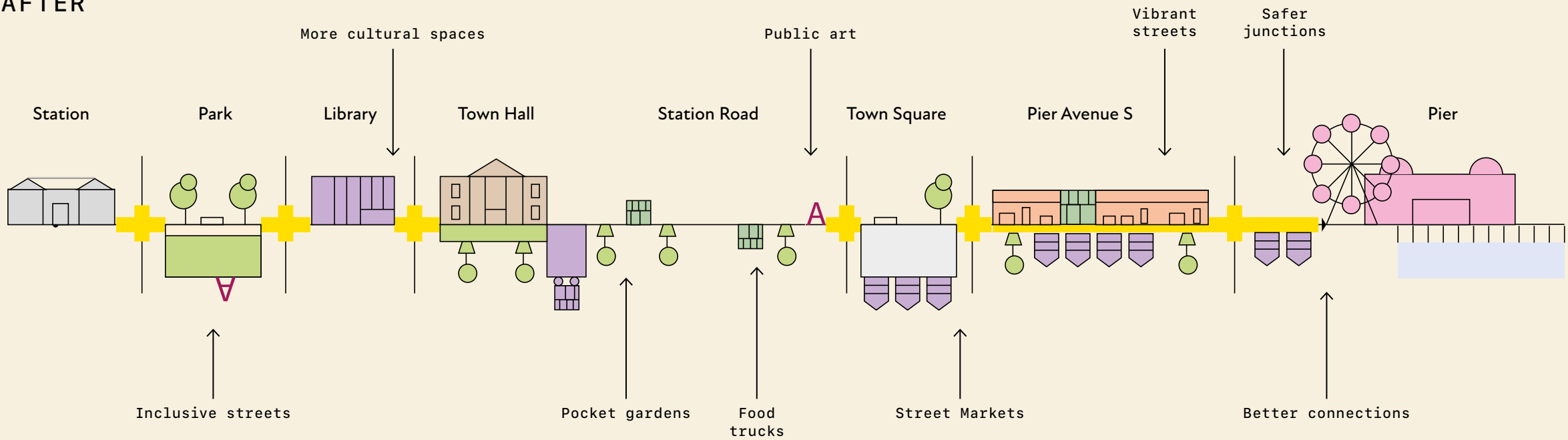
The concept of "stepping stones" proposes carefully planned interventions that gradually enhance the area over time, creating a more active town centre for Clacton, while implementing change from day one. These 'stepping stones' projects also become an opportunity for testing longer term strategies. It reframes development not as a single, continuous project but as a series of interconnected interventions of varying scales, that help people navigate, inhabit, and understand what makes Clacton unique.

The following section outlines the different town-centre-wide spatial strategies that form a cohesive strategic plan. Five Lenses are defined to ground priorities towards delivery. Each lens is supported by a set of objectives that are spatially translated through both area-wide and eye-level illustrations.

BEFORE



AFTER



THE LENSES

OPEN SPACES

Create a welcoming, more resilient and greener public realm that increases dwell time, improves safety, removes barriers to accessibility, and invites everyone to discover and enjoy the town centre.



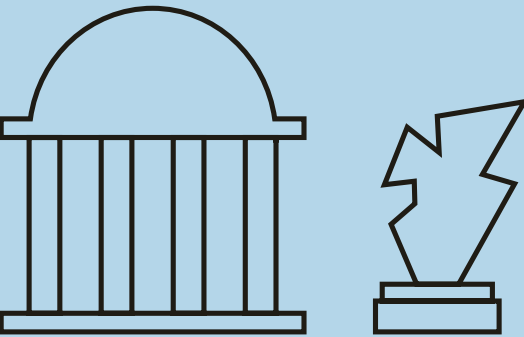
HIGH STREET

Support a vibrant, diverse and year-round ground-floor economy that generates footfall, champions local businesses, healthy lifestyles, and reflects the town’s cultural identity.



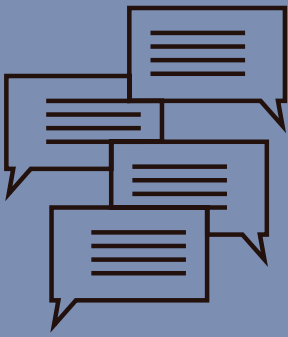
CIVIC AND CULTURE

Embed culture in everyday life and enrich it through shared civic and cultural initiatives that bring the community together.



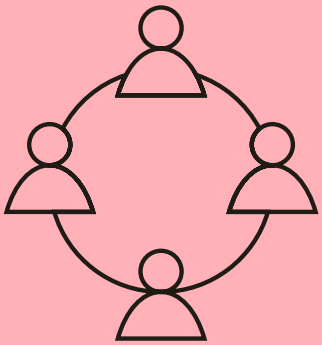
COMMUNITY PARTICIPATION

Strengthen participation across all ages to strengthen the sense of belonging, community confidence and safety.



GOVERNANCE

Establish adaptable, community-led governance that guides incremental growth and keeps priorities rooted in local needs and aspirations.





OPEN SPACES

LENS AND OBJECTIVES

Create a welcoming, more resilient and greener public realm that increases dwell time, improves safety, removes barriers to accessibility, and invites everyone to discover and enjoy the town centre.

ENJOYABLE SPACES FOR ALL

Create a safer and more welcoming and climate-resilient town centre that invites people in, with increased greenery, play areas and places to stop and rest to encourage longer visits. Make the town centre enjoyable for all ages, and enhance the attractiveness and resilience of public spaces.

ENCOURAGING ACTIVE TRAVEL

Promote safe, accessible walking and cycling, as well as the use of public transport, removing physical and social barriers, and supporting healthier lifestyles. Consider locations of parking provisions to ensure it can accommodate large influx of visitors to invite people into the town as well as the seafront area.

IMPROVING CONNECTION WITHIN AND WITHOUT

Strengthen connectivity and improve wayfinding across the town centre and to surrounding areas with better links between the station, surrounding car parks, and the waterfront; enhancing visitors journey and generating more footfall.

REIMAGINING CAR PARKS

Acknowledge the importance of access to car parks and soften car-dominated spaces to improve arrival experiences, pedestrian safety, and create opportunities for greener, people-focused interventions without impacting on existing parking capacity, especially at peak season.



OPEN SPACES

SPATIAL STRATEGY

Create a welcoming, more resilient and greener public realm that increases dwell time, improves safety, removes barriers to accessibility, and invites everyone to discover and enjoy the town centre.

PROPOSED AREAS FOR IMPROVEMENT

- Key public realm improvements
- Safer and decluttered junctions
- Enhanced secondary pedestrian routes
- Potential new crossings
- Enhanced parks with better lighting and maintenance regimes
- Enhanced/ reimagined car parks with additional amenity
- Vacant plots for enhancements as meanwhile green space
- Open spaces within TDC ownership for trialling public realm improvements

PROPOSED ROUTES FOR IMPROVEMENT

- Primary pedestrian active routes with potential for improved wayfinding, accessibility, and lighting including new crossings, decluttered footways, increased civic amenity, incidental play, and safer junctions
- Secondary pedestrian active routes with potential for improved wayfinding, accessibility, and lighting
- Key green corridors and wayfinding routes
- Existing trees
- Street with potential for landscape improvements



EVENING AND NIGHTTIME

STRATEGY FOR EVENING AND NIGHTTIME ACTIVATION

Improving evening and night time lighting in the town centre can make people feel safer and support an after-dark economy. This need has consistently emerged through studies and community engagement, particularly among groups who may feel more vulnerable, including young people, women and gender-diverse residents.

Better lighting is especially important in overlooked areas, like alleyways and coastal paths, where consideration around management, neighbouring properties and impacts on biodiversity are also important.

To better support events and activities after dark, lighting in key locations should be designed to adapt to different requirements, support evening events, maintaining both safety and good design.

Highlighting historic buildings and landmarks can also help with navigation and create a stronger sense of place.

PROPOSED LIGHTING IMPROVEMENTS

-  Potential for events lighting
-  Lighting to junctions and pedestrian corridors
-  Public realm improvements including lighting
-  Lighting as part of shopfront improvements
-  Enhanced lighting to heritage façades and landmarks
-  Enhanced lighting sensible to natural context







HIGH STREET

LENS AND OBJECTIVES

Support an active, diverse and year-round ground-floor economy that generates footfall, champions local businesses, healthy lifestyles, and reflects the town’s cultural identity.

BUSINESS SUPPORT, ECONOMY AND ENTREPRENEURSHIP

Support a broader mix of businesses and uses to promote healthy habits, strengthen community life, and attract new visitors. Help local businesses thrive, encouraging new ventures, and boosting year-round economic activity.

LEISURE AND WELLBEING

Enhance the quality, comfort and appeal of the town centre, reinforcing cultural identity and encouraging people to stay longer, return more often, and feel connected.

MARKETING AND COMMUNICATIONS

Ensure activities, businesses and events are visible year-round, to help build vibrancy, support commerce, and strengthen the town’s cultural narrative.

ACCESS

Understanding who uses the town centre, which businesses matter most to residents and visitors, and how people move through key areas can help increasing footfall, supporting local trade, and making the high street welcoming to all.



HIGH STREET

SPATIAL STRATEGY

Support an active, diverse and year-round ground-floor economy that generates footfall, champions local businesses, healthy lifestyles, and reflects the town's cultural identity.

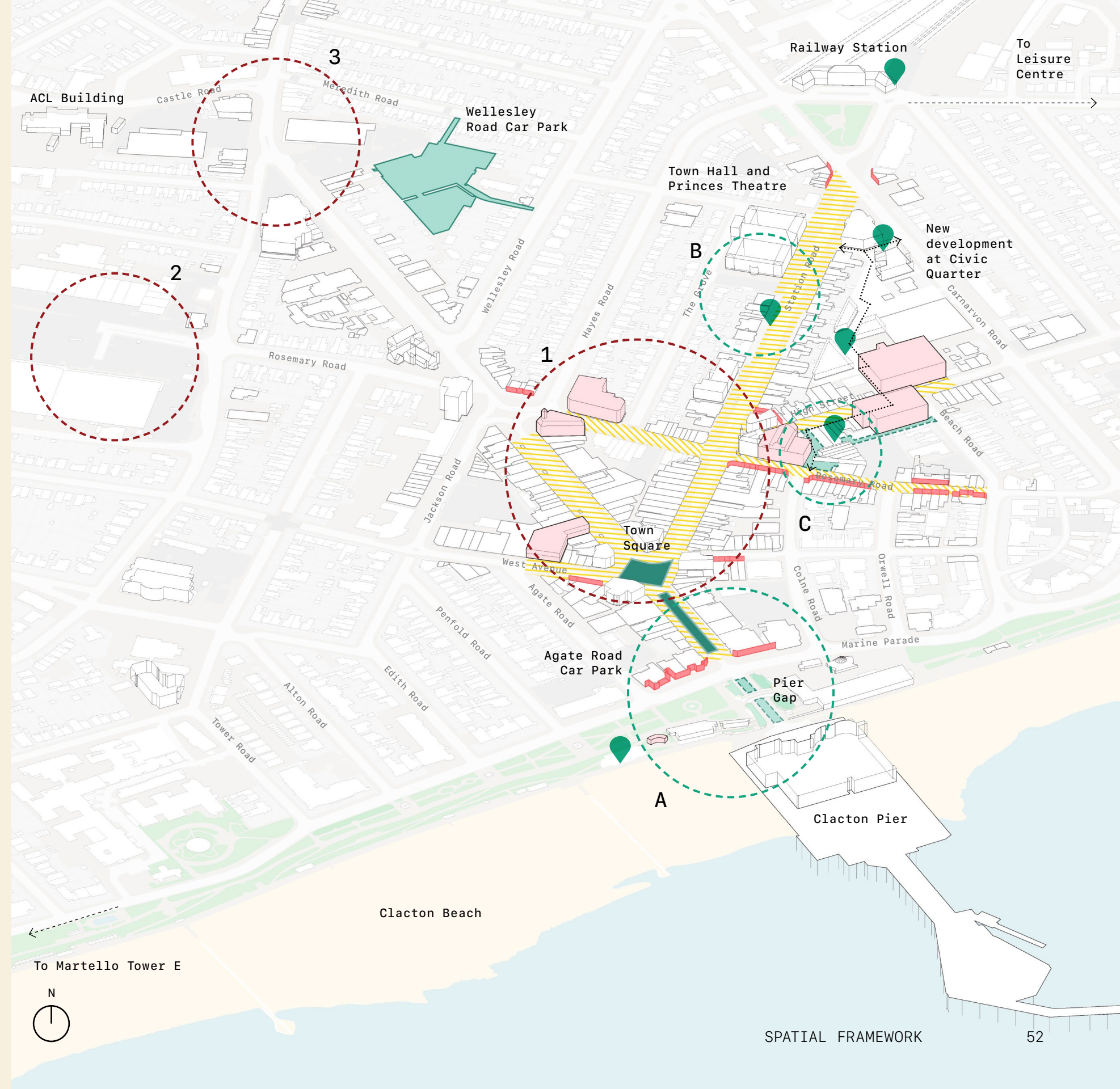
ACTIVITY CLUSTERS

- Existing retail-led destinations:
 1. Town centre
 2. Waterglade retail park
 3. Pier Avenue and Old Road junction
- Proposed increase of F&B uses:
 - A. Pier Avenue and Marine Parade junction
 - B. Town Hall and Station Road area
 - C. Former Market Hall area

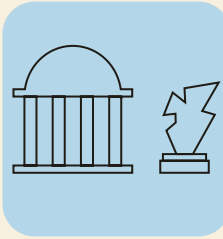
PROPOSED HIGH STREET, RETAIL AND F&B IMPROVEMENTS

- Potential for more diverse uses
- Shopfront improvements
- Potential for F&B uses with outdoor dining
- Proposed locations for outdoor markets
- Additional locations for outdoor markets

(*) Pending data on parking usage across the year







CIVIC AND CULTURE

LENS AND OBJECTIVES

Embed culture in everyday life and enrich it through shared civic and cultural moments that bring the community together.

COMMUNICATION AND AUDIENCE ENGAGEMENT

Ensure cultural activity is seen, understood and accessible, helping it become part of everyday routines, drawing people into shared experiences and widening participation across all communities.

CIVIC AND CULTURAL SPACES, FACILITIES, AND INFRASTRUCTURE

Give the community spaces and facilities embedded in the town centre to gather, create and celebrate to strengthen shared civic life.

CULTURAL HERITAGE, ART AND PROGRAMMING

Celebrate the town centre identity as a seaside town, animating public spaces through shared civic moments. Build on the town's seaside heritage while looking into the future, making it meaningful and rooted, reinforcing pride and community connection.

DATA, RESEARCH AND EVIDENCE BASE

Understanding who participates helps ensure culture reaches everyone and becomes a genuine part of daily life. Insight-led approaches build equity, relevance and long-term community connection.



CIVIC AND CULTURE

SPATIAL STRATEGY

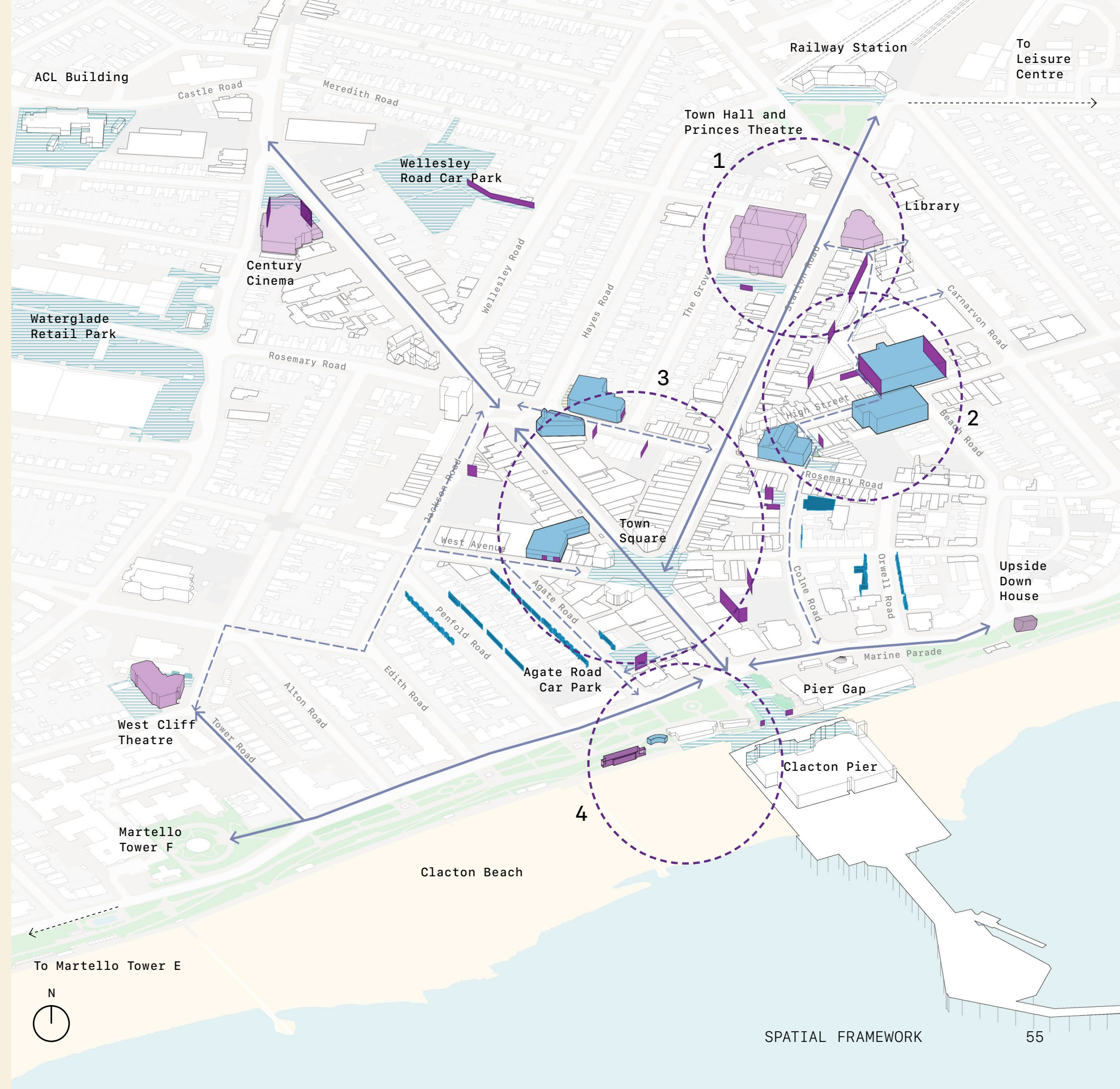
Embed culture in everyday life and enrich it through shared civic and cultural moments that bring the community together.

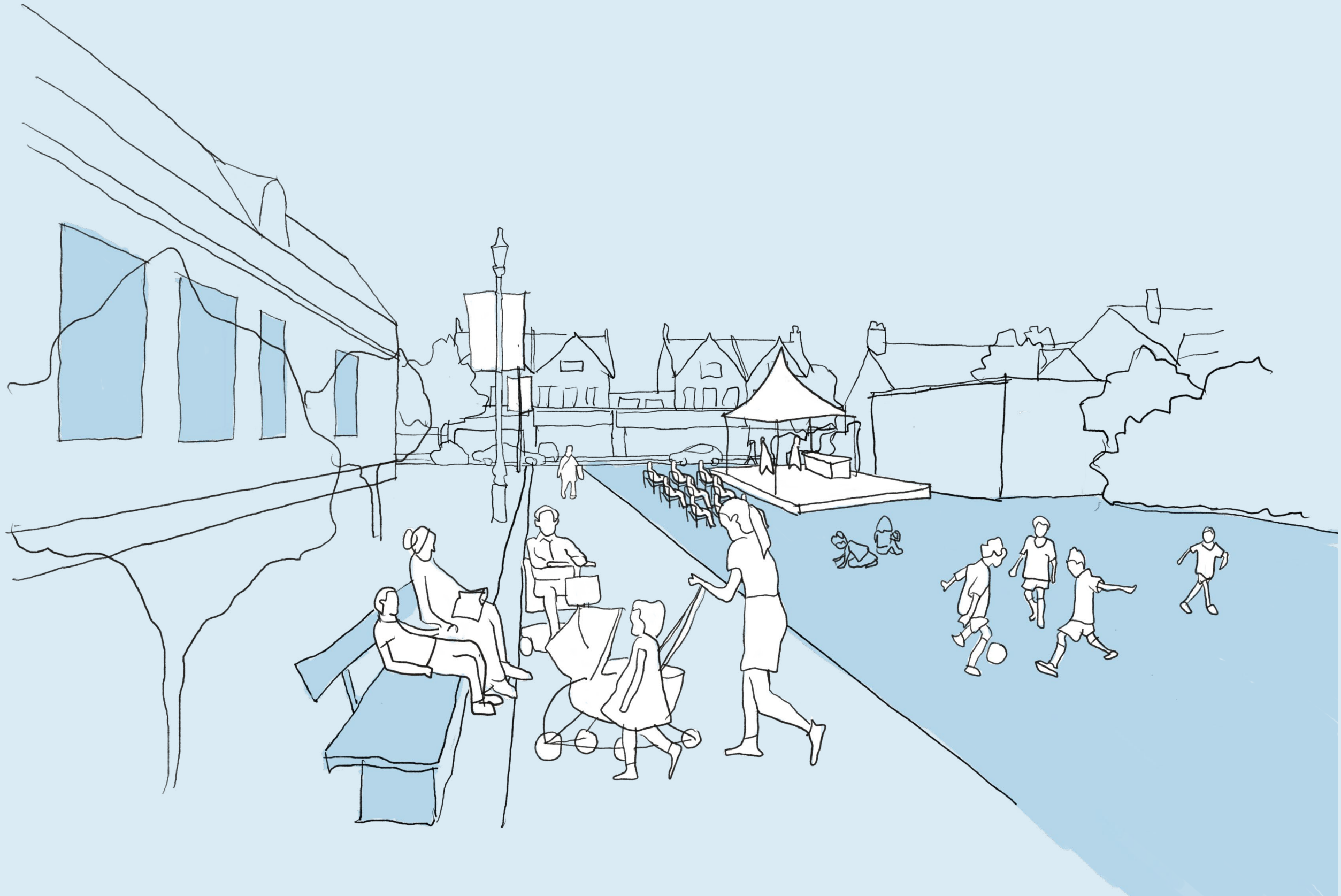
EXISTING AND FUTURE CLUSTERS

- Existing and proposed civic and/or cultural clusters
- 1. Civic Quarter north: Town Hall and Library
- 2. Civic Quarter south: Carnarvon Terrace and meanwhile uses
- 3. Town Square and Pier Avenue
- 4. Seafront including Seafront Micro Venue, Martello Lounge and the Pier

PROPOSED CIVIC AND CULTURE IMPROVEMENTS

- Existing cultural anchor
- Opportunity for civic and/or cultural activation (open space)
- Opportunity for civic and/or cultural activation (vacant buildings)
- Heritage facade improvements
- Opportunity area for mural
- Primary cultural corridors
- Secondary cultural corridors







COMMUNITY PARTICIPATION

LENS AND OBJECTIVES

Strengthen participation across all ages to build belonging, confidence and a greater sense of safety.

COMMUNITY SAFETY

Gather community insights on safety, create a dedicated space for ongoing dialogue in the town centre, and involve residents in shaping temporary uses of vacant spaces. Refer to TDC's Women's Safety Charter to guide decision-making on safety.

COMMUNITY CAPACITY, CULTURE AND LOCAL CREATIVE SUPPORT

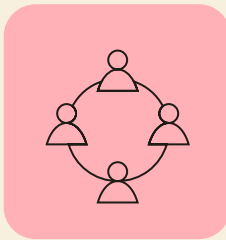
Support the town's cultural ecosystem by helping organisations secure funding, recognising community-led initiatives, and exploring local subsidies for creatives to perform and exhibit locally.

YOUTH DEVELOPMENT, SKILLS AND TRAINING

Encourage youth skill-building by supporting business-led training and summer job opportunities, strengthening school outreach, and fostering partnerships between educators and local employers.

COMMUNITY PARTICIPATION IN PLANNING & DESIGN

Create more inclusive planning processes by establishing a community-based design review panel, incorporating young people's input on upcoming applications, and securing CIL funding to back local initiatives.



GOVERNANCE, OWNERSHIP & REPUTATION

LENS AND OBJECTIVES

Establish adaptable, community-led governance that guides incremental growth and keeps priorities rooted in local needs and aspirations.

COMMUNICATION AND ENGAGEMENT

Strengthen communication and trust with residents, businesses, and cultural groups by raising awareness through local media, empowering community organisations, and keeping stakeholders informed about future governance developments.

GOVERNANCE STRUCTURES AND COMMUNITY LEADERSHIP

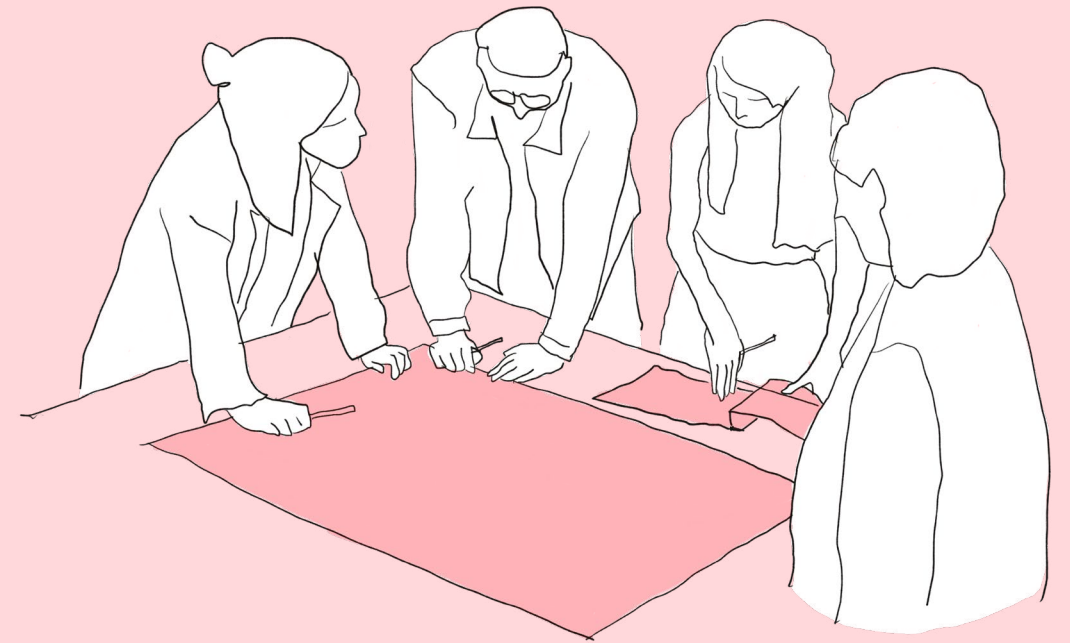
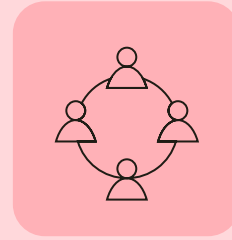
Expand opportunities for local involvement by introducing new youth leadership initiatives, reshaping governance boards to include cultural and business voices, and exploring broader community ownership of local assets.

PLANNING, POLICY AND REGULATORY TOOLS

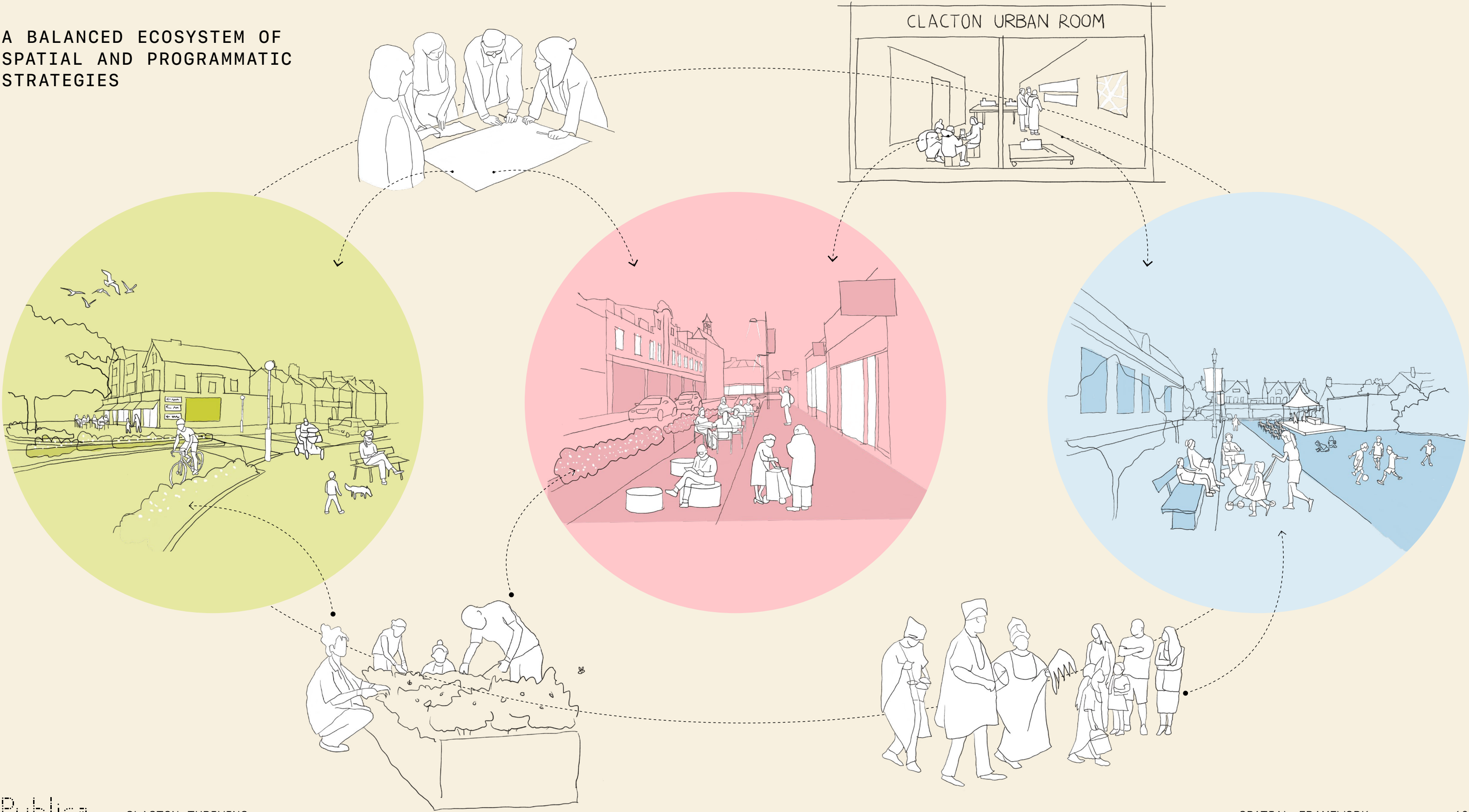
Use planning tools and more flexible licensing to improve town-centre development, address unsuitable uses, and enable a wider range of outdoor and evening events that help activate the area.

ECONOMIC AND INFRASTRUCTURE MEASURES

Assess options to support local enterprise by considering reduced business rates for small independents and explore improvements to regional connectivity through reviewing and coordinating train services to wider destinations.



A BALANCED ECOSYSTEM OF
SPATIAL AND PROGRAMMATIC
STRATEGIES



4.

PROJECTS

COMPLETING THE JOURNEYS

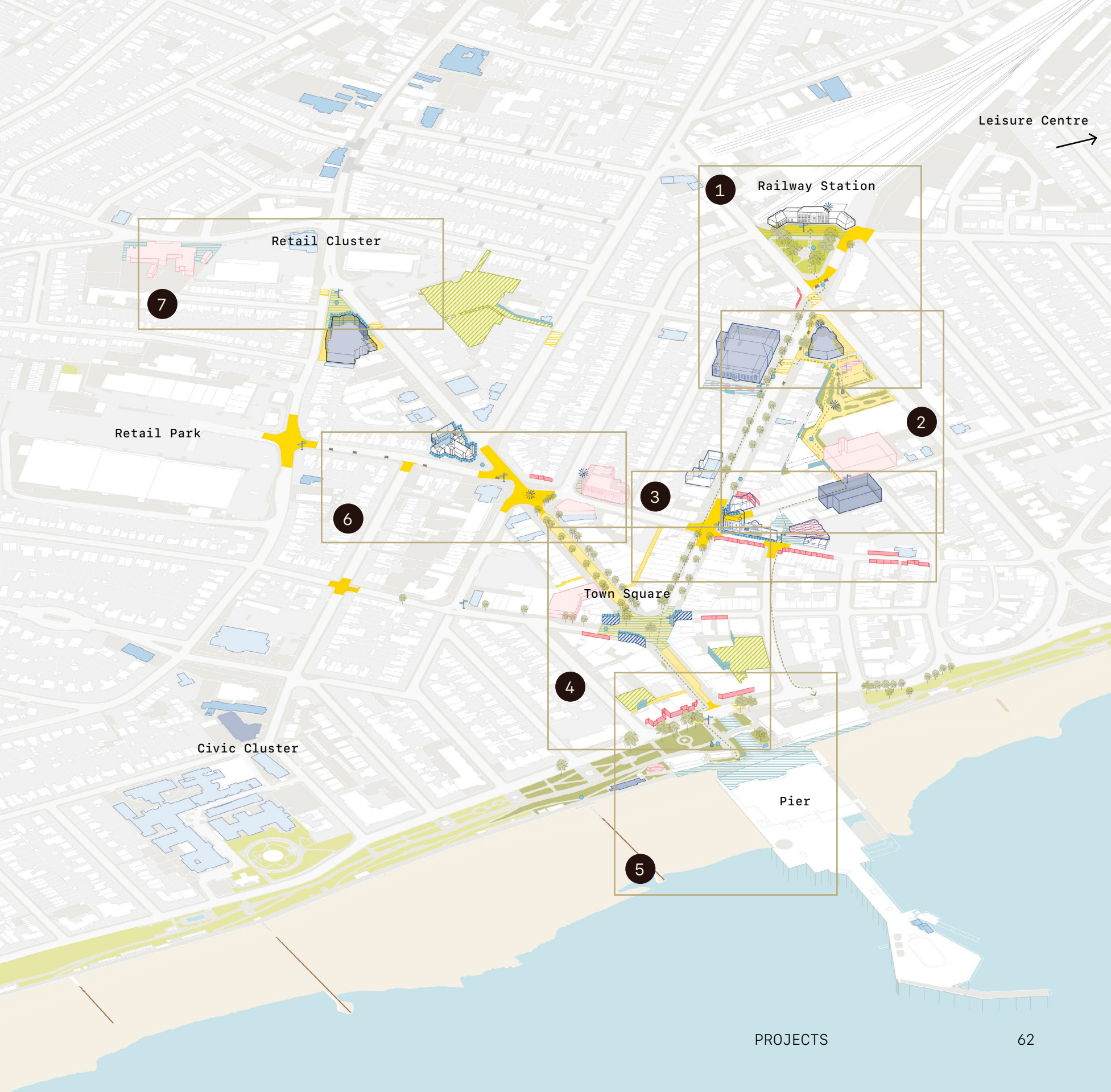
COMPLETING THE JOURNEYS

FOCUS AREAS

The following pages suggest both short- and long-term projects across the town centre and are grouped within focus areas. Suggested projects vary in scales, budget, complexity of deliverability, and timescales and will need careful review and prioritising alongside ambitions set out as part of the Pride in Place Programme and TDC's Local Plan. These projects should be read alongside the Action Plan delivered in parallel with this document.

The proposed projects refer back to the five lenses of this framework and are of varying focus, incorporating meanwhile uses, cultural activation, public realm improvements, and uses diversification, strengthening the town centre's character and identity for an improved economic vibrancy.

- 1 Station Arrival
- 2 Civic Quarter
- 3 High Street and Station Road
- 4 Town Square and environs
- 5 Pier and Seafront
- 6 Rosemary Road
- 7 Town centre to Old Road



4.1 STATION ARRIVAL

IMPROVING ARRIVAL FROM STATION TO TOWN CENTRE

- 1

Raised table and improved crossing from train station into Station Green with wayfinding improvements for clearer navigation to town centre and seafront
- 2

Extended food and beverage provision in Station Bar to provide a safer waiting area in the evening. Lighting to the station facade to improve legibility at the station arrival point
- 3

Station Green public realm improvements led by ECC and funded by the Town Board
- 4

Junction improvements at the intersection of Station Road, Rosemary Road and the Carnarvon Road with additional wayfinding along Station Road towards the seafront
- 5

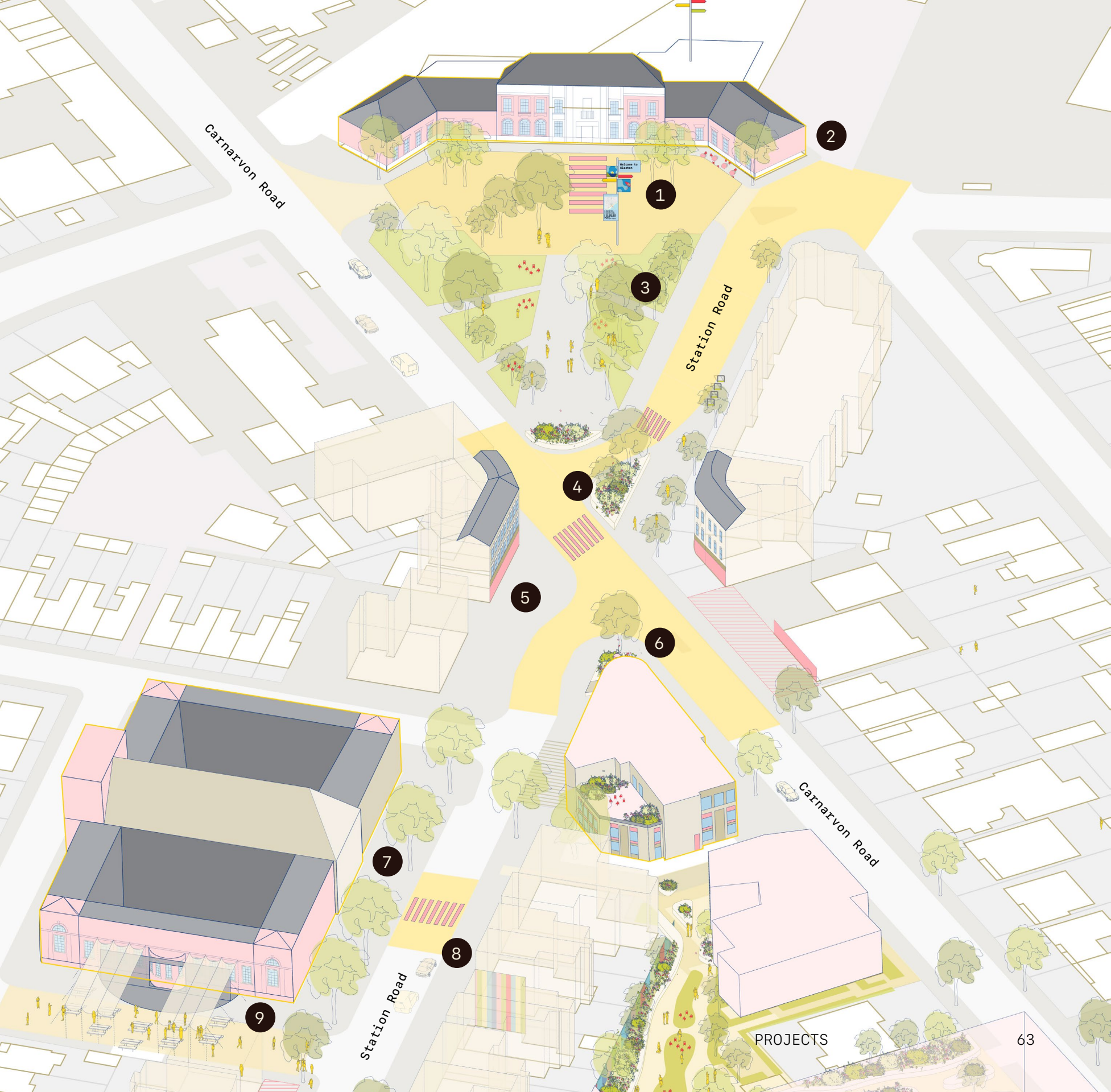
Recommended retail units for shopfront improvements at both corners of the junction to improve the arrival experience (as next phase of ongoing shopfront improvements programme)
- 6

Improvements to the public realm with seating and tree outside the new Library building, including improvements to the eastern forecourts along Carnarvon Road
- 7

Signage to Town Hall to increase presence of the Princes Theatre on the street
- 8

Proposed pedestrian crossing connecting the Town Hall with Clacton Civic Quarter
- 9

Town Hall parking to be used to test and prototype events in town centre, as an extension of the theatre activity, when parking not in demand



4.2 CIVIC QUARTER

A QUIET NORTH-SOUTH ROUTE THROUGH THE CIVIC QUARTER

- 1



Proposed library redevelopment as new learning hub as part of the Clacton Civic Quarter development with improvements to the existing car park, creation of civic and community spaces and new creative workspace
- 2



Shopfront improvements and diversification of uses along Station road to improve arrival experience and provide food and beverage offer for theatre goers. This will contribute to the ongoing shopfront improvements programme
- 3



Use of blank frontages along rear of Clacton Civic Quarter development for murals. Integration of planting, seating, art, play features, and water features into the landscaping of the development to improve wayfinding and invite people in
- 4



New makerspace and creative workspace as part of the Clacton Civic Quarter development
- 5



Potential for meanwhile uses in the former Sainsbury's building including activating the ground floor with amenity for local businesses and organisations
- 6



Improvements to western passage, likely to become a key connection to and from Carnarvon Terrace, through public art, lighting and wayfinding
- 7



Public realm improvements to key routes created through the Carnarvon Terrace development connecting the town centre and the seaside. Creation of a pedestrian friendly environment with greening, lighting, and murals to ensure safety at all time between the proposed car park and the High Street



4.3 HIGH STREET AND STATION ROAD

AN IMPORTANT JUNCTION AT THE HEART OF THE TOWN CENTRE

- 1



Improved pedestrian movement at the intersection of Rosemary Road, Station Road, and High Street through removal of street clutter and barriers
- 2



Meanwhile uses to units adjacent to existing arcade to improve public realm quality, as a second phase of ongoing shopfront improvements programme
- 3



Safer pedestrian crossings along High Street and Rosemary Road to better connect the market with Carnarvon Terrace with the seafront via Colne Road
- 4



Reinstating the covered market to allow spill out and activation into the spaces connecting to High Street and Rosemary Road
- 5



Creation of community garden spaces in the empty plot adjacent to the old covered market and CVST
- 6



Opportunity for cultural or commercial uses through meanwhile activation at the former Post Office building
- 7



Potential for CVST events to spill out into the car park to the rear or the new community garden
- 8



Opportunity for alternative forecourt uses including external seating and planting to improve the street environment



4.4 TOWN SQUARE AND ENVIRONS

A REVITALISED SQUARE FOR CIVIC LIFE

- 1



Explore potential for a more direct route between Jackson Road car park and Pier Avenue
- 2



Car park enhancements through small greening interventions to Jackson Road car park. Streetscape improvements could include a centralised bus departures and arrivals at Jackson Road (see 5)
- 3



Public realm improvements for pedestrian priority area along Pier Avenue south led by ECC
- 4



Potential for meanwhile uses in the former M&S building with active use at ground floor and business and creative workspace on upper floors
- 5



Feasibility studies for relocation of bus stops led by ECC and Town Board. Potential for future investment to improve pedestrian experience and increase dwell time by activating frontages, adding external seating, and further greening for shade and shelter
- 6



Heritage facades improvements along Agate Road in line with Conservation Area Management Plan
- 7



Public realm improvements, led by ECC, and activation of the Town Square through seasonal events as well as play features and improved wayfinding
- 8



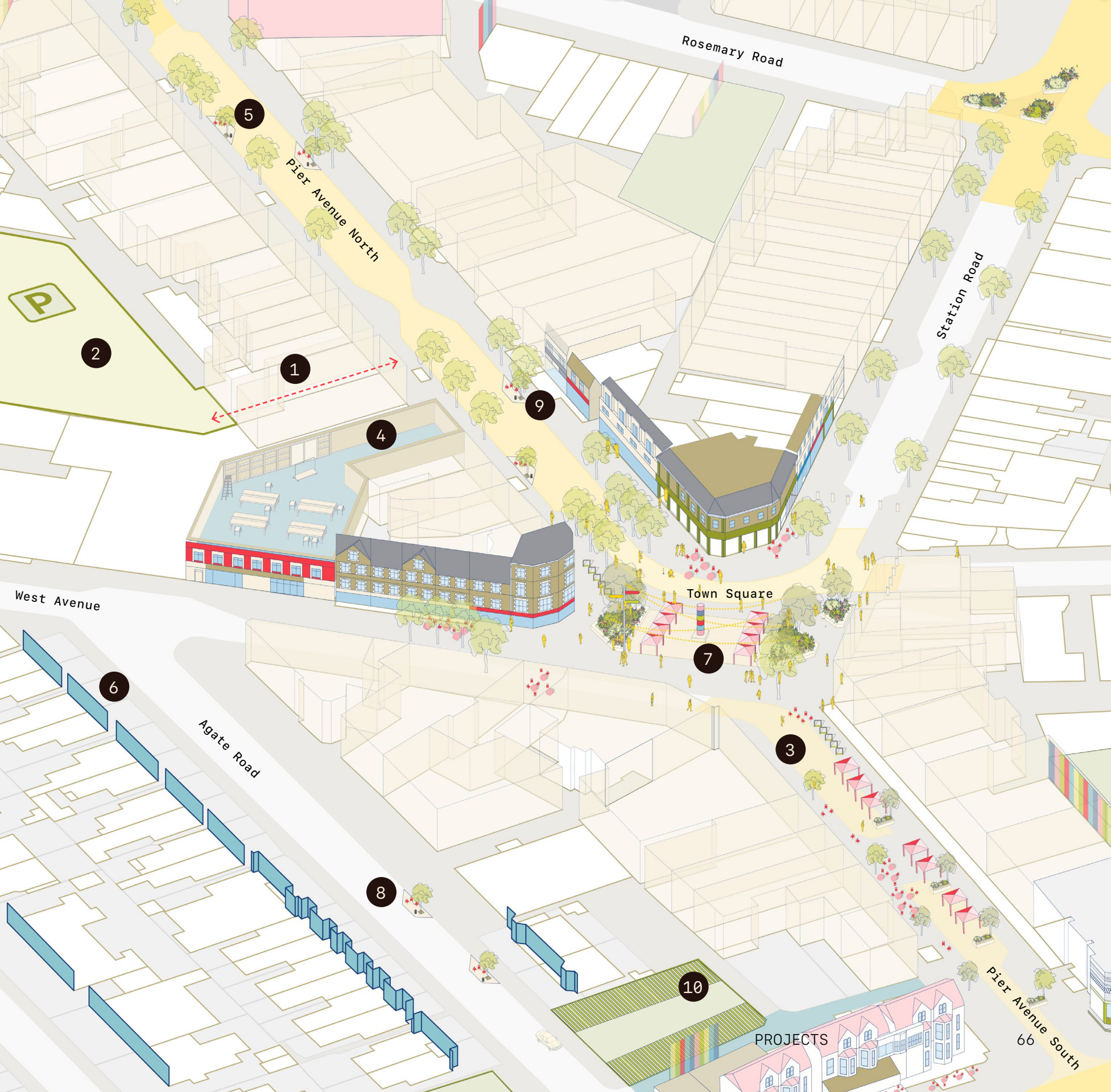
Footway build-outs with greening and seating between existing parking bays. Interventions could be carried across all north-south side streets to connect Marine Parade with the town centre
- 9



Shopfront improvements and vacant units to be utilised as independent F&B or retail
- 10



Potential for events or playspace interventions to the Agate Road car park and the use of art walls along facing blank frontages to improve pedestrian access from Pier Avenue South



4.5 PIER AND SEAFRONT

A GATEWAY INTO THE TOWN CENTRE

- 1

Lighting and signage along the promenade and seafront gardens to connect cultural venues and improve sense of safety, including signage to the hospital
- 2

Improved pedestrian movement at junctions and additional pedestrian crossings along Marine Parade for better connection between the Pier, Pier Gap and the town centre
- 3

Activation of Pier Gap through temporary events and lighting
- 4

Clacton Seafront Micro Venue being delivered as part of ongoing programme of projects
- 5

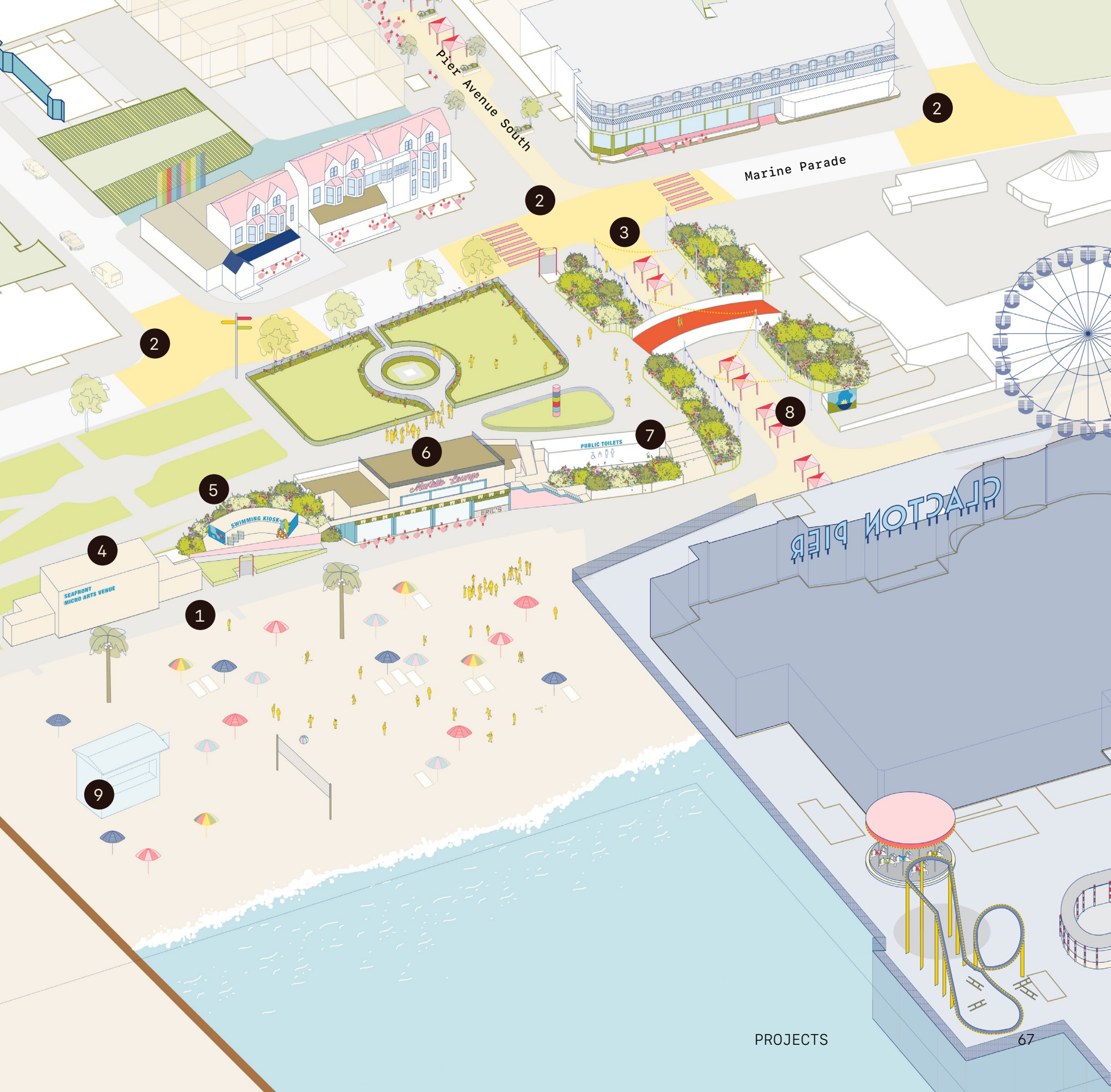
Potential to reuse seafront vacant buildings as swimming kiosks and beachfront retail with equipment hire in summer months
- 6

Cultural and leisure cluster of existing and future evening venues including the Pier, Martello Lounge and Seafront Micro Venue to be celebrated with joined programming and advertised across town
- 7

Refurbishment of existing public toilets building with more accessible toilets and changing facilities
- 8

Murals and public art to be implemented through the arts trail developed as part of the Seafront Micro Venue. Public art to include opportunities for incidental play and play features
- 9

Civic and cultural kiosk at the seafront advertising cultural events in the town centre



4.6 ROSEMARY ROAD

IMPROVED CONNECTION FROM THE RETAIL PARK TO THE TOWN CENTRE

- 1

New trees and seating along Rosemary Road to create an accessible connection between the retail park and town centre
- 2

New crossings and junction improvements along Rosemary Road and connecting streets
- 3

Major junction improvements at Old Road and Pier Avenue to improve pedestrian and vehicular connection between retail park, supermarkets, and town centre
- 4

Public realm improvements at the junction corners to reduce the need of railings and improve accessibility through decluttering
- 5

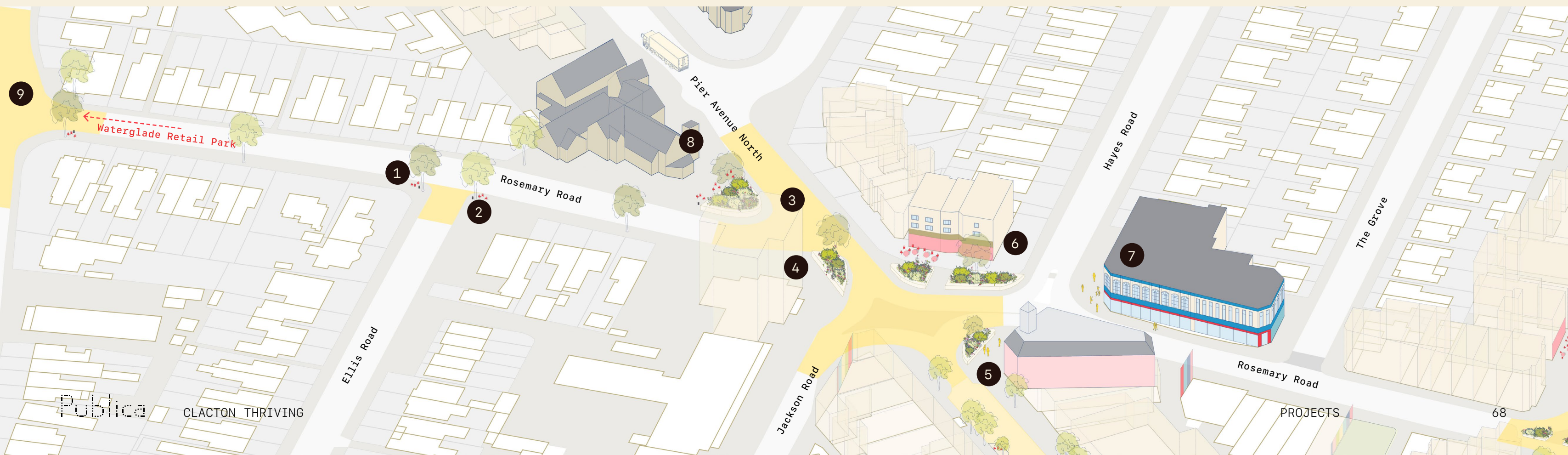
Potential activation of the former Edinburgh Woollen Mill as cultural or commercial meanwhile spaces to support local organisations. Potential for spill out with cafe seating
- 6

Shopfront improvements to sit in parallel with ongoing shopfront improvements programme
- 7

New uses introduced to the former QD building to activate the ground floor, potential for spillout at the junction of Hayes Road and Rosemary Road
- 8

Lighting to landmark buildings to aid wayfinding at key junctions, including Trinity Methodist Church
- 9

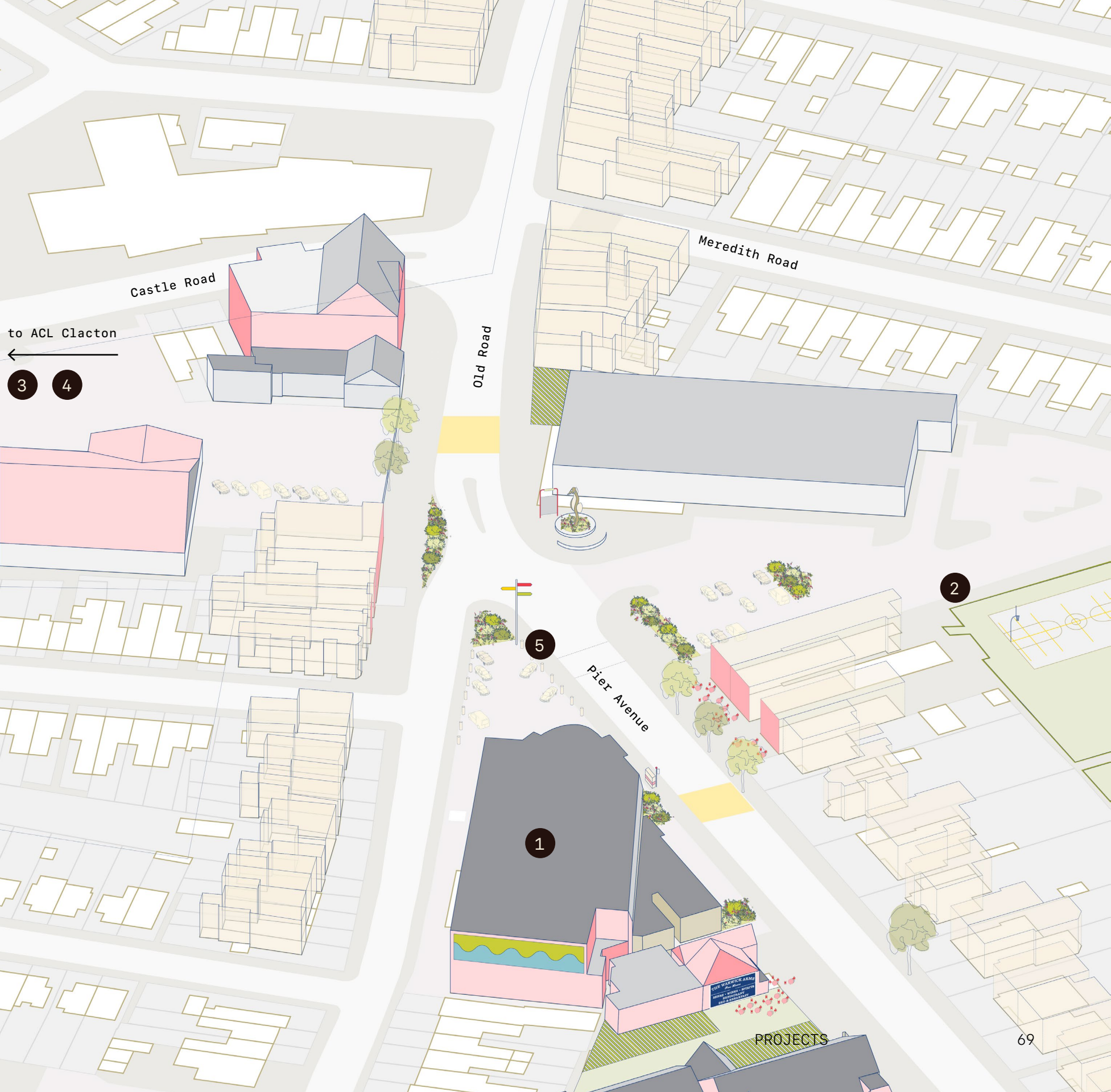
Junction improvements to improve connection between town centre and Waterglade Retail Park. Opportunity for additional amenity at car park including seating and planting



4.7 TOWN CENTRE TO OLD ROAD

STRENGTHENING CONNECTION TO WIDER AREAS

- 1  Opportunity to increase the presence of the Century Cinema as a community building with improvements to frontages and lighting.
- 2  Potential for greening to the Wellesley Road car park and the use of art walls along facing blank frontages
- 3  New commercial uses to ACL Clacton building
- 4  Potential for use of ACL Clacton existing car parking as additional car park during weekends at peak summer time
- 5  Wayfinding to town centre from the corner of Old Road



5.

NEXT STEPS

AN INCREMENTAL APPROACH TO DELIVERY

WHAT COULD HAPPEN NEXT?

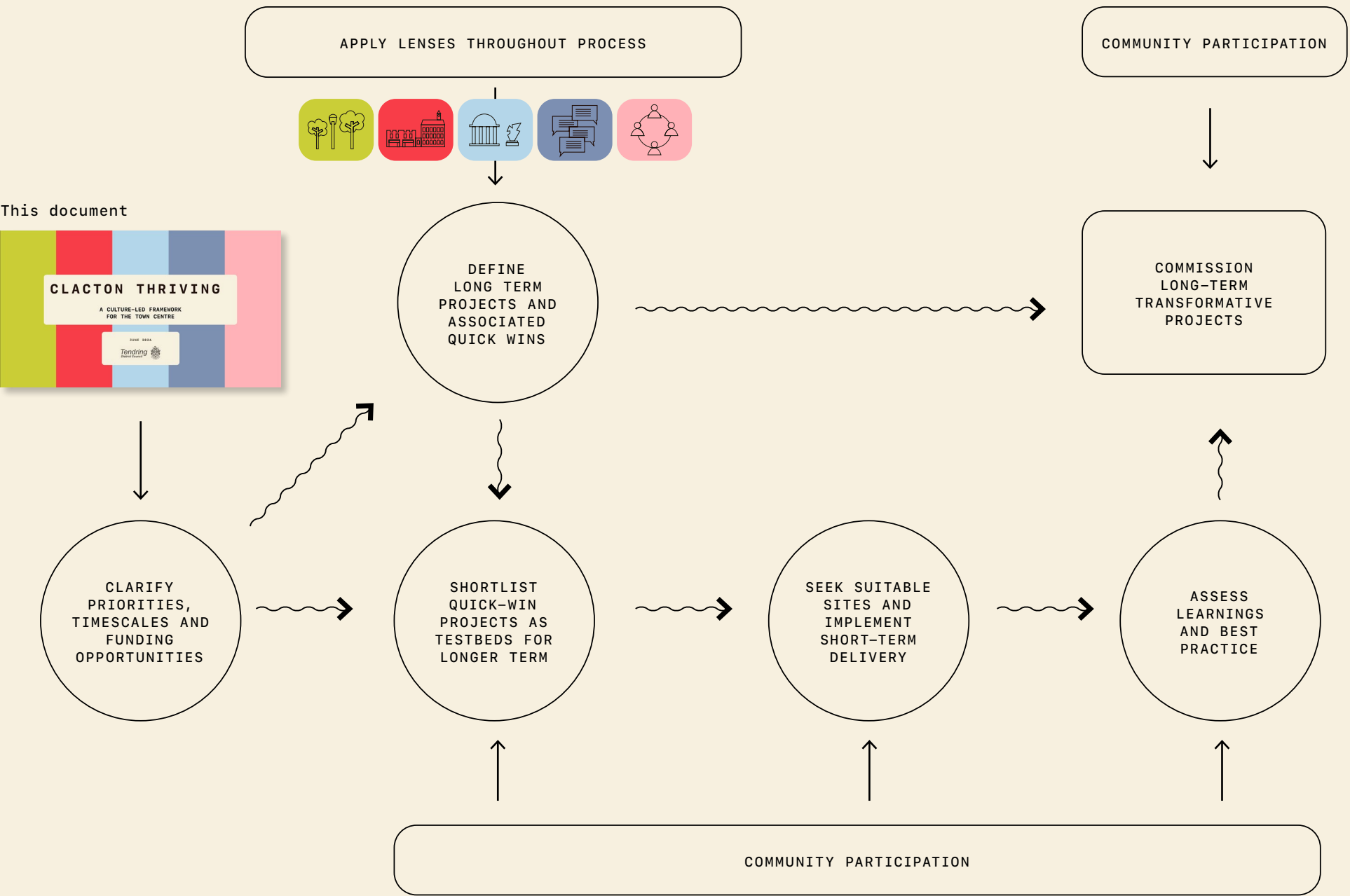
AN INCREMENTAL APPROACH TO DELIVERY

The following pages outline a selection of potential short-term interventions that seek to implement change from early on, framing it as an opportunity for learning ahead of delivering longer term projects.

The adjacent diagram suggests an approach for next steps that emphasises the need for clear leadership and commitment to action from day one, for both the short and the long term. Starting with small, tactical, and low-cost interventions will help foster community involvement, sense of ownership and trust. Finding mechanism to unlock readily available sites for quick projects will be an important aspect for a successful delivery, ensuring that proposals can be tested and deliver visible change from day one.

Identifying the right budget and delivery partners for short- and long-term projects will help ensure that each project is realistic and part of a broader, transformative vision in alignment with the Pride in Place programme ambitions, as well as TDC's Local Plan and the Action Plan delivered alongside this document.

The following case studies exemplifying suggested next steps have been selected for their capacity in improving economic vibrancy, specifically within seaside town centres that are facing or have faced similar challenges as Clacton's.





OPEN SPACES — LEARNING FROM OTHER PLACES

FIRST STEPS TOWARDS LONG-TERM OBJECTIVES

OBJECTIVES

- 1 Enjoyable spaces for all
- 2 Encouraging active travel
- 3 Improving connection within and without
- 4 Reimagining car parks

RECOMMENDED NEXT STEPS

1. Wayfinding to town centre from car parks, retail parks, station and seafront
2. Park and ride trial
3. Town Centre lighting strategy and street lighting trials
4. Painted crossings
5. Occasional temporary street closure trials to accommodate events

MEANWHILE GARDEN, COLCHESTER

Beth Chatto's Meanwhile Garden transforms a long-vacant brownfield site into a temporary community green space, using reused materials and resilient planting. Designed for low maintenance and biodiversity, it demonstrates how underused urban land can be repurposed into an accessible, sustainable public garden.



BRENT CROSS TOWN WAYFINDING

Brent Cross Town is a new large-scale development in LB Barnet that can be difficult to navigate. Signage designers Fieldwork Facility created playful, simple and low-cost distinctive signs to direct pedestrians and cyclists to the new town centre while adding visual interest and useful wayfinding.



BOERENHOL' [PARK]ING, BELGIUM

The Boerenhol's [ParK]ing is an experimental garden in an existing car park, recycling the soil of a parking to create a more climate-resilient parking environment, increasing opportunities to integrate low-maintenance planting areas in the town. Depaving and planting can increase biodiversity without impacting existing capacity.



PLAYSPACES IN CAR PARKS

Transforming under-used car parks in low season or special days, into temporary play spaces turns inactive land into a safe, sociable place that strengthens community life without disrupting essential parking needs, expanding civic amenity in large outdoor spaces near the town centre.





HIGH STREET – LEARNING FROM OTHER PLACES

FIRST STEPS TOWARDS LONG-TERM OBJECTIVES

OBJECTIVES

- 1 Business Support, Economy & Entrepreneurship
- 2 Leisure & Wellbeing
- 3 Marketing and Communications
- 4 Access

RECOMMENDED NEXT STEPS

1. Vacant units activation and meanwhile uses strategy for larger buildings
2. Outdoor markets
3. Design guidelines for shopfront improvements and implementation
4. Pre-theatre dining

SPARKS BRISTOL

Sparks is a department store with a difference. A collaboration with Artspace Lifespace, Global Goals Centre and Bristol City Council, Sparks Bristol is an innovative hub for education, creativity and sustainability, hosting exhibitions and events as well as studios and rehearsal spaces.



THE TEENAGE MARKET PROGRAMME

This programme gives young people a free platform to showcase their business ideas as well as their musical and dramatic talents and transform town centres into thriving hubs for young people.



ABERFELDY STREET, POPLAR

Aberfeldy Street is a community-led regeneration project in East London, combining creative shopfront redesigns, public art, and business support to revive a struggling high street. It activates vacant spaces, supports local enterprises, and builds social connections during wider neighbourhood redevelopment.



PRE-THEATRE MENUS

A special early-evening set menu offered by restaurants for diners eating before attending a performance, usually time-efficient and good value. They encourage people to enjoy dining and the arts together, creating a fuller, more vibrant town-centre experience.





CIVIC AND CULTURE – LEARNING FROM OTHER PLACES

FIRST STEPS TOWARDS LONG-TERM OBJECTIVES

OBJECTIVES

- 1 Communication & Audience Engagement
- 2 Civic and Cultural Spaces, Facilities & Infrastructure
- 3 Cultural Heritage, Art & Programming
- 4 Data, Research & Evidence Base

RECOMMENDED NEXT STEPS

1. Vacant units activation and meanwhile uses strategy for larger buildings
2. Cultural programming of events
3. Mobile library on wheels
4. Low-cost playspaces and play-on-the-way
5. Celebrate beach & seaside heritage through programme of murals

MESSUMS EAST AT THE OLD POST OFFICE, LOWESTOFT

Messums East revitalises a vacant Grade II listed building as an arts hub, with galleries, studios, events and residencies. Rooted in its legacy of exchange, it fosters global and local creativity, supports regeneration and creative economies, and reconnects the community with the town centre.



THE NOSE, WALTON-ON-THE-NAZE

The Nose is an independent creative space in Walton-on-the-Naze, combining a bookshop, café, and project venue. It hosts workshops, exhibitions, talks, and community events, supporting local culture, creativity, and social connection while encouraging curiosity through books, art, and shared activities.



MOBILE LIBRARIES, ESSEX

Essex County Council mobile libraries service offer crucial, accessible library services to villages and communities around Essex. Providing access to books and other resources for people who don't currently visit libraries, as well as supporting local events.



YARMAKERS, GREAT YARMOUTH

YarMakers, launched in 2023, is a creative initiative inspired by Great Yarmouth's heritage. It has grown into a vibrant community offering free events and workshops, helping people develop skills while reimagining PrimeYarc as a collaborative, multi-functional creative hub for the community.





COMMUNITY PARTICIPATION – LEARNING FROM OTHER PLACES

FIRST STEPS TOWARDS LONG-TERM OBJECTIVES

OBJECTIVES

- 1 Community safety
- 2 Community Capacity, Culture & Local Creative Support
- 3 Youth Development, Skills & Training
- 4 Community Participation in Planning & Design

RECOMMENDED NEXT STEPS

- 1. Urban room implementation within vacant unit
- 2. Community involvement in meanwhile uses strategy and temporary interventions
- 3. Co-design opportunities for local communities
- 4. Community involvement in green spaces maintenance and cleaning
- 5. Women’s safety audit for dedicated public realm projects to inform concept design

THE CROYDON URBAN ROOM

Through a physical and online space for exhibition, events and active participation that is accessible and part of everyday life, the Croydon Urban Room seeks to democratise access and understanding of the planning process through education and open dialogue, ensuring that the built environment is for all that live, work and visit the area.



EDIBLE FELIXSTOWE

A volunteer-led initiative transforming everyday public spaces into shared food-growing areas across the town. Inspired by the Incredible Edible movement, it uses accessible sites like libraries and high streets to promote sustainability, and encourage participation through open gardening sessions, and informal stewardship.



LIGHT UP THE TOWN AMBASSADORS, WEST SUFFOLK

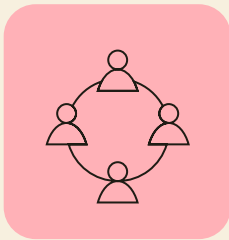
An ambassadors programme inviting local residents to help shape Light Up the Town art festival. Through informal discussions, diverse voices share ideas, ensuring events reflect local experiences, strengthen community involvement, and support inclusive, co-created cultural programming.



WOMEN'S SAFETY AUDIT

In continuation with the ongoing work led by TDC on the Women's Safety Charter, Women’s safety audits can help assess proposed public realm projects and activation initiatives to ensure projects are directly addressing safety concerns and creating a more inclusive environment.





GOVERNANCE, OWNERSHIP & REPUTATION – LEARNING FROM OTHER PLACES

FIRST STEPS TOWARDS LONG-TERM OBJECTIVES

OBJECTIVES

- 1 Communication & Engagement
- 2 Governance Structures & Community Leadership
- 3 Planning, Policy & Regulatory Tools
- 4 Economic & Infrastructure Measures

RECOMMENDED NEXT STEPS

1. Community design review panel
2. Licensing review to allow for evening uses/ events
3. Youth board and youth hub
4. Maintenance strategy review

CLAPHAM JUNCTION COMMUNITY REVIEW PANEL

The Clapham Junction Community Panel (CJCP) brings together 22 local residents, business owners and community representatives from diverse backgrounds meeting monthly to discuss the emerging masterplan. Community Review Panels ensure that engagement with planning decisions and applications draw from a wider set of voices and support informed feedback. The method empowers community voices and provides developers and design teams with a consistent resource to draw insights and ideas from.

CREATIVE LAND TRUST, MARGATE

Margate Creative Land Trust is an independent charity established in 2022 to support and sustain the town’s growing creative sector by securing long-term, affordable workspaces. Funded through the Margate Town Deal, it acquires and manages buildings for artists and creative businesses, ensuring spaces remain accessible in perpetuity. Alongside property provision, it delivers community programmes, skills training and enterprise support, aiming to boost inclusive economic growth, create jobs, and enable local people to access opportunities in the creative industries.

MIXED-USE BUILDINGS POLICY, WESTMINSTER CITY COUNCIL

WCC have developed a new use class to allow for specific policies for mixed buildings in response to development of new entertainment and leisure concepts including chameleon bars that change over the course of the day, food halls, which are contained within one building and are proposed to be operated under one licence, and multi-attraction entertainment complexes. This policy has been developed to meet the changing circumstances of premises such as pubs, restaurants and other entertainment venues that have become difficult to define.

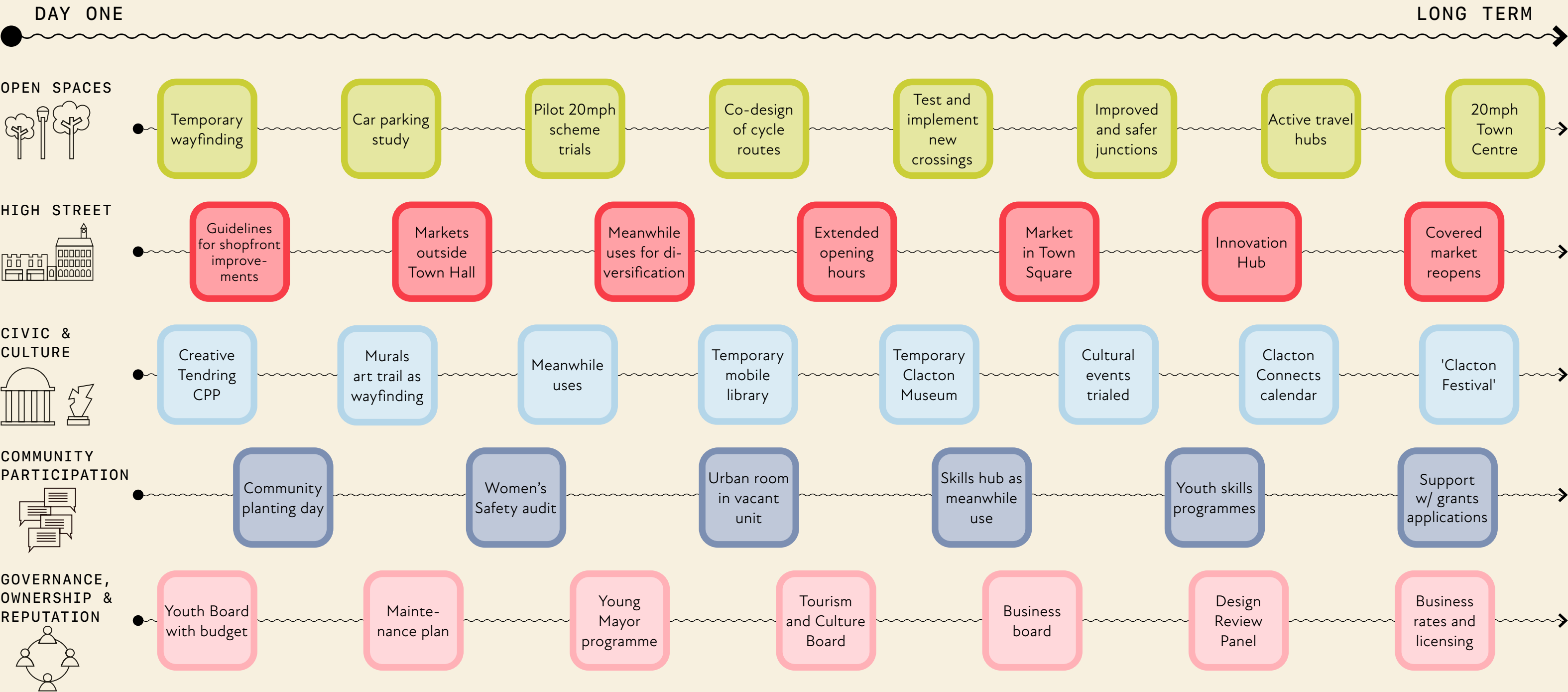
HARINGEY'S YOUTH HUB AND YOUTH PANEL

Rising Green Youth Hub is a new youth hub in a formerly vacant retail unit in Wood Green, Haringey. The hub was developed following extensive co-design with young people and via a grant from the Mayor of London’s Good Growth Fund.

Rising Green has also become home to Haringey's Youth Panel who meets monthly and connect over food and discussions that shape services and decision-making. The youth panel works closely with senior leaders to make a difference in their community while empowering young people.

AN INCREMENTAL APPROACH TO DELIVERY

STEPPING STONES TOWARDS LONG-TERM DELIVERY



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