

Ten_14 Clacton Thriving: A Culture-Led Framework for the Town Centre
Draft Action Plan

No.	Action	Description	Potential Location	Timeframe	Impact	Resources	Partners
Public Realm & Open Spaces Actions							
1	Painted crossings	Commission artist-designed crossings to enhance wayfinding and create a more welcoming route between the Station, Pier, and key cultural destinations		short	medium	low	
2	Street maintenance and cleaning	Improve the quality and appearance of the public realm through targeted pavement repairs and regular, enhanced street-cleaning across key town-centre routes, exploring ways to collaborate with existing community groups. (Add a note about fly tipping). Better maintained footways will enable outdoor dining in the summer months	Town centre-wide	medium	high	medium	
3	Maintenance strategies for green spaces	Implement clear, achievable maintenance strategies for green spaces to keep planting, lawns, and public gardens attractive, healthy, and welcoming year-round, and involve interested community groups in their care		medium	high	medium	
4	Side street improvements	Improve side streets leading to the seafront and heritage areas to	See Clacton Thriving for specific locations	medium	medium	medium	

Ten_14 Clacton Thriving: A Culture-Led Framework for the Town Centre
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		create more attractive, welcoming, and pedestrian-friendly approaches that strengthen links					
5	Declutter public realm	Remove unnecessary railings, bollards, and posts to create a cleaner, safer, and more accessible public realm that improves accessibility and ease of movement for everyone.	See Clacton Thriving for specific locations	medium	high	medium	
High Street Actions							
6	Outdoor markets	Pilot a programme of regular markets outside the Town Hall (or at the Town Square if not under construction) that supports local traders, diversifies the high-street offer, and creates a lively focal point for community activity. Consider the inclusion of 'Teenage Markets' to create a space for young makers and entrepreneurs	Town centre-wide. See Clacton Thriving for specific locations	short	medium	low	
7	Innovation business hub	Create an innovation hub that offers affordable space and mentorship programmes for new entrepreneurs, and sustainable, community-led initiatives to help independent businesses start, grow, and contribute to a more vibrant high street. Consider the M&S site to accommodate this use	M&S site	medium	high	high	

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8	Town centre Map	Create a clear, user-friendly map highlighting key places, activities, and attractions to help residents and visitors navigate the town centre and discover things to do	Station Green, Seafront, Town Square	medium	high	low	Partner with local schools to involve children
Civic and Cultural Amenity Actions							
9	Youth centre with social spaces	Open a dedicated youth centre with social spaces. This could be trialled in an existing larger vacant unit. Work in partnership with SEND to ensure this can become a safe space for young people	Vacant building in the town centre on High Street or Rosemary Road	long	high	high	SEND
10	Street art, murals, blue plaques	Uncover rich but little known cultural history through commissioned street art, murals and blue plaques to animate key routes, celebrate local heritage, and strengthen the town's cultural identity	Town centre-wide	medium	medium	medium	Creative Tendring
11	Sculpture/art trail	Review and extend the sculpture and art trail to broaden cultural engagement, encourage exploration, and strengthen the town's creative identity. Explore potential for collaborations with local artists (potential routes to commissioning via Creative Tendring CPP programme). Ensure the art trail contributes in guiding visitors	Town centre-wide. See Clacton Thriving for specific locations	medium	medium	medium	Creative Tendring

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		between key destinations, strengthening footfall across the high street, and building a more connected cultural experience					
12	Beach parade events	Deliver a programme of events supported by stronger promotion through local press and social media to boost visibility, participation, and seafront activity	Seafront	medium	high	medium	
Community Participation and Governance Actions							
13	Support with grants applications	Support local cultural organisations with grant applications writing to secure their long-term presence in the town	N/A	medium	medium	low	
14	Cultural subsidies	Explore local subsidies to support cultural initiatives by local creatives performing/ exhibiting locally	N/A	medium	medium	medium	
Ownership and Reputation Actions							
15	Community ownership	Explore opportunities for more diverse community ownership of local assets	Vacant assets	long	high	high	
16	Public space licensing (especially for events)	Relax licensing of outdoor public spaces to remove barriers to setting up of events (markets, cultural activities, pop-ups). Introduce more flexible licensing for food and drink activities related to public outdoor events to enable seasonal events that enliven the town centre and	Open spaces in the town centre, including Town Square	short	high	high	

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		seafront. Current barriers include restrictive alcohol rules					
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