

Pride in Place Programme – Year 1 Delivery budgets approved by Clacton Town Board on 27 March 2026

The Regeneration Plan has three pillars for improvement (1) Safe and Lively, (2) Prosperous and (3) Healthy. The Board also recognised that communications and engagement crosses all of those pillars.

Revenue Funding Forecast

PIP Themes	Project	Budget item	Regen Plan	Year 1
Safety & Security	APPROVED Love Clacton – Town Centre Refresh	Town Centre Manager (Staff Role)	Safe & Lively	57000
Safety & Security	APPROVED Town Centre Events Programme	TCM Budget (including Town Centre	Safe & Lively	43000
Safety & security	APPROVED Enforcement Support	Enforcement Capacity TDC Team	Safe & Lively	50000
Cohesion	Love Clacton - Town Centre Refresh	Engagement	Safe & Lively	
Cohesion	Love Clacton - Town Centre Refresh	Community greening/ Community-le	Safe & Lively	
Regeneration, high streets &	Town Centre Public Realm	Post masterplan studies - public rea	Safe & Lively	
Regeneration, high streets &	CCTV, lighting and evening and night-time economy measures	CCTV and lighting - Clacton-wide stu	Safe & Lively	32,000
Cohesion	Youth Board & Participatory Budget	Youth Board Participatory Budget an	Prosperous	10,000
Health & wellbeing	Sports Groups Grants	Sports Groups Grants - continuation	Healthy	10,000
		Contingency/carry forward		30,000
		Total		232,000
		Revenue funding (grants)		232,000

Capital Funding Forecast

PIP Theme	Project	Budget item	Regen Plan	Year 1
Regeneration, high streets & heritage	Town Centre Public Realm	Town Centre public realm - delivery c	Safe & Lively	
Regeneration, high streets & heritage	Shopfront Improvements	Shopfront Improvements (Phase 2) -	Safe & Lively	
Safety & security	CCTV, Lighting & ENTE Measures	CCTV and lighting, evening and night	Safe & Lively	
Regeneration, high streets & heritage	Love Clacton – Town Centre Refresh	Community Greening & Gardening -	Safe & Lively	
Transport	Movement and Car Parking Study	Carparking & movement improveme	Safe & Lively	150,000
Regeneration, high streets & heritage	Vacant Units Activation Programme	Vacant Units Activation Programme	Prosperous	50,000
Transport	Active Journeys and Places Programme	Active Journeys and Places Program	Healthy	50,000
		Contingency/carry forward		110000
		Total		360,000
		Capital funding (grants)		360,000

Clacton Regeneration Plan Summary and Year 1 Activity

Projects for the 4 year investment plan:	Type of investment	Clacton Vision Pillar	Additional commentary	Activity/Initial Milestones 2026/27
Enforcement Support	Tactical response	Safe and Lively	A new integrated team will introduce a triage system and a zero tolerance approach to persistent non-compliance enabling swift resolution of minor cases and freeing up specialists for complex matters.	• Service Level Agreement and action plan • Appointment & training
Tactical Response Team	Tactical response		The group brings partners together to deliver targeted interventions and ensure a coordinated response, aiming to boost public confidence and enhance the town's reputation.	• Develop Action Plan – initial focus on street drink and ASB.
Love Clacton – Town Centre Refresh	Quick win projects		The project brings together visual upgrades, community engagement and activities such as community greening and tailored business support to boost footfall and strengthen local pride. Led by the Town Centre Manager (TCM)	• Appoint TCM • Shape priority projects with residents and businesses. • Continue window wrapping & group clean-ups.
Town Centre events programme	Quick win projects		The initiative will activate spaces during the daytime and evening hours to boost footfall and vibrancy. Leveraging the Creative People and Places fund, the programme will coordinate with commercial [and community] providers [...] to create collaborative cultural offerings.	• Love Clacton launch event- May (see comms) • Develop annual events programme with partners
Town Centre public realm	Project expansions		Building on the momentum of the CRP programme to further improve the quality and appeal of public spaces in Clacton Town Centre through enhancements such as upgraded paving, seating, bins, street furniture, landscaping and wayfinding.	• Agree expanded focus area for PiP funding. • Community engagement & codesign
Shopfront improvements (phase 2)	Project expansions		Support to eligible Town Centre businesses to improve the frontage of their shops, including fascia/signage upgrades, doors and entrances,	• Develop design guide

			awnings and external lighting. The PiP fund will build on and expand the current CRP programme.	• Explore training/upskilling programme alongside upgrades • Develop shop keepers charter or similar with business group • Launch grant programme
Upper frontages and heritage restoration	Planning		The programme will complement planned shopfront improvements, targeting heritage at risk assets to create visual cohesion and architectural quality and improve the overall perception of the Town Centre.	Year 2 onwards
CCTV, lighting and evening and night economy measures	Planning		The programme aims to achieve comprehensive Town Centre surveillance coverage while looking at additional measures such as introducing Street Angels/Taxi Marshals and a Nite Net radio system for security staff at night time venues to enhance evening and night time security.	• Review existing CCTV and Lighting across the PiP boundary and develop next stage proposals.
Movement and car parking study	Planning		A comprehensive study to rationalise and optimise car parking movement across the Town Centre, aligned with the emerging Clacton Masterplan. The research will explore strategic pedestrianisation opportunities particularly a section of Pier Avenue/West Avenue, to create enhanced event spaces and improve pedestrian experience.	• Commission study, and review alongside masterplan and Civic Quarter scheme.
Vacant units activation programme	Planning		Establishment of a dedicated taskforce to coordinate the activation of empty Town Centre properties through strategic programming and landowner engagement. The initiative will develop new uses that transform vacant shops into accessible opportunities for local entrepreneurs.	• Establish dedicated taskforce to coordinate activity in empty shops. • Target initial shop.
Youth Board participatory budget	Quick win projects	Prosperous	A dedicated fund under the direct control of the Clacton Youth Board empowering young people to make autonomous spending decisions on youth support initiatives and PiP projects,	• Appoint lead support organisation who will oversee the Youth Board and develop the participatory grant scheme. • First Board meetings held
Skills Fund	Project expansions		This funding will enable the fit out of a modern learning hub that can deliver industry relevant courses, and expand apprenticeship	Year 2 onwards

			opportunities in key growth sectors. This approach will need to be aligned with other initiatives, such as the Local Skills Improvement Plan, and will help bridge skills gaps and strengthen Clacton's position as future ready.	
Town Centre uses study	Planning		Building on the Clacton masterplan the study can build a roadmap for a future mix of Town Centre uses and include the exploration of the feasibility of a new workspace hub which builds on the success of Sunspot in Jaywick Sands and of a renovated food offer.	Possible Year 2 project: commission study that can build a roadmap for a future mix of Town Centre uses
Town Centre housing uplift programme	Planning	Healthy	Considering a selective licensing scheme for residential landlords to improve the housing quality in the Town Centre. This raises standards, improves property maintenance and management, enhances neighbourhood quality and reduces anti-social behaviour. In this initiative it is proposed to establish a Living Over the Shops Scheme. Offering grants assistance to eligible property owners for renovating or repurposing vacant/underutilised upper floor spaces into affordable residential accommodation.	Commission Health Determinants Research Commission (HDRC) to undertake study on selective licensing
Sports and Activity Grants	Quick win projects		The programme aims at working through private facility owners and schools to unlock greater community access to sports and activities for local residents. The intention is to create sustainable pathways for increased sports participation.	- Design sports and activities grants. - Launch grants programme.
Active Journeys and Places programme	Planning		Promoting active lifestyles improving connectivity and encourage cycling/walking. Some examples are: - Active school journeys (building on Beat the Street programmes). - LOWIP – to improve town-wide connectivity. - Leisure Centre active sports path	Healthy Group to explore active journeys programme in more detail and prioritise future projects
Clacton Connects	Capacity	Comms	A fund to include two primary streams aimed at improving digital connectivity in Clacton. - A comprehensive comms and marketing strategy to re-brand and promote Clacton's offer for tourists and residents. - A study to scope and plan for the delivery of open city WiFi infrastructure to enhance visitor experience and digital connectivity for people living and working in Clacton.	Comms & marketing strategy deliverables
Engagement strategy	Planning		Comms Officer, Town Centre Manager, VCSEs, Youth Board, Business Board.	Develop engagement strategy and ensure

				proactive and community led delivery embedded in the PiPP and across all 3 sub-groups.
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