

Jaywick Arts Strategy

2007



Haring Woods
Associates

Tendring
District Council

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Introduction 1



This first Arts Strategy for Jaywick sets out a vision for the improvement and development of the arts for the people of Jaywick. This strategy seeks to identify and build upon the existing assets and unique attributes of Jaywick to establish priorities for arts development in the area over the next fifteen years.

The sea-side town of Jaywick in Tendring presents a significant number of opportunities to embed this vision for culture in the district. The Arts Strategy for Jaywick is therefore a key contributor to achieving these goals. This strategy has been developed as an integral part of the Cultural Strategy for Tendring District, and therefore follows the Cultural Strategy themes of Community, Heritage and Environment.

The vision for culture in Tendring District is: ‘Recognising Tendring’s existing wealth of cultural assets throughout the district and enabling and supporting cultural development as a vehicle for engaging its communities in developing a thriving, vibrant identity for the district.’

Introduction 1



Jaywick Rocks © Karen Lois Whiteread 2006

¹ Consultation carried out May-November 2006 with constituents and stakeholders in Jaywick

The strategy gives a sense of priority and direction for the arts in Jaywick over the next fifteen years, in line with the Cultural Strategy and the District Council's corporate objectives. It sets out the framework for developing arts in Jaywick through a partnership approach. It outlines action plans to deliver the strategy over the next fifteen years, enabling the evaluation of the development of arts in the district.

No strategy is ever finished; this Arts Strategy is the beginning of an ongoing process; a process that works with and builds upon the strengths of Jaywick through the above themes, utilising Jaywick's Martello Tower as a key component for delivery, working alongside and with Jaywick's community.

This Arts Strategy has been developed with local and regional partners and creative consultation to achieve the following vision:¹

'Develop the role of arts within Jaywick to engage with its community, heritage and natural environment as a vehicle for ensuring Jaywick is a vibrant, thriving area where people want to live, work and visit'

“We are passionate about how the arts can create opportunities to transform the aspirations of individuals and entire communities.”

Our agenda for the Arts in the East of England, Arts Council England, East

Definition ¹ of the Arts

The arts are a constantly evolving field and therefore any definition should also be open to new developments. This strategy encompasses a broad and inclusive understanding of ‘the arts’, to include popular culture as well as high art, voluntary and amateur activities as well as professional. This strategy embraces art forms that use new ideas and technology that may be difficult to classify, and art forms that reflect the diverse cultures of the community.

Across the country it is recognised that the arts make a positive contribution to society in their own right². There is also a clear case for the arts as a major contributor

in meeting key policy objectives, such as improving the quality of life for local people, the promotion of lifelong learning, environmental sustainability, social inclusion, public health, community safety, social and economic regeneration and renewed civic pride.

This document refers to organisations working in all artistic fields including theatre, dance, music, film, visual arts, craft, literature, community arts, art in the public realm, etc. The term *artist* is used to refer to individual creative practitioners working across all artistic fields, including musicians, actors, dancers, film-makers, writers, visual artists and designers/makers.



² MORI research from 2000

Jaywick Rocks © Karen Lois Whiteread 2006

“Jaywick has been left in a time-warp, but it’s a lovely time-warp”

Local resident, Jaywick Rocks

Context: Jaywick



Jaywick is a sea-side community of approximately 4,665 people³, adjacent to Clacton-on-Sea, lying within the district of Tendring in the county of Essex. Jaywick as it currently stands is made up of three areas: Brooklands, the Tudor Estate and the Village. Jaywick was mostly developed after the second World War as a series of sea-side holiday chalets, with few facilities. Jaywick still lacks resources and infrastructure, and is one of the most socially deprived areas nationally.

In this sea-side location, like many other areas of Tendring, Jaywick attracts day-trippers and holidaymakers, particularly to its large caravan parks on the sea-front. The same location has also meant that the area has suffered from flooding and coastal erosion in the past.

Although facilities in Jaywick are limited, there are two potential creative hubs within the area; the newly redeveloped Jaywick Martello Tower, a multi-media centre based in a restored ancient fort, run by Essex County; and the new Bishops Park College, a ‘centre for innovation in education’, on the opposite edge of Jaywick.

Jaywick is an area which has been identified for regeneration, through neighbourhood management, a process that involves the community⁴, with support from the Safer and Stronger Communities fund. Although Jaywick may be perceived in a negative light from the outside, its residents are proud of Jaywick and all it offers them, and the sense of community is part of what makes Jaywick the individual place that it is.

³ Source - Census 2001

⁴ Interaction Partnership Board, supported by a Neighbourhood Renewal Manager 2007-09

Context: Jaywick

‘There is resilience, even a sense of resistance to what the “world beyond Jaywick” sees. This is a place, a community which in many ways exists beyond the edge; that has swerved the pressures to conform and challenged the trends of modern urban and suburban living. Sun, sea and salt-air freedom within a tight-knit, dogged community overcome any English seaside doubts or sadness. This is a community at ease with itself.’

Karen Lois Whiteread, Jaywick Rocks



Jaywick Rocks © Karen Lois Whiteread 2006

Why Does Jaywick Need An Arts Strategy?

Arts Council England's ambition for 2006–8 is to: 'put the arts at the heart of national life and people at the heart of the arts'.

“Our aim is for everyone in the country to have the opportunity to develop a rich and varied artistic and creative life. We will ensure that more high quality work reaches a wider range of people – engaging them as both audience and participants. We will support artists and arts organisations to take creative risks and follow new opportunities.”⁵

The arts have an important role to play in enabling the community in partnership with the council and others to achieve its aims. Innovation through the arts can attract investment in regeneration and revitalisation. In addition, the arts are a vehicle for economic development, supporting the tourism industry through artistic activity, and directly supporting the economy through local cultural industries. Equally important is the role that the arts can play in supporting community development and cohesion, improving the quality of life and increasing pride in a local place.

Jaywick is an area within the district of Tendring which faces a number of challenges, but also possesses numerous assets to build upon beginning with a real sense of 'community, which offers opportunities to test the vision for Culture. It is the place in Tendring where a number

of potential partners are already operating. Essex County Council has a base at the Jaywick Martello Tower and Creative Partnerships, Tendring (the government's initiative for creative learning) is based at Bishops Park College.

'We believe passionately that culture has a key role in addressing both economic and community issues. The drum for culture needs to be banged loud and long, and culture recognised within Essex:

- **as a key element in regeneration and attracting investment into Essex**
- **as a means of preserving and generating local community identity in a growing county**
- **as a means of sustaining communities and the environment**
- **as a means of attracting visitors to its wealth of cultural, historical and environmental heritage**
- **as a key element in improving the quality of life (social inclusion, health, life long learning)**
- **as an important part of the lives of young people**
- **as a means of instilling pride in the county.'**

Celebrating Essex: A Shared Vision

⁵ Arts Council England, Our Agenda for the Arts (2006-2008)

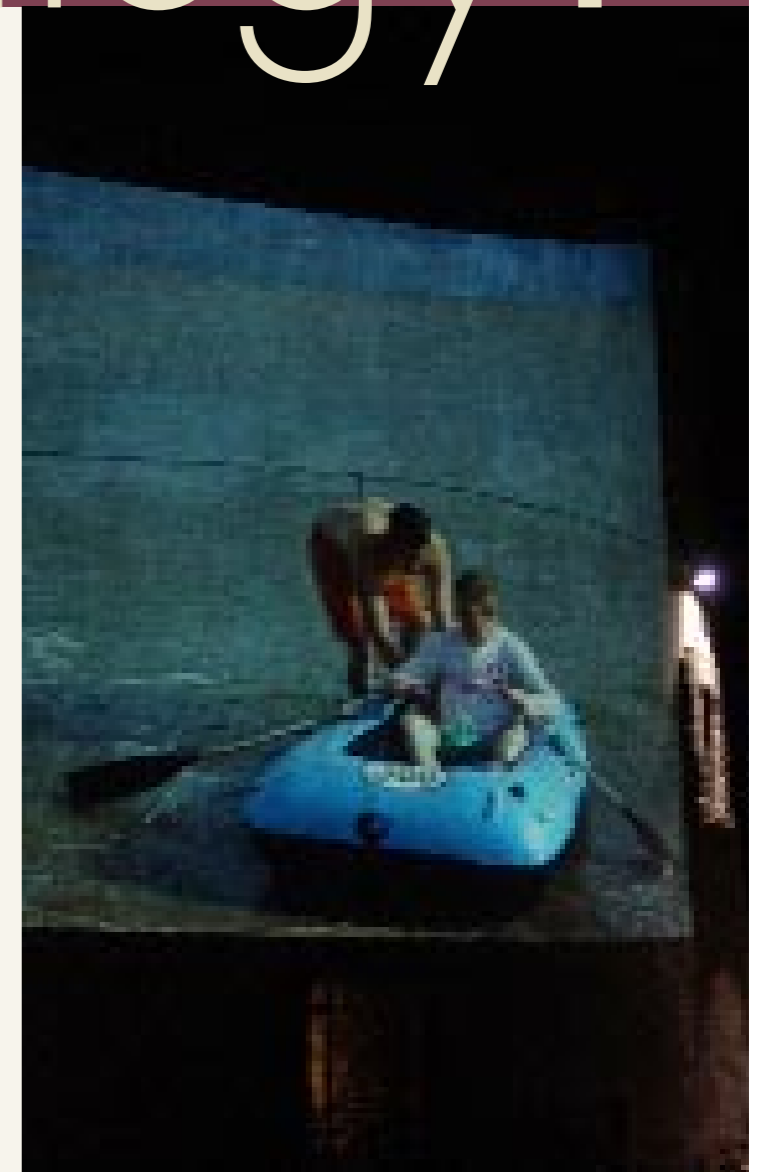
Why Does Jaywick Need An Arts Strategy?

In the Appendix of the Safer and Stronger Communities bid, the Jaywick And Clacton Regeneration Partnership Neighbourhood Management Programme stated that **'We will increase people's ability to influence local public decisions so that communities are confident that they are shaping their own futures. Developing and promoting voluntary and community sector activity will be central to this.'**

Arts can play a significant part in realising this—'I read, I forget, I see, I remember, I do, I understand.' Included within that was a priority to 'Build on the existing work of the voluntary and community sector, facilitating links between organisations and stakeholders, promoting capacity and recruiting volunteers' because:

'The ability to shape local decisions is important to people. There is a strong and vibrant community spirit in Jaywick as community engagement there over recent years has shown, identifying the needs and aspirations of the people.'⁶

This Arts Strategy has been informed through a robust creative-led consultation strategy involving over 100 Jaywick residents and local strategic partners.⁷ The consultation results indicated that the arts can play a vibrant role in regeneration and community development in Jaywick as prioritised within the Tendring Cultural Strategy.



⁶ Jaywick Regeneration Strategy 2001, David Adamson and Partners

⁷ 'Jaywick Rocks' DVD © 2006, Karen Lois Whiteread, lending copies available from TDC Leisure Services and Bishops Park College Library. 'Jaywick Rocks' exhibition at Jaywick Martello Tower, October 2006.

Jaywick Rocks © Karen Lois Whiteread 2006

Local Strategic Importance

Tendring's Vision for the district is:
'To become a cleaner, safer and thriving District with a high quality environment and a strong local economy.'

This Arts Strategy has been developed to support the objectives of a number of cross-cutting policies and strategies which relate to Jaywick, including:

Local Strategic Partnership (LSP): Sustainable Community Strategy⁸

Contains proposals developed with the community, for the community, focusing on economic regeneration, safer community, healthy living, neighbourhood regeneration, lifelong learning, improving transport and access to services, environmental sustainability and sustainable housing. Initial results from the LSP workshop indicate the priorities are similar to the residents' priorities, as listed in the MORI survey.

Appropriate priorities for the Arts Strategy include:

- Partnership Working
- Active Citizen Participation
- Environment
- Services for Young People
- Life Long Learning

The initial SWOT analysis indicates that the Haven Gateway, LSP/Local Area Agreement (LAA) partnership, tourism and the voluntary sector are the opportunities as well as the strengths within the district. The threats are the coast/environment, short-term nature of the voluntary sector support and too many government initiatives.

This strategy looks at how cultural support and provision can lessen the threats, protect Tendring's strengths and maximise opportunities.



⁸ Revisions for 2006 were in development at time of finishing the strategy.

Local Strategic Importance

Tendring Citizens' Panel Autumn 2006⁹

This MORI Report contains the findings of a public survey conducted in autumn 2006 reflecting the previous 12 months. Resident priorities included:

- Working in Partnership
- Facilities for Young People
- Protecting the quality of the local environment

Resident perception of provision is that Access to Nature, Education Provision, Parks and Open Spaces, Community Activities, Sports and Leisure Facilities, Cultural Facilities for Young have dropped slightly; however, Activities for Teenagers had diminished significantly.

Tendring District Council Corporate Strategy

The corporate priorities focus on developing a strong local economy and safer community with better public space in the district through partnerships and community leadership. Regeneration is the top priority for the council.

Tendring District Council's Corporate Strategy: 'to be a willing partner and community leader, earn a positive public image , promote a strong local economy, improve public space and create a safer community.'

Adopted Local Plan: Quality of Life

The Local Plan's section 'Quality of life' includes the following objectives that are most relevant to cultural provision and cultural led planning:

- promote development with a mix of uses so that people can live much closer to jobs, shops and other facilities, reducing the need to travel and helping to build communities;
- stimulate social and economic regeneration in parts of Clacton, Harwich, Walton, Brightlingsea and Mistley, where there are high levels of unemployment, social deprivation and physical dereliction;
- support rural communities and promote a balanced, healthy rural economy;

- ensure new development creates high quality environments that work well and are safe and attractive for residents, businesses and visitors;
- ensure that the community, environmental and infrastructure needs generated by new development are met.



⁹ Initial findings presented autumn 2006.

Local Strategic Importance

The Regeneration Vision for Tendring is:

‘To ensure Tendring is a vibrant, thriving area, where people want to live, work and visit with opportunities for ALL to enjoy a high quality of life.’



Jaywick Rocks © Karen Lois Whiteread 2006

Regeneration Statement¹⁰

This reflects the Council’s corporate vision, focusing particularly on the aspects required to deliver a strong local economy including: community contribution to regeneration, sustainable jobs, inclusive and healthy communities, and access to services and facilities that enhance people’s quality of life.

Development of housing presents an issue regarding quality versus quantity and it will require an imaginative approach to steer developers from ‘lack of design’ in open space provision. Arts led development needs to be strategic to identify creative approaches to achieving better results between the public and private sectors.

This Arts Strategy is based on the principle that quality of life is enriched through the creative-led/cultural approach, not upon isolated cultural outputs alone. The Planning Department is an important stakeholder in the Arts Strategy and should be given the opportunity to explore creative-led/cross-departmental thinking within all planning issues and processes, as well as providing new insight into how the department may involve others to seek solutions, especially with challenging communities or issues.

TDC Crime and Disorder Reduction Partnership

Diversionary activities for young people was identified as the third most important priority to reduce crime and disorder according to the Tendring Crime and Disorder Reduction Partnership survey published in April 2006. 24.1% of respondents identified this as an important issue. Also the top perceived cause of crime and disorder was young people with nothing to do.

Youth Strategy 2003-2006: ‘Young people in Tendring will have opportunities to contribute to their local communities – being heard and valued as responsible citizens. They will have equality of access to high quality services which meet their needs now and in the future.’

¹⁰ See also Interaction Partnership Board, under Partnerships

The ECC Children and Young People's Plan: 'To create a better future for all children and young people, their families and those who support them.'

5 Partnerships

Arts activities in Jaywick tend to be focused around the Jaywick Martello Tower and Creative Partnerships based at Bishops Park College. Building upon this, the strategy aims to establish an infrastructure to support these organisations in delivering the aims for the arts in Jaywick. This strategy identifies a role for the arts in contributing to the long term priorities for Tendring, as laid out in the Tendring Community Strategy:

1. Strengthening the economy and promoting regeneration.
2. Reducing the incidence and fear of crime to produce a safer community.
3. Promoting healthy living and narrow the health gap to save lives.

4. To improve the most disadvantaged parts of the District through Neighbourhood Regeneration.
5. To encourage lifelong learning to develop everyone's potential, talents and skills.
6. Improve the quality and choice of transport and improve access to services.
7. Sustaining our environment.
8. Sustainable and affordable housing.

All the key partners: Essex County Council, Creative Partnerships, Tendring District Council and the Interaction Partnership have independently expressed interest in exploring the themes of Community, Environment and Heritage in a creative way in Jaywick in order to address the above priorities.



Jaywick Rocks © Karen Lois Whiteread 2006

Partnerships

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Interaction Partnership Board, Safer Stronger Communities Fund (SSCF):

A constitution for the Partnership Board was adopted October 2006. This board will manage the Safer, Stronger Communities funding awarded to Jaywick and Clacton for 2006-2010. The board is made of residents, local councillors, business representatives, the voluntary sector and officers from the main agencies including the police, district and county councils. A Neighbourhood Renewal Manager has been appointed and commenced work in January 2007.

The SSCF Programme will help the Tendring LSP to tackle deprivation in the two most deprived areas of the District through the process known as neighbourhood management. It provides the opportunity for a joined up management approach bringing together the work of all service providers in

order to improve service delivery and better meet local needs. This works sets out, **'to create stronger, safer, cleaner and greener places to live where people work together to reach the full potential for themselves and their neighbourhood.'**¹¹

The Jaywick Agencies Group, comprising the District and County Councils, EEDA and GO-East are committed to the physical regeneration of the area. The key objective is the sympathetic regeneration of the area in a manner that will enable those residents who wish to remain in the area to do so. The Group is seeking to achieve the vision for Jaywick and deliver the housing and infrastructure needs of the area through the development and implementation of a Masterplan. EEDA will be recruiting a Project Manager to develop the Regeneration Framework in early 2007.

Jaywick Rocks © Karen Lois Whiteread 2006

¹¹ Vision for Jaywick and Clacton Town Centre, Safer, Stronger Communities Funding,

Partnerships

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Essex County Council: Jaywick Martello Tower

Essex County Council manages the Jaywick Martello Tower (JMT) in partnership with Bishops Park College. JMT aims to be a key cultural provider that embraces artistic practice within the themes of:

1. Social engagement and creative learning
2. Natural and historic environments
3. Development of national and international partnerships

A detailed business and programming plan has been commissioned to be completed by April 2007.

JMT can act as a central hub for the community development of a multi media public broadcasting programme. Key partners such as Creative Partnerships have expressed support in these proposals. JMT, Tendring District Council and Essex County Council will need to work together in partnership to determine a clear relationship for JMT with the local communities, including working with the Safer Stronger Communities Interaction Board and future regeneration developments.



Jaywick Rocks © Karen Lois Whiteread 2006

Tendring District Council Children and Young People's Strategy 2006-2009: 'To provide young people with the tools and opportunities to make positive life choices and to reach their full potential'.

Partnerships

Heritage and Environmental Conservation

JMT's coastal location and facilities place it in an ideal position to support an arts-led environmental research and development strand within its programme that will affect local, regional and national UK audiences, and will also be relevant internationally.

There are opportunities to investigate coastal threats common to Tendring and the region, with support from the heritage and conservation officers from Tendring and Essex County.



Jaywick Rocks © Karen Lois Whiteread 2006

Bishops Park College

The college is a community school, comprising a college, library, cyber cafe and community group facilities, and acts as an outpost where different generations meet. The college and open space around it were developed as a holistic learning experience, demonstrating innovative architecture and landscaping which can serve as a model for new developments in Jaywick.

Bishops Park College is already a willing partner working effectively with Creative Partnerships and with Essex County Council to help run the JMT. In addition to the JMT, the college offers another creative hub, providing two immediately accessible outposts at either end of Jaywick.



Partnerships

Creative Partnerships

Creative Partnerships (CP) is a creativity programme for schools and young people, funded by the Department for Culture, Media and Sport and the Department for Education and Skills, and managed by Arts



Council England. CP Tending aims to grow creative citizens who will have a voice and a place in Tending, and who will develop the life skills necessary to be valuable contributors to their communities.

Based at Bishops Park College, CP Tending is currently working with 17 schools in the district area, with priority given to areas of deprivation. One of its objectives is to engage the wider community beyond schools in creative learning, as well as to embed creative learning in local government's priorities. CP is currently exploring options for its long term sustainability in Tending and recently conducted a feasibility study for a Community Broadcasting network for the area. This programme is currently funded through 2008 and aims to embed creative learning into long-term objectives of the district.¹²

¹² Consultation with Creative Partnerships director and as published in their Review Day materials for October 2006.

Creative Partnerships Tending aims to:

- **Increase the levels of achievement, skills and self confidence of young people**
- **Support school staff in developing their own creativity, feeding into motivational practices**
- **Support the Arts and Cultural sector to play an active role in creative learning**
- **Develop existing and establish new partnerships between schools and the creative, business, community, and statutory sectors**
- **Help to develop and support an arts infrastructure within Tending which will actively engage young people, encourage artists to live and work here and support educators to continue the ethos of Creative learning**
- **Build on current good practice across Creative Partnerships nationally to give Tending a voice in the regional, national and international debate about creative learning.**

Partnerships

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Capacity Building

The Tendring District Council Cultural Strategy identified a need for an Arts Development Manager within the district as an aspiration for the future. This post would strategically support the communities and partnerships required to implement the Jaywick Arts Strategy,

building upon the existing staffing structures within partner organisations and the voluntary sector. The post holder would work closely with Active Tendring (the local network for physical activities), with the Creative Partnerships¹³ team to share programming for young people, Essex County Council's Arts Development team to identify programming opportunities at JMT

for the local community, and potentially any regeneration or development initiatives, such as the Interaction Partnership Board for Safer and Stronger Communities Funding¹⁴. Initially, some of the work can be carried out by a Partnership Working Group established by Tendring District Council.

“By achieving this vision the children and young people of Tendring will be valued as an integral and positive part of society both today and tomorrow.”

Cllr Mick Page, Regeneration Portfolio Holder, Tendring District Council

¹³ Consultation with Creative Partnerships director and as published in their Review Day materials for October 2006.

¹⁴ Interaction Board has a constitution and funding available until 2009-10.

‘With an extensive rural character and proliferation of market towns, the voluntary arts sector is a significant provider of arts activity in Essex.’

Creative Consequences- Understanding the Value of the Arts in Essex

Key⁶ Assets



The Jaywick Arts Strategy sets out to identify and build upon the assets which already exist in Jaywick. From the work already carried out it is clear that the area has some unique features and that these present key opportunities for the future through the arts.

The **Jaywick Martello Tower**, its heritage, its recent capital development and its potential future role is as a major arts-led asset of local and regional significance. This is a site for creative collaboration and partnerships between the arts and environmental sciences. The tower and the land immediately adjoining it act as a unique gallery, studio, workshop, laboratory and playground where the community, artists and environmental scientists can come together to explore local environmental issues that are of global relevance.



Jaywick’s assets can be divided into the following three themes:

Community:

- Jaywick has a strong sense of community. Many of the local residents have indicated an interest in volunteering and contributing to their local community. There is an opportunity to build upon existing community cohesion through the arts/ multi-media and digital distribution in Jaywick.

- Jaywick has secured an investment of Safer and Stronger Communities Funding until 2010 towards empowering the community to tackle crime, anti-social behaviour and drugs, and improve street conditions. This is managed by the Interaction Board, made up of residents, local Councillors, business representatives, the voluntary sector and officers from the main agencies including the police, district and county councils, local business and council officers.



Jaywick Rocks © Karen Lois Whiteread 2006

Tourism Strategy 2001 – 2006: ‘To build in partnership a sustainable responsive tourism product providing a quality visitor experience and creating an environment that maximises the economic, physical and social returns for Tendring’s visitors and residents.’

Key⁶ Assets



- Jaywick is an ideal location to develop strong partnerships with key organisations with a base in the area, such as Essex County Council Arts Development, Creative Partnerships and Bishops Park College.

‘to create stronger, safer, cleaner and greener places to live where people work together to reach the full potential for themselves and their neighbourhood.’

‘Safer, Stronger Communities bid.

Heritage:

- The fully restored Jaywick Martello Tower is the only one of a series of ancient forts in Essex with disabled access to the first floor level. Following redevelopment funding, the fort was

turned into a new multi-media centre and is managed by Essex County Council.

- The history behind the development of Jaywick is a major factor in its identity. There is an opportunity to work with the community within the spirit of community engagement that has always existed there.

Environment:

- The coastal location of Jaywick and the Martello Tower makes it a potential site for collaborative creative exploration of environmental factors.
- Jaywick’s ‘English’ sea-side personality is a natural draw for people coming to visit. Providing artistic activities which are relevant to residents and holiday-makers is key.



Jaywick Rocks © Karen Lois Whiteread 2006

The vision for Jaywick Arts Strategy is to:

‘Develop the role of arts within Jaywick to engage with its community, heritage and natural environment as a vehicle for ensuring Jaywick is a vibrant, thriving area where people want to live, work and visit.’

The Future

Key Principles

The following principles shape the priorities and strategic objectives reflected in the action plan.

1. Create commonality and ownership for arts and creative-led engagement across the diverse communities
2. Identifying, recognising and celebrating Jaywick’s Heritage
3. Making Jaywick significant as a place for innovative engagement with the environment

“We look out for each other, most places it isn’t like that”

Local Resident, Jaywick Rocks



Jaywick Rocks © Karen Lois Whiteread 2006

The Future



Jaywick Rocks © Karen Lois Whiteread 2006

Key Priorities

The following three priorities have been identified to support the key themes of Community, Heritage and Environment in the Jaywick Arts Strategy:

1. Enabling and supporting the existing community infrastructure (especially the voluntary sector) to celebrate Jaywick's 'English' heritage
2. Creating commonality and ownership for the Jaywick Arts Strategy across the varied communities and organisations
3. Raising the profile of Jaywick as a place for exploring the themes of community, heritage and environment for the local, community by:

- Using the arts as a vehicle for regeneration, both physical and social
- Placing the arts at the heart of delivering community and corporate priorities for Jaywick
- Using the arts as a vehicle for achieving targets for cross-cutting issues such as improving quality of life, improving physical and mental health, and reducing incidents of antisocial behaviour

“I love the sea, I love the people here, I love the gorgeous weather we get here”

Local resident, Jaywick Rocks

The Future

CASE STUDY: Jaywick Rocks is a film made during summer 2006 in Jaywick by artist Karen Lois Whiteread. Karen spent six weeks in the summer talking to people who live and holiday in Jaywick, finding out what was special to them about this place. Over 100 people got involved in the project, resulting in over 20 hours footage for editing. The film is their film about Jaywick in their words. The premiere of the film was shown to the public, including many local people who had been involved in the film, at a special screening onto the outside of the Martello Tower in October 2006.

Alongside this film, a photographic competition, supported by the Clacton Gazette, challenged residents and holiday makers to photograph their favourite thing about Jaywick. These photos were turned into postcards and participants wrote on the back why Jaywick Rocks for them, The resulting entries beautifully expressed the feelings the community has for its social environment and the landscape. The best entries appeared in the Gazette and were exhibited alongside Karen's photographs and film at the Martello Tower.



Jaywick Rocks © Karen Lois Whiteread 2006

“Culture has a positive role to play in addressing key social and regeneration challenges – the challenge of providing everyone – irrespective of age or location – the opportunity to continue to learn and develop throughout their life.”

Celebrating Essex: A Shared Vision

Strategic Objectives

There are eight strategic objectives to support the vision for the arts in Jaywick:

1. Developing capacity for arts development amongst district, county and regional partnerships presently active in Jaywick
2. Identify, build and strengthen partnership working in Jaywick through the establishment of a cross-disciplinary approach and communications structure
3. Identify the relevance and importance of the arts priorities to local community and partnerships through arts-led public consultation
4. Work with partnerships to integrate the key themes: Community, Environment, Heritage into their programming and identify funding opportunities within partnerships
5. Engage Environmental Services in partnership with arts programming through key themes
6. Pilot community broadcasting around an environmental theme to test community interest and engagement
7. Support the community in having a creative role in the regeneration of Jaywick, through community training opportunities and creative community engagement
8. Identify key open spaces for creative residencies to explore environmental issues relevant to the local community

Jaywick Rocks © Karen Lois Whiteread 2006

Appendices

1. Action Plan

2. Directory of Strategies and Links

Appendices

This action plan demonstrates how the vision may be realised and measured.
This is a living document that will continue to cross-reference other services' action plans.

Principle 1: Create commonality and ownership for arts and creative-led engagement across the diverse communities

Action	Timescale	Potential Partners	Outcomes & Outputs	Aspirational outcomes
1.1 Develop a Partnership Working Group (PWG)	December – April 2007 Target Deadline: May 2007	Leisure Services, AT, TCVS, ECC, JMT, NRM, CP	<ul style="list-style-type: none"> Set communications system Set framework for Steering and Working Group Measure: <ul style="list-style-type: none"> Communications Chart Working Group meetings set for 2007-08 	Form partnership with Arts Council England, East Secure Arts Development Manager post with TDC
1.2 PWG review framework for community groups - Identify key community groups - Identify gaps or ancillary members	Summer 2007 Target Deadline Sep 07: Comms. Plan Nov 07: Action Plan	Leisure Services, AT, TCVS, ECC, JMT, NRM, CP	<ul style="list-style-type: none"> Create Comprehensive Action Plan 	

Appendices

Action	Timescale	Potential Partners	Outcomes & Outputs	Aspirational outcomes
<p>1.3 Set up arts-led public consultation</p> <ul style="list-style-type: none"> - Assess the local knowledge of the assets/ principles - Assess public perception of those assets/ principles as themes 	<p>Summer/ Autumn 07</p> <p>Target Deadline Oct 07: project brief</p>	TDC, Artist, PWG, CP	<ul style="list-style-type: none"> • Identifying market research to establish baseline awareness • Research for cultural programming, identify community quick-wins <p>Measure:</p> <ul style="list-style-type: none"> • Funding Brief with Partners • Project Brief 	
<p>1.4 Identify creative roles for community in regeneration and development schemes</p> <ul style="list-style-type: none"> - encourage opportunities for short-term involvement for community - continue to consult, advise and inform community 	Beginning 2008	NRM, TCVS	<ul style="list-style-type: none"> • Community Engagement and Ownership • Shared resources • Positive image with regional and national partners <p>Measure:</p> <ul style="list-style-type: none"> • One creative-led programme within each large-scale regeneration or development scheme 	<p>TCVS to work with Planning and Regeneration</p> <p>Train community for skills in managing long-term and large-budget projects in quick-win steps</p>

Appendices

Action	Timescale	Potential Partners	Outcomes	Aspirational Outcomes
1.5 Neighbourhood Management Assessment - PWG challenges with management committee and local businesses, CP, ECC	Summer 2007 Target Deadline Oct 07	PWG, NRM, Regeneration	<ul style="list-style-type: none"> Determine key priorities and cultural needs in areas of deprivation Measure: <ul style="list-style-type: none"> Brief with key priorities and opportunities Identified funding 	Working partnership with Arts Council England East and EEDA
1.6 Work with ECC Arts Development ref: Jaywick Martello Tower	Target Deadline Sep 07	PWG, ECC Arts Development Team, Bishops Park College, Neighbourhood Team, CP, CAN	<ul style="list-style-type: none"> Identify arts programming opportunities Measure: <ul style="list-style-type: none"> Statement of community access 	Approach joint funding bids
1.7 Work with Environmental Services - Determine immediate environmental changes and threats	Autumn 2007 Target deadline January 2008	Leisure Services, Environmental Services, Historic Countryside Adviser, Conservation/Heritage –TDC and ECC	<ul style="list-style-type: none"> Create TDC and ECC partnership Audit issues commonality Measure: <ul style="list-style-type: none"> Database of resources 	Explore long-term changes and threats

Appendices

Principle 2: Identifying, Recognising and Celebrating Jaywick's Heritage

Action	Timescale	Potential Partners	Outcomes	Aspirational Outcomes
<p>2.1 Pilot community broadcasting projects around ENVIRONMENT THEME</p> <ul style="list-style-type: none"> - Run projects through Creative Partnerships at school 	<p>Spring 2008</p> <p>Target Deadline Results shown summer 2008</p>	<p>PWG, NRN, CP, Outside Creative Practitioners</p>	<ul style="list-style-type: none"> • Generate community cultural engagement <p>Measure:</p> <ul style="list-style-type: none"> • Pilot one 'programme' at 3 sites - JMT, Bishops Park College and community centre 	<p>Develop Community Broadcasting - online</p> <ul style="list-style-type: none"> - Establish the broadband network for creating content - Establish content from pilot activities and creative consultation with community and students - Explore and promote cultural activities investing in the HERITAGE and ENVIRONMENT
<p>2.2 Encourage cultural cohesion in leading cultural activities</p> <ul style="list-style-type: none"> - work to involve young people in voluntary sector - work to involve young people in sharing responsibility in managing facilities 	<p>Begin Autumn 2008</p> <p>Target Deadline: Initial Sept 08-09 school year</p>	<p>PWG, CP, TYA, ECC Community & Youth Services, CAN, TCVS</p>	<ul style="list-style-type: none"> • Strengthen existing voluntary sector • Establish stronger network <p>Measure:</p> <ul style="list-style-type: none"> • TYA adopts a community voluntary service aspect to their delivery 	<p>Pilot residency from cultural institution outside Tendring at heritage outpost to work with community</p>

Appendices

Principle 3: Making Jaywick significant as a place for innovative engagement with the environment

Action	Timescale	Potential Partners	Outcomes	Aspirational Outcomes
<p>3.1 Identify creative roles, activities or venues for community in existing heritage sites (e.g. open spaces, JMT)</p> <ul style="list-style-type: none"> - work with results from Haven Gateway Cultural Industries mapping 	Beginning 2008	PWG, ECC, Bishops Park College, CP, NRM	<ul style="list-style-type: none"> • Voluntary sector provision • International Exchange • Additional Tourist attractions <p>Measure: Pilot two activities—one coastal and one rural</p>	<p>Work with Clacton Pier Manager for international links</p> <p>International Exchange</p> <ul style="list-style-type: none"> • Long-term: Quarterly events by 2011
<p>3.2 Identify opportunities for CP's performance arts in public spaces (seaside, open spaces)</p> <ul style="list-style-type: none"> - work with results from Cultural Industries mapping - work with Regeneration to identify hotspots 	<p>2008-09</p> <p>Target Deadline Summer 08 – Initial pops tested</p>	CP, Leisure Services, NRM local businesses	<ul style="list-style-type: none"> • Additional Tourist attractions 	<p>May/June events each year</p> <ul style="list-style-type: none"> • Long-term: one event per school term in two locations - one coastal and one rural

KEY:

PWG: Partnership Working Group

CP: Creative Partnerships

ECC: Essex County Council

TCVS: Tendring Community Voluntary Services

TDC: Tendring District Council

TYA: Tendring Youth Assembly

NRM: Neighbourhood Renewal Manager

AT: Active Tendring (local network for physical activities)

JMT: Jaywick Martello Tower

Appendices

Directory of Strategies and Links

Tendring District Council: www.tendringdc.gov.uk

- Draft Sustainable Community Strategy refreshed 2006-2011, November 2006
- Community Strategy 2005-2011
- Regeneration Statement: Moving Tendring Forward to 2021
- Local Jobs for Local People
- Tendring Tourism Strategy 2001-06
- Active Tendring 2006
- Interaction Neighbourhood Management Partnership Delivery Plan, October 2006
- Best Value Performance Plan 2006/07
- Children and Young People's Strategy, 2006-2009
- Comprehensive Performance Assessment District Tour, February 2004
- A Youth Strategy for Tendring 2003 – 2006
- Jaywick: A Baseline Report, Jaywick Agency Group, November 2005
- Tendring Crime & Disorder Reduction Partnership
- Tendring Older People's Survey 2002
- Leisure Plan, 2007

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- Open Space Audit March 2006
- Tendring Citizens' Panel Autumn (MORI survey results), 2006
- Tendring Safer and Stronger Communities Fund: www.tendringdc.gov.uk/TendringDC/Business/Regeneration/Safer+Stronger+Communities+Fund

Essex County Council: www.essexcc.gov.uk

- Local Area Agreements: www.essexcc.gov.uk/vip8/ecc/ECCWebsite/dis/faq.jsp?channelOid=15858&guideOid=71902&oid=72055
- Children and Young People Strategic Partnerships (CYPSPs), October 2004: <http://os.essexcc.gov.uk/CYPSP/index.htm>
- Creative Consequences – Understanding the Value of the Arts in Essex 1999/2000 – 2004/2005 published 2006
- Draft Business Plan for Jaywick Martello Tower, 2004
- Martello Tower Park Proposal, Essex Landscape Design, 2004
- Celebrating Essex: A Shared Vision, 2002: www.essexcc.gov.uk/vip8/ecc/ECCWebsite/content/binaries/documents/Celebrating_Essex.pdf
- Essex County Council Public Art Strategy
- Essex Arts Education Strategy, 2004: www.essexcc.gov.uk/microsites/arts/attachments/Artstart_-_Policy_latest_te.pdf
- Essex on Tour: www.essexontour.org.uk

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Creative Partnerships: www.creative-partnerships.com

- Looking Out, Autumn 2006
- Tendring Local Community TV Channel: A Feasibility Report 8 September 2006, The HUB for Creative Partnerships

Other

- Creating Safer, Stronger Communities, LGA, January 2004: www.lga.gov.uk/Documents/Publication/creatings.pdf
- Real Essex Guide: www.realessex.co.uk
- Department of Culture, Media and Sport: www.culture.gov.uk
- Our Agenda for the Arts in the East of England, Arts Council England, East: www.artscouncil.org.uk/documents/publications/phpfeJl5x.pdf
- Tendring Community Voluntary Services: www.tendringcvs.org.uk

Credits

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Associates

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