

# Tendring Life

A Breath of fresh air

## Clacton Seafront: A New future 2012-2016



Our idea is a simple one, to make Clacton seafront one of the best in the country with attractive high quality modern facilities. We have a clear vision for the future that will bring the coastal defence works needed to protect Clacton and Holland-on-Sea together with a number of key regeneration projects. Some projects are already underway and others are at various stages of development and investment.

Since its Victorian heyday Clacton-on-Sea has been famous as a place for fun, entertainment and relaxation. Clacton now offers huge potential despite changes to the tourism market and declining visitor numbers. It has the capacity to re-invent itself as a truly 21<sup>st</sup> century resort. Our challenge is to build on Clacton's rich heritage and natural assets to create a new image that will appeal to a wider audience of visitors and investors.

Our vision for the seafront is an ambitious one. Achieving it will take a huge amount of work that will, at times, not be easy. We cannot do this alone and we look forward to continuing to work with local businesses, residents and partners in the public and private sectors. Together we can put Clacton firmly back on the tourism map.

### Councillor Neil Stock Leader of the Council



Tendring sits at the northeast corner of Essex and has a brilliant location being less than 50 miles from 7.5 million people in Greater London. It has been growing rapidly for the past two decades and the population of 148,500 is forecast to grow to 172,000 by 2025. Tourism is worth more than £276 million to Tendring and the 6,000 jobs it supports make up 13% of the district's employment.

Clacton is the largest town in the district with a population of over 64,000 and is an important driver of the Tendring economy. It enjoys a strategic location with good quality beaches, family entertainment facilities and a committed local community. The regeneration plan for the town is creating many significant development and investment opportunities along the seafront.

**“Creating a new seafront is exciting – come and help us do it!”**



## 21st Century Clacton Seafront

### 'Building on the Past'

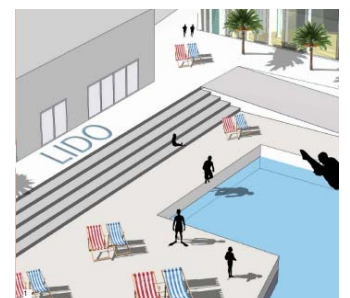
Clacton has the capacity to provide a high quality all year round visitor experience. The seafront has a number of unique and distinctive assets that can be developed to enhance its character and celebrate Clacton's heritage:

- **Beaches** – safe blue flag awarded with unrestricted views out to sea, potential for increased leisure activity such as watersports, beach volleyball and boat trips.
- **Marine Gardens** – five themed gardens, an essential part of Clacton's heritage. Potential to further enhance the experience by improving the promenade walk between them and extending the garden themes to the west.
- **Cliff walks and Promenades** – three promenades provide a unique opportunity to create a variety of experiences. Work has begun on improving the quality of this environment.
- **Heritage** – the seafront has a number of historic and character buildings, most notably the Pier, Pavilion and Martello Towers.
- **Council Assets** – land and buildings along the length of the Clacton and Holland-on-Sea seafront provide the potential for exciting new uses. The Council is keen to attract inward investment to realise this potential.
- **Sea defences** – six kilometres of the existing seawall is in need of extensive repair over the coming years. Built in phases, these new seafront structures will present opportunities for the development of new attractions along its length.

## Celebrate - on - Sea A Framework for Change:

The Council has identified a range of regeneration projects and initiatives for Clacton and its seafront. Celebrate-on-Sea is a comprehensive plan that will guide development and investment. Key aims:

- Develop major new all weather multi-purpose facilities, including new conference/entertainment venues
- Promote investment opportunities to attract leading brands and attractions to Clacton
- Develop a range of 'twilight' activities and events to bridge the gap between the daytime and evening economies
- Work with the private sector to realise the potential of the Council's own sites as catalysts for change
- Expand the events programme to provide activities and attractions throughout the year
- Promote the distinctive character of the seafront
- Exploit opportunities arising from seafront defence works such as a marina or breakwater enclosed Lido
- Work with existing businesses to develop current and introduce new attractions
- Establish a familiar and unique marketing brand.







The Atlanta Gateway

## 21st Century Clacton Seafront

### 'The Opportunities'

The Atlanta Gateway consists of several projects that are at the heart of our vision:

#### Pier Gap

An important gateway to the seafront and the place where most visitors start their experience. Several phases of streetscape works will improve the pedestrian environment and create an events area.

#### Lido and Breakwaters



The need to replace the breakwaters and reinstate the eastern beach as part of the sea defence works presents an opportunity to bring life back to the eastern beach. A new attraction could be

created by combining flood risk design with commercial value and economic benefit. The new breakwater and replacement seawall could create a Lido capable of attracting a larger number of visitors and increased revenue.

#### Pavilion

The Pavilion occupies a strategic location at the gateway to the seafront. Extensive refurbishment by the current leaseholder will greatly enhance the appeal of this key building by providing a wider range of all-weather attractions.



#### Pier

The Pier forms part of the hub of current seafront activity. The largest pier in the country it provides huge potential for extended use and new attractions. We will work with the owners to develop a shared vision for the Pier as an integral and vital part of the seafront



#### Atlanta Complex



The site provides an excellent opportunity to establish a signature facility on the seafront, a catalyst project to realise our ambition. We have commissioned a stunning modern design that makes the most of this site.

Opportunities might include:

- Ground floor beach bar & café
- First floor beach bar and gallery
- Upper terrace restaurant and outdoor BBQ and dining area.

The council is currently seeking a suitable private sector partner to bring the project forward, one that is committed to the development of a high quality independent offer.

## Seafront Gardens

The Marine Gardens are a prized asset, much loved by residents and visitors.

Improvements to the gardens that include better access, lighting and linkage between the gardens and the promenades have brought a new vitality to this seafront zone.



## Martello Tower and Square



The Martello Tower and moat is a unique feature of the seafront. We will work with the leaseholders to widen the current offer, exploring possible new attractions such as

restaurant, boutique hotel or viewing platform.

## Cliff-top Hotel

Clacton needs more high quality accommodation to attract visitors. There is potential for a boutique hotel with a seafront terrace and café overlooking the sea. Modifications and realignment of the road at Marine Parade will create a suitable site for this unique offer at The Anglefields Triangle. We are looking for a suitable development partner to take forward the opportunity.



## New Sea Defences and Marina

The Clacton and Holland seafront defences are suffering from, and threatened by, erosion in the immediate and not too distant future. Over the coming years various technical solutions will be drawn up, some of which will present complementary regeneration opportunities for the seafront.



Innovative projects elsewhere in the country have demonstrated the positive impact of good design in creating new seafront amenities and attractions.



*Cleveley's multi-award winning scheme*

Integrating the seafront regeneration programme with the sea defence works at the design stage will exploit the opportunities that arise. For example, the Council is keen to investigate the feasibility of establishing a marina as part of the sea defence works.



## Development of Council Assets

We have a range of assets and sites along the seafront that could be developed into new attractions or housing. We will be seeking suitable private sector partners to explore the potential.

## Delivering the Future

We have started to deliver the vision. Some projects have been completed, some are underway and some are opportunities that we are seeking suitable partners to help us develop and deliver.

**We've already started – why not come and join us to make Clacton seafront a 21<sup>st</sup> Century attraction?**