

Walton-on-the-Naze

Regeneration Framework

Main Document

January 2010



**“Realising the Potential,
Delivering Prosperity”**

It's my town, AND I WANT...

A strong year round economy

*A unique destination which maximises its
environmental and heritage assets*

*To make Walton-on-the-Naze a place
where people will choose to live and realise
their potential*

To ensure a sustainable Walton

Contents

Introduction: Realising the Potential, Delivering Prosperity	6	Opportunity Sites A & B - Bathhouse Meadows and the Mere	79
Part One: The Case for Regeneration	9	Opportunity Sites C - Martello Caravan Site and Mill Lane Car Park	100
Introduction	10	Opportunity Sites D - Former Town Hall site, Mill Lane	105
Walton-on-the-Naze Today	10	Opportunity Site E - Station Yard	108
Socio-Economic Baseline	13	Opportunity Site F - Pier, Pier Hotel and adjacent area	114
Social Infrastructure	15	Opportunity Site G - Millennium Square Car Park	119
Urban Design Appraisal	19	Opportunity Site H - Crag Walk/Naze Tower	122
Potential Development Sites	21	Improved streets and squares in the town - public realm improvements	124
Policy Framework	24	Shopfront Improvements and Creative Use of Vacant Shops	125
Property Market Assessment	26	Transport and Movement Interventions	126
Transport and Movement	28	Public Realm Development Costs	130
Flood Risk	30	Funding and Inward Investment Strategy	131
Ecology	32	Marketing Strategy	132
Previous and Ongoing Initiatives	34	Regeneration Framework outputs and impact	133
Baseline consultation - postcard and focus groups	34	Economic Impact Assessment	134
Conclusion and Next Steps	35	Conclusion and Next Steps	135
Summary of SWOT	38		
Part Two: The Strategy for Regeneration	43	Part Three: Delivering the Regeneration Strategy	137
Introduction	45	Delivery strategy	138
Developing the Strategy with the Community	45	High Level Delivery Programme	139
The Core Strategic Objectives and Sub Objectives	46	10 Year Action Plan	141
The Interventions	50	Advice for the first 3 years	147
Physical Regeneration – Key Opportunities	72		
Flood Risk Mitigation	75		
		APPENDIX: Community Consultation	151

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INTend is the trading name of Tendring Regeneration Ltd, Tendring District Council's regeneration company.

INTend is currently co-located with the District Council.

CONTACT DETAILS

INTend
Thorpe Road
Weeley
Clacton on Sea
Essex
CO16 9JH

Tel: 01255 686181
Fax: 01255 831291
Email: info@in-tend.org



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List of abbreviations

AOD	Above Ordnance Datum	HRA	Habitat Regulations Assessment
CLG	Communities and Local Government	IDP	Integrated Development Plan
CPO	Compulsory Purchase Order	LDF	Local Development Framework
CWS	County Wildlife Site	LSP	Local Strategic Partnership
DEFRA	Department for Food, Environment and Rural Affairs	MUGA	Multi Use Games Area
DTA	Development Trusts Association	NNR	National Nature Reserve
EA	Environment Agency	NPS	Naze Protection Society
EEDA	East of England Development Agency	ONS	Office for National Statistics
EET	East of England Tourism	POS	Public Open Space
ECC	Essex County Council	RNLI	Royal National Lifeboat Institution
ETA	Essex Tourism Association	SFRA	Strategic Flood Risk Assessment
EWT	Essex Wildlife Trust	SMP	Shoreline Management Plan
GTBS	Green Tourism Business Scheme	SPA	Special Protection Area
HCA	Homes and Communities Agency	SSSI	Site of Special Scientific Interest
HERS	Heritage Economic Regeneration Scheme	TDC	Tendring District Council
HGP	Haven Gateway Partnership	TDLP	Tendring District Local Plan
HMO	Houses in Multiple Occupation	TRC	Tendring's Regeneration Company



INTRODUCTION

The Regeneration Framework for Walton-on-the-Naze; Realising the Potential, Delivering Prosperity

The Regeneration Framework is an ambitious attempt to realise the huge potential of the Town, and deliver long term prosperity for its community.

The Core objectives of the Regeneration Framework, which have been agreed through public consultation, are to:

- Build a strong year round economy – diversifying and extending the local economy to create new business and employment opportunities
- Create a unique destination which maximises its environmental and heritage assets - realising the largely untapped potential of Walton, presented by its natural environment and heritage, to create a destination unlike any other in the region
- Make Walton a place where people will choose to live and realise their potential- a town with a good range of housing, retail, community and leisure facilities which will attract people of all ages and encourage them to stay
- Ensure a sustainable future for Walton - maintaining a balance between economic growth and environmental management

The Framework has been prepared with delivery as the focus. A strategy, 10 year action plan, and spatial masterplan have been prepared to deliver a range of economic, physical and social interventions, which are intrinsically linked to the core objectives above.

Encouraging Investment

Tendring's Regeneration Company, TDC and its partners will need to use this Regeneration Framework as a statement of intent and a tool for lobbying both public funding providers and the private investment market. By understanding the full range of issues and opportunities the document provides an invaluable basis with which to take these conversations forward and set the basis for their implementation.

The Framework provides comprehensive and holistic development proposals, with a clear vision that the market can buy into. Spatial development proposals are clearly linked to a comprehensive strategy for delivery, which if all partners work together to implement, will increase investment in Walton and the wider Tendring area.

Partnership with the Community

Consultation with the community has been an integral part of developing the framework. The aim has been to deliver regeneration proposals where community support and partnership working are a key part in taking forward the ambitious proposals.

Delivery of the Regeneration Framework

This is a plan for the whole Town. A scheme of this complexity cannot be delivered by one agency alone. Tendring's Regeneration Company, via the Clacton and Coastal Towns Project Group has been the lead organisation in setting the ambition for the project to the consultants, and it is proposed that they continue to project manage delivery against the project programme. They will lead only on a proportion of the programmes and projects – those most closely and directly linked to the regeneration agenda. Complete success depends on all partners delivering their part of this ambitious programme.

These are bold, large-scale goals. If they can be achieved, the Town will realise its potential and the community will prosper.

Outputs

The Physical Interventions proposed aim to deliver the following outputs:

Location	Output	Economic and Social Impact
The Mere	200 new homes circa 4,196 sq ft of retail circa 8,763 sq ft of leisure	380 economically active people (1.9: 1 dwelling) 23 jobs (1:215 sq ft) 23 jobs (1:390 sq ft)
Bathhouse Meadows	20 holiday homes 11 new homes	Extending visitor offer and season 20 economically active people (1.9: 1 dwelling)
Martello Caravan Park	250 new homes circa 5,000 sq ft of retail 50 holiday homes 20+ bedroom hotel circa 25-30,000 sq ft food store	475 economically active people (1.9: 1 dwelling) 23 jobs (1:215 sq ft) Extending visitor offer and season 10 jobs (1 employee per 2 bedrooms) 116-139 jobs (1:215 sq ft) 1.12-2.68M annual visitor spend to economic and social impact
Mill Lane / Former Town Hall site	14 new homes circa 4,300 sq ft of retail	26 economically active people (1.9: 1 dwelling) 20 jobs (1:215 sq ft)
Station Yard Car Park	60 new homes 21,850 sq ft of employment	114 economically active people (1.9: 1 dwelling) 64 jobs (1:340 sq ft)
Pier, Pier Hotel and Adjacent Beach	Retirement homes/20+ bed hotel (alternative to 28 new home permission) circa 1,600 sq ft of retail	20 jobs (or 53 economically active people) 7 Jobs (1:215 sq ft)
Millennium Car Park	30 new homes circa 9,688 sq ft of retail/hotel Improved market square	57 economically active people (1.9: 1 dwelling) 45 jobs (1:215 sq ft)
Combined Framework Proposals		565 residential units £6.4M retail spend

Structure of the Regeneration Framework

The Regeneration Framework is split into three sections

- **The Case for Regeneration** – this gives a baseline assessment of Walton as it is today and the aspirations of the local community
- **The Strategy for Regeneration** – this details the range of social, physical and economic interventions which are proposed to meet the regeneration aspirations for the Town
- **Delivering the Regeneration Strategy** – this sets out the 10 year programme and action plan for delivery

Production of the Regeneration Framework

BNP Paribas Real Estate, AECOM Design and Planning and WSP were commissioned by Tendring's Regeneration Company, INTend, to develop the Regeneration Framework.

The project has been overseen by the Clacton and Coastal Towns Steering Group, which is led by INTend, and contains officers from Tendring Council, and Essex County Council.

PART ONE:

THE CASE FOR REGENERATION



Introduction

Prior to preparing a strategy for the regeneration of any town, it is critical to gain a thorough baseline understanding of the area in question. This has been undertaken via a baseline study and initial stage 1 consultation with key stakeholders and residents in Walton. The full baseline study was published in June 2009 and was the first output of the Walton-on-the-Naze Regeneration Framework. A full version of the baseline study can be found on the website of Tendring's Regeneration Company (TRC) www.in-tend.org, and a summary is provided below.

Walton-on-the-Naze Today

Walton-on-the-Naze is a seaside town located at the foot of the Naze, a peninsula on the north Essex coast which divides Hamford Water and the North Sea. Walton emerged as a popular tourist resort in the mid-19th century. Following the completion of a railway link to Colchester, industrial entrepreneur

Sir Peter Bruff undertook extensive development in Walton, including the construction of Marine terrace, the Clifton Baths (now the Pier hotel) and most notably, a new pier which was later extended to become the second longest in the UK.

Historical photos provide an interesting perspective on Walton's heyday. The figure 1.2-1.7 (provided by the Walton Community Project) illustrate buildings and urban form that are likely to have fostered a strong sense of pride and identity for its community and visitors. The maps provided show that the town significantly increased in footprint from the 18th to mid 19th century and it has grown as a seaside resort, with additional facilities including the Walton and Frinton Yacht Club, Picture Theatre (Kinos) and the Albion Hotel.

However, like many English seaside towns, since its heyday, Walton has struggled to adjust to changing tourist trends as holiday makers have increasingly taken advantage of cheap flights, package deals and reliable weather abroad from the 1970s and 1980s onwards.



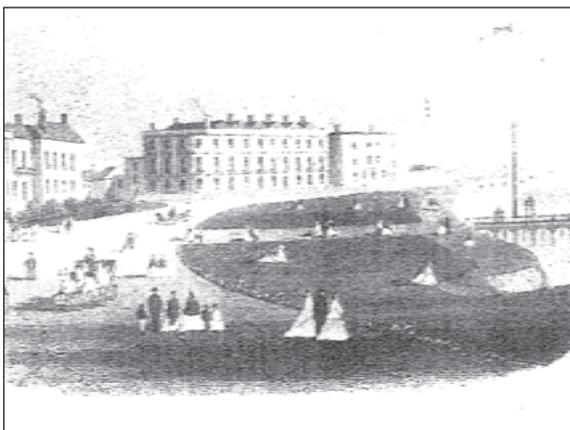
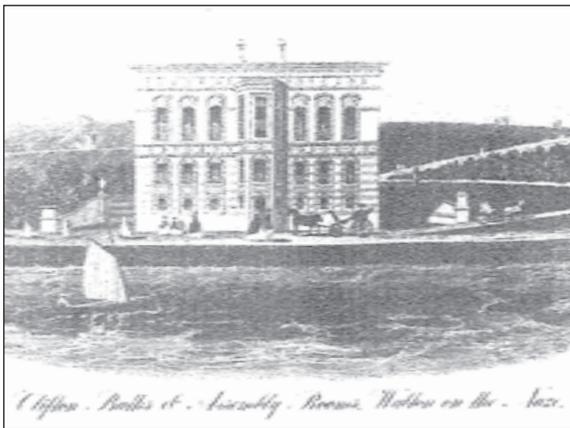


Figure 1.2 (Top)
Train station and adjacent buildings

Figure 1.3 (Middle)
Clifton Baths and Assembly Rooms

Figure 1.4 (Bottom)
Link between the seafront and the town

Figures 1.5, 1.6 and 1.7 – Historic Maps
Historic maps depicting Walton-on-the-Naze in 1880 (top), 1925 (middle) and 1938 (bottom).

This is a national problem, with the English Tourism Council's 2001 report 'Sea Changes' noting that annual domestic trips to coastal towns have declined from 33 million to 22 million over the last 25 years. This fundamental challenge to the economic rationale of coastal resorts is manifest in the fact that today, seaside towns are disproportionately represented among the most deprived areas in England. The 2007 House of Commons DCLG Select Committee report 'Coastal Towns' highlights that seaside resorts today are often characterised by high unemployment, low skills, physical isolation, housing stress, deficient infrastructure and demographic imbalance. Research undertaken by the Centre for Regional Economic and Social Research concludes that declining coastal towns are "the least understood of Britain's 'problem' areas". The DCLG Select Committee report highlights the diverging economic fortunes of seaside towns but identifies a number of commonalities which unite many of England's coastal resorts:

- Lack of economic diversity - Many seaside resorts remain dependent on a narrow and declining 'traditional' visitor offer, resulting in a job market dominated by low-skill, low-wage and seasonal service sector employment. More successful resorts have responded to changing tourist patterns by supplementing their seaside offer with year-round facilities and attractions based around creativity, leisure, heritage, the natural environment and culture.
- An ageing population - Limited job prospects have prompted the steady out-migration of working age adults resulting in a disproportionately old population structure in many coastal areas. Unlike declining industrial and coalfield towns, however, the population of seaside towns has actually increased over the last thirty years as people move to the coast to retire. This imbalance typically places a higher burden on local social and health services. Moreover, few coastal towns have higher education facilities and as a result, young people who want to study have to leave while the lack of jobs stifles the return of skilled graduates. The resultant lack of skills in the local labour market in turn makes it more difficult to attract firms in dynamic, knowledge-intensive industries.

- Housing stress - The 2007 House of Commons Committee report suggests the housing markets of many coastal towns are characterised by a dual economy – high house prices alongside a large and poor-quality private-rented sector, resulting in an acute shortage of affordable homes. Despite the out-migration of younger people, the overall increase in population has kept property prices high in many coastal resorts. The relatively high incidence of second-home ownership in seaside towns can further constrain supply and increase prices. Much accommodation in the private-rented sector is unfit for contemporary needs, with a prevalence of deteriorated former hotels and guesthouses converted to residential use. The result is a large number of houses in multiple occupation (HMO). This lack of affordability and poor quality private-rented sector acts as a further barrier to attracting and retaining younger people and families.
- Physical isolation - Typically located at the 'end of the line', many coastal towns are remote from regional commercial centres and suffer from poor accessibility, which can increase the perceived risk of investment. Their position by the sea imposes a '180 degree hinterland' (House of Commons CLG Committee, 2007) which limits passing trade and halves the potential catchment area for local businesses. The increased risk of flooding associated with climate change is likely to impact particularly severely on coastal regions and disproportionately hinder investment and development.

Contemporary Walton displays a number of these key characteristics, but despite the common experiences which unite many English coastal towns, a successful Regeneration Framework will need to respond to Walton's specific set of challenges, understand the aspirations of the local community and build on its distinctive character and unique assets.

Specific to Walton, the baseline assessment identified the following:

Socio-Economic Baseline

Using a range of data sources such as the 2001 Census and NOMIS online labour market statistics, the Baseline Report set out the socio-economic baseline for Walton. The findings helped to identify potential issues to be addressed by the emerging Regeneration Framework.

Age Cohorts	Walton	Frinton	Pier (Clacton)	Tendring	East of England	England	Source
Aged 0-9	9%	7%	10%	11%	12%	12%	ONS (2001)
Aged 10-15	6%	6%	7%	7%	8%	8%	ONS (2001)
Aged 16-19	3%	3%	5%	4%	5%	5%	ONS (2001)
Aged 20-29	8%	5%	11%	8%	12%	13%	ONS (2001)
Aged 30-64	40%	37%	41%	44%	47%	46%	ONS (2001)
Aged 65+	33%	42%	26%	26%	16%	16%	ONS (2001)
Total People	100%	100%	100%	100%	100%	100%	ONS (2001)

Figure 1.8 – Population age comparisons across local towns, district, regional and national level

Industry of Employment	Walton	Frinton	Pier (Clacton)	Tendring	East of England	England	Source
Agriculture, hunting and forestry	2.108%	1.820%	1.023%	2.397%	1.900%	1.453%	ONS (2001)
Fishing	0.211%	0.000%	0.000%	0.052%	0.025%	0.024%	ONS (2001)
Mining and quarrying	0.281%	0.316%	0.000%	0.181%	0.212%	0.247%	ONS (2001)
Manufacturing	8.995%	9.889%	10.678%	12.317%	14.467%	14.832%	ONS (2001)
Electricity, gas and water supply	0.351%	0.000%	0.192%	0.565%	0.629%	0.711%	ONS (2001)
Construction	11.033%	7.832%	9.399%	8.818%	7.617%	6.755%	ONS (2001)
Wholesale and retail trade, repairs	17.358%	17.089%	17.072%	18.109%	17.287%	16.853%	ONS (2001)
Hotels and restaurants	6.676%	4.114%	9.527%	4.961%	4.164%	4.731%	ONS (2001)
Transport, storage and communications	6.395%	5.301%	6.650%	9.043%	7.415%	7.085%	ONS (2001)
Financial intermediation	2.811%	5.775%	4.731%	4.629%	5.811%	4.804%	ONS (2001)
Real estate, renting and business activities	8.784%	12.658%	7.353%	9.114%	13.308%	13.210%	ONS (2001)
Public administration and defence, social security	4.076%	4.430%	3.900%	4.541%	5.159%	5.663%	ONS (2001)
Education	6.254%	10.127%	5.946%	7.030%	7.338%	7.738%	ONS (2001)
Health and social work	16.796%	14.082%	15.921%	13.158%	9.684%	10.698%	ONS (2001)
Other community, social and personal service activities	7.660%	6.329%	7.353%	4.972%	4.674%	5.042%	ONS (2001)
Private households with employed persons	0.211%	0.237%	0.256%	0.104%	0.096%	0.096%	ONS (2001)
Extra-territorial organisations and bodies	0.000%	0.000%	0.000%	0.009%	0.217%	0.060%	ONS (2001)
All People	100.000%	100.000%	100.000%	100.000%	100.000%	100.000%	ONS (2001)

Figure 1.9 – Walton's Employment Sector Breakdown

Employment & Unemployment	Walton	Frinton	Pier (Clacton)	Tendring	East of England	England	Source
Employees	73%	72%	71%	81%	82%	82%	NOMIS (2001)
Self Employed	19%	24%	17%	13%	13%	12%	NOMIS (2001)
Unemployed	9%	4%	12%	6%	4%	6%	NOMIS (2001)
In Employment	91%	96%	88%	94%	96%	94%	NOMIS (2001)

Figure 1.10 – Employment and Unemployment

Qualifications	Walton	Frinton	Pier (Clacton)	Tendring	East of England	England	Source
No qualifications	43%	28%	42%	38%	28%	29%	ONS (2001)
Level 1 qualifications	15%	14%	17%	18%	18%	17%	ONS (2001)
Level 2 qualifications	17%	23%	16%	18%	21%	19%	ONS (2001)
Level 3 qualifications	6%	8%	6%	6%	8%	8%	ONS (2001)
Level 4 / 5 qualifications	10%	19%	10%	11%	18%	20%	ONS (2001)
Other qualifications: Level unknown	9%	8%	8%	9%	7%	7%	ONS (2001)
All People (aged 16+)	100%	100%	100%	100%	100%	100%	ONS (2001)

Figure 1.11 – Qualifications

Figure 1.8 shows that although Walton has a smaller proportion of people aged over 65 than neighbouring Frinton (42% compared to 33%), Walton nevertheless conforms to the characteristic of many coastal towns across the UK in having a relatively old age profile. This has an impact in relation to the potential number of economically active people and in maintaining a thriving year-round economy. Moreover, it could indicate that young people are leaving when they reach working age in search of employment opportunities.

Figure 1.9 highlights that the key employment industries within Walton are wholesale, retail trade and repairs (17%), health and social work (17%) and construction (11%). Additionally, the percentage of people employed in the health and social work sector in Walton is higher than that of all comparison areas, including the regional and national figures. This is possibly a reflection of Walton’s relatively older population structure. In addition, Walton is characterised by a greater proportion of people working in hotels and restaurants (7%) than Frinton (4%), which could indicate Walton’s greater reliance on tourism. It must be noted that this information is taken from the 2001 Census and does not therefore take into account the current economic downturn, which could have affected the construction, financial and tourism industries in particular.

Figure 1.10 indicates that within Walton, 91% of the economically active population (aged 16-64 males and 16-59 females) are in employment, compared to 96% in Frinton. The Pier ward however, has the highest

unemployment rate (at the time of the 2001 Census) with only 88% in employment. The unemployment figure of 9% is therefore over twice as high as Frinton, and one third higher than both the district and national figures. These employment outcomes are likely to be linked to levels of qualification in Walton. The proportion of people with no qualifications in Walton (43%) is significantly above the district, regional and national averages. Moreover, the proportion of people with higher level qualifications in Walton (10%) is roughly half the national and regional average.

The key findings from the Socio-Economic Baseline are as follows:

- A relatively elderly age profile compared to the regional and national average
- Fewer economically active residents than neighbouring Frinton and when compared to the regional and national average
- Larger proportion of affordable housing than comparators, apart from at the national level
- A relative shortage of basic and advanced qualifications
- Highest proportion of employment in wholesale, trade and repairs, social work and construction
- A significant incidence of long-term unemployment and incapacity benefit
- Walton town centre has the highest crime rate within Walton and Frinton

Social Infrastructure

The Baseline Report provided an assessment of the current provision of social infrastructure within Walton. The findings helped to identify whether there is sufficient existing capacity to support the local population with any gaps being addressed by the emerging Regeneration Framework. Using a range of research techniques, information was gathered in relation to the following social infrastructure categories:

- Education - Primary, Secondary & Post-16 education
- Health - GPs, Dentists and Acute care
- Leisure & Recreation
- Open Spaces
- Social & Community - Community facilities and Libraries
- Emergency Services - Police, Fire, Ambulance, Coastguard, RNLI

GP Surgery	Number of GPs	Distance/Radius	Source
Dr Roper & Partners*	7	0.2 miles	NHS Choices (2009)
Dr Harrison & Partners	3	1.2 miles	NHS Choices (2009)
Dr Roper & Partners*	7	1.8 miles	NHS Choices (2009)
Total	10		NHS Choices (2009)

Figure 1.12 – Number of GPs and distance from Walton

*Same GPs work at different branch practices

Dentists	Number of GPs	Distance/Radius	Source
Turner	2	1.1 miles	NHS Choices (2009)
Parker, Barry & Keady	2	1.4 miles	NHS Choices (2009)
Dundas & Dooley	2	1.4 miles	NHS Choices (2009)
Total	6		NHS Choices (2009)

Figure 1.13 – Number of Dentists and distance from Walton

Name of Hospital	Total Number of Beds	Distance/Radius	Source
Fryatt Hospital and Mayflower Medical Centre	37	6.0 miles	Colchester VTS (2009)
Clacton and District Hospital	118	6.6 miles	Colchester VTS (2009)
Colchester General Hospital	611	16.3 miles	Colchester VTS (2009)
Essex County Hospital	56	16.4 miles	Colchester VTS (2009)
Total	822		Colchester VTS (2009)

Figure 1.14 – Acute Healthcare provision and distance from Walton

Figures 1.12, 1.13 and 1.14 indicate that Walton is well served in terms of health care. There are three dentists' facilities within a 1.4 mile radius of Walton. This journey is approximately five minutes in a car or 30 minutes walking time indicating relative ease of access. The Fryatt and Clacton & District Hospitals, both located within 7 miles of Walton, have a combined total of 155 beds, with the latter having a further 56 specialist acute beds for the elderly. Additionally, within Colchester General Hospital the Gainsborough Wing has recently been opened and accommodates specialist care of the elderly wards.

The Columbine Centre is a popular multi-purpose entertainment destination located by the seafront that includes Friday night cinema, private functions and theatrical shows as well as hosting the Walton & District Indoor Bowls Club. Local swimming pool provision is located within Walton, adjacent to the Columbine Centre at the Frinton & Walton Swimming Pool.

Name of Facility	Address	Source
Frinton & Walton Swimming Pool	Princes Esplanade, Walton-on-the-Naze	Active Places Power (2009)
Frinton Fitness	Frinton Tennis Club 36 Holland Road, Frinton-On-Sea	Active Places Power (2009)
Frinton Golf Club	Frinton Golf Club, 1 The Esplanade, Frinton-On-Sea	Active Places Power (2009)
Frinton Lawn Tennis & Squash Club	36, Holland Road, Frinton on Sea	Active Places Power (2009)
Walton & District Indoor Bowls Club	Columbine Centre, Walton-on-the-Naze	Active Places Power (2009)
Coronation recreation ground*	Prince's Esplanade	Active Places Power (2009)
Frinton Park Playing Field*	Jubilee Way, Frinton-on-Sea	Active Places Power (2009)
Kirby Playing Fields*	Halstead Road, Kirby le Soken	Active Places Power (2009)

Figure 1.15 – Leisure and Recreation Provision

*Recreation grounds

Name of Facility	Description
James Stevens Lifeboat Restoration	The refurbishment of the oldest surviving motor lifeboat (ongoing project)
Markets	Consists of around 70 market stalls, taking place on Thursdays (Mondays in the summer months)
Nature Boat Tours	Wildlife boat trips, to see seals, sea birds and fantastic views of the beautiful backwaters.
Naze Tower	A well known local land mark, the Naze Tower is also an Art Gallery, Museum and Café
Pier & Amusements	The second longest pier in Great Britain with one of the world's oldest operating amusement parks. With tenpin bowling, rides, bingo and refreshments
Sea Fishing	Sea fishing by boat or sea angling off the pier. Catch Skate, Bass and Cod in season
Skateboard Park	Opened in March 2003 our skateboard park is suitable for beginners to advanced skaters
The Columbine Centre	Holds regular events such as; Friday night cinema, Sunday indoor boot sale and theatrical shows
'The Naze'	Peninsula consisting of around 50 acres of acid grass coastal heath land and 50 acres of scrub woodland with about 200 acres of salt marsh to the north of the sea wall.
Titchmarsh Marina	Boat sales, chandlery and Harbour lights licensed bar and restaurant
Walton & Frinton Yacht Club	Traditional boat manufacture and panoramic views of the backwaters
Walton Maritime Museum	Housing a collection of Walton memorabilia in the old lifeboat house
Wildlife Walks	Walk along the backwaters for an alternative view of Walton, which is extremely rich in bird life and geology

Figure 1.16 – Social & Community Facilities in Walton

There are three main recreation grounds in the local area. The Coronation Recreation Ground is located within Walton, and the Frinton Park and Kirby Playing Fields are located within relative ease of access and proximity of the ward.

Walton currently has many social and community facilities that are also key attractions for visitors and tourists to the area, of which many are included in the Walton Guide. The Columbine Centre, as a key local leisure and recreation facility, also holds a coffee shop and licensed bar, a 350 seat fully-equipped theatre and has rooms to hire for meetings, training and seminars.

Walton has the second longest pier in the UK with one of the world's oldest operating amusement parks, including facilities for the local community and tourists alike such as ten-pin bowling, bingo and refreshments. Furthermore, a busy weekly market located just off the High Street and the Titchmarsh Marina are both lively social destinations, with the Naze Tower also a popular cultural facility with its museum and art gallery.

The key findings from the Social Infrastructure baseline are as follows:

- Walton has a range of social infrastructure provision, sharing a number of key resources with neighbouring Frinton.
- There are two primary schools, but secondary and post-16 education is located in Frinton
- Walton has a good supply of GPs, dentists and acute healthcare bed provision within relative ease of access.
- Much of the local leisure and recreation facilities are located within Frinton, although the Columbine Centre (home of the Walton & District Indoor Bowls Club), Coronation Recreation Ground and Frinton and Walton Swimming Pool are located within Walton.
- There is an initial indication of good open space provision within Walton, including 15.78 hectares of surplus open and recreation space.
- In terms of emergency services, there is a police station with 16 staff located within Walton, and fire and rescue services are provided through Frinton Fire Station. There are six ambulances and two response cars which serve Walton
- Particular focus on the tourism sector. These include the pier, Naze Tower, amusements and the marina in particular, as well as the Maritime Museum, 'The Naze', wildlife and nature reserves and beaches along the Walton coastline.

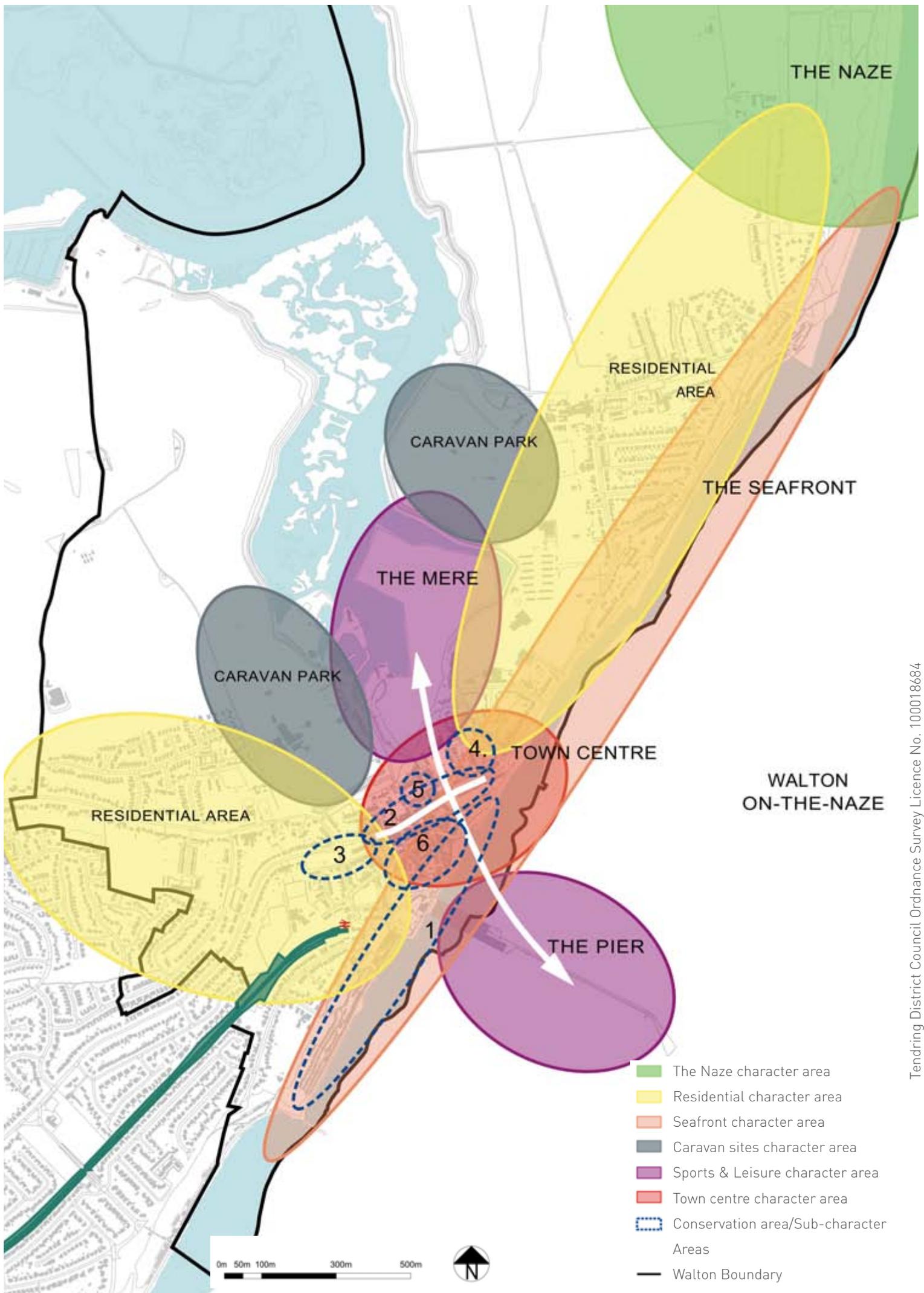


Figure 1.17 Walton Character Areas and Conservation Character Areas

Urban Design Appraisal

In terms of its urban form and character, Walton-on-the-Naze can be divided into seven distinct character areas as described in Figure 1.17.

1. The seafront stretching North to South
2. The Victorian town centre
3. The two residential areas
4. The two caravan parks
5. The Pier
6. The Mere
7. The Naze

In many respects these individual areas turn their backs to each other and function as independent entities. The town centre acts as a central core, where many of the areas converge, the key links between and through this area need improving to better connect the whole town.

One of the challenges here is to create permeability and relationships between the constituent parts through the centre.

The Town Centre

Walton-on-the-Naze town centre is in close proximity to the seafront on the south and the Mere in the north. It in effect has two waterfronts. Today the town centre turns its back to the Mere, while lacking a strong connection with the Pier and the seafront. There is potential to create an axis between these two destinations with the town centre acting as a core and joining point. This could turn this constrained and introverted central space into a permeable and attractive urban core.

The Mere

Originally a private boating facility, the Mere today is no longer in use and is in need of restoration. Access to it from the town centre is unattractive, particularly for pedestrians. Enhancing the attractiveness and accessibility of this natural site is essential. The Mere has the potential to become a second waterfront with the opportunity to create a major sports & leisure attraction but also to open the town centre to the backwaters.

The Pier

Walton Pier is part of a typical British seaside holiday aesthetic. Bright colours and bold signs contrast with the more restrained, now empty Pier Hotel. The building is an attractive structure, whose qualities, style and historical identity could help improve this part of the town. The public space and promenade around the Pier and hotel lacks interest and does not serve to draw pedestrians down to the area. The colonnade space under this promenade to the north of the pier provides an attractive and interesting interlude along the seafront, which is currently underplayed, with potential for attractive cafés and small shops to develop.

The Caravan Parks

The caravan parks, whilst contributing to the tourism economy of the town, in urban design terms, can be viewed as constraining town centre development. Given that various constraints limit potential for expansion in all directions, the opportunities to develop the town centre functions and improve its relationship with the Mere and Backwaters should be explored.

The Seafront

Walton's seafront benefits from clean sandy beaches and popular beach huts. This character area is one of the most important assets of this town and should be given due attention in the Regeneration Framework. The waterfront promenade and Parade do not significantly or positively contribute to these assets though and consideration will need to be given to enhancing this area to establish a suitable urban waterfront promenade.

The Naze

The Naze is a robust public open space, home to numerous animal species and an important landfall for migrating birds. The area's natural landscape assets (70 ft high cliffs, beach and green open space) combined with the presence of the Naze Tower with its café; museum, art gallery and observatory provide an alternative offer to the other attractions in Walton, with a sense of peace, quiet and relaxation compared to the more lively aspects on the town.

The Conservation Area Character Area Appraisal

The Council's Conservation Area Character Appraisal (adopted in March 2006) divides the Walton component of the conservation area into six Character Areas. These Conservation Area Character Areas will need to be considered in partnership with the wider strategic character areas set out above. These areas are identified in the Walton Character Area and Conservation Character Areas Map (Figure 1.17)

1. The Seafront
2. High Street
3. All Saints Church and surroundings.
4. Saville Street and North Street
5. Alfred Terrace.
6. Between High Street and the Seafront



Potential Development Sites

As part of the baseline review, consideration was given to sites which have previously been proposed or considered for development with reference to the following documents:

- Sites allocated for development in the adopted Tendring District Replacement Local Plan
- Tendring District Replacement Re-Deposit Draft Local Plan Omission Sites
- Responses to Tendring District Council 'Call for Sites' undertaken as part of evidence gathering for the LDF
- Areas considered by Tendring District Council for settlement expansion to accommodate housing growth requirements
- Other sites for consideration

The key messages which emerged from the baseline review of potential development sites were as follows:

- The availability of brownfield land for development within the town and the potential for expansion is limited due to:
 - Current safeguarding of land under adopted Local Plan policy for existing caravan parks or employment uses
 - Environmental constraints, notably flood risk and environmental and landscape designations
- The only development sites of any significant size which have been identified in the town are:

The Martello Caravan Park- The Council has resisted redevelopment of the site on the grounds of strategic policy (housing requirements) and the impact of the loss of visitor accommodation and facilities for tourism and the local economy. It will, however, be a key site in the regeneration of the town and in particular, in improving the attractiveness of the town to visitors and financing the restoration of Walton Mere. Both the Council and Inspector have accepted that a package of

proposals (including the possible development of land to the south of the Mere) will be required to fund necessary works. A key consideration will relate to development viability and phasing and the potential for visitor accommodation and tourism/ leisure facilities as part of a viable development mix. A comprehensive approach to development in the vicinity of Walton Mere is recommended which incorporates the Martello caravan site, the Mere and adjoining land

Titchmarsh Marina - The Titchmarsh marina is a key local business and the expansion and diversification of activities could benefit the local economy and increase the attractiveness of Walton to visitors. However, the marina is not well integrated with the town and it will be necessary to consider its future use and potential expansion in relation to wider objectives for regeneration of Walton including the creation of improved linkages to the town

- In addition, it is considered that the following sites may have potential to contribute to the achievement of regeneration objectives as part of a comprehensive development framework:

Harmers Foundry- vacant industrial site providing important access to Hamford Water. A comprehensive review of this area is recommended including opportunities for improved public access to the waterfront and environmental enhancement

Station Yard- potential for a high quality development which will improve the image of Walton and create an attractive gateway to the town. There is potential to consider development of the site in combination with adjoining land to create a more viable development opportunity

The former Pier Hotel and Pier Approach

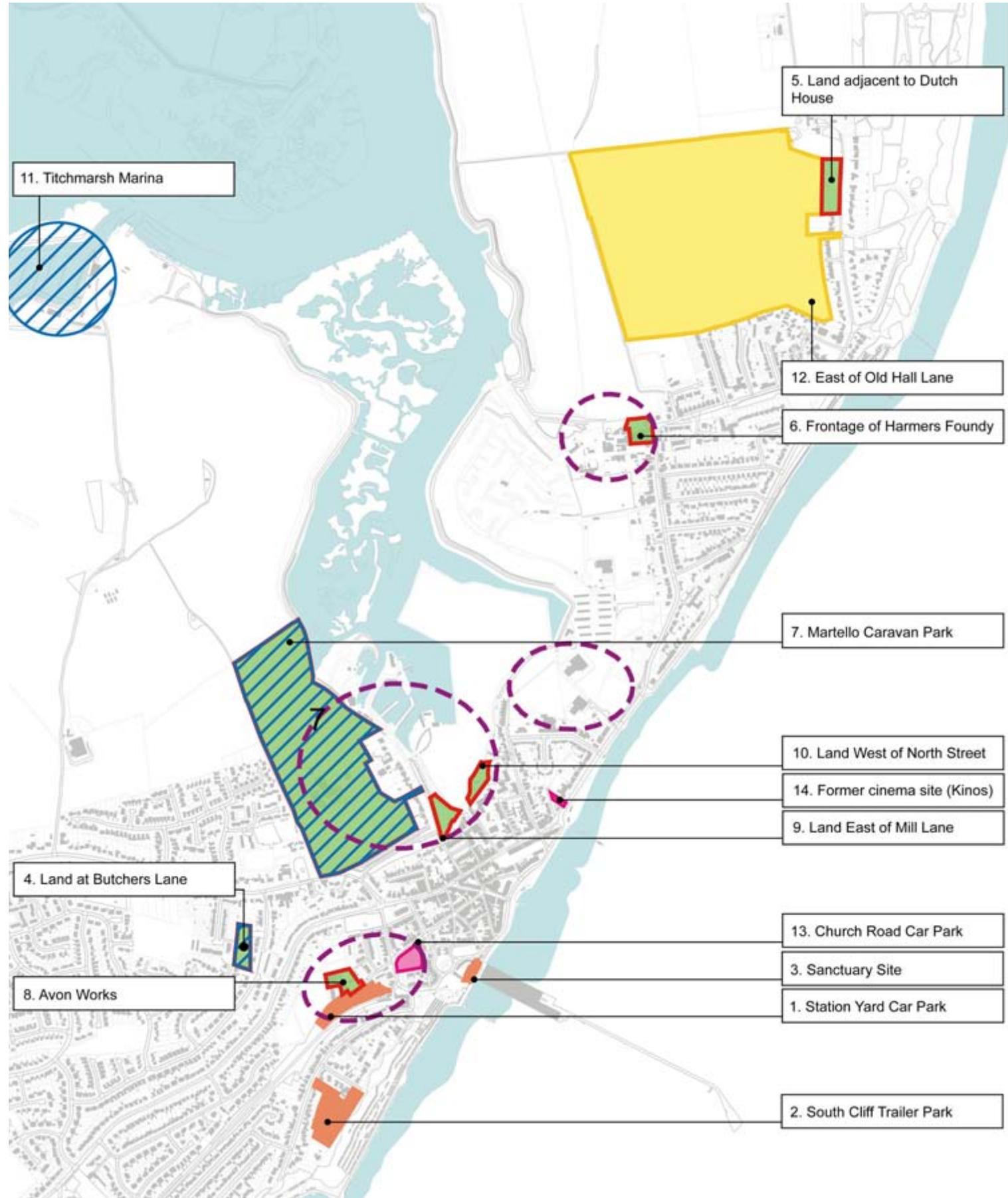
Bathhouse Meadows including the swimming pool and the Columbine Centre

Church Road Car Park (understood to have contamination issues)

- The future use and development of these sites will need to be considered within the context of the regeneration framework and strategic objectives.

The key findings from the potential development site assessment are as follows:

- The need for a comprehensive approach to development to maximise development opportunities and deliver wider planning benefits such as the restoration of the Mere;
- The need to deliver an appropriate and sustainable mix of residential, commercial and leisure development;
- The need to review potential development sites and capacity against strategic development requirements in order to establish an appropriate scale of development within the town.



- Sites allocated in local plan
- Local plan omission sites
- Area for potential expansion considered in core strategy spatial options
- Sites identified in response to 'Call for sites'
- Potential for comprehensive approach to development
- Other potential development sites

Figure 1.18 - Development Site Opportunities

Policy Framework

The baseline report provided an overview of the planning and strategic policy framework within which Walton-on-the-Naze sits. It set out national, regional, sub regional and local policy considerations for the emerging Regeneration Framework.

The emerging Tendring Core Strategy includes four options for the location of future growth in the District as set out in Figures 1.19 and 1.20. Each of these 'Spatial Strategies' has different implications for Walton in terms of job and housing allocations. The distribution of this growth will determine the scope of housing interventions within the Regeneration Framework.

		Harwich & Dovercourt	Colchester Eastern Fringe	Clacton & Jaywick	Walton & Frinton	Lawford, Manningtree & Mistley	Brightlingsea	TOTAL
1. Priority Areas for Regeneration	Homes	3,000	0	3,500	0	0	0	6,500
	Jobs	3,000	0	3,500	0	0	0	6,500
2. Incremental Growth	Homes	1,000	0	3,500	1,000	500	500	6,500
	Jobs	3,000	0	3,500	1,000	500	500	8,500
3. Economic Potential	Homes	2,000	800	2,500	600	300	300	6,500
	Jobs	3,000	1,300	3,500	1,000	500	500	9,800
4. Hybrid Approach	Homes	1,000	0	3,500	1,000	500	500	6,500
	Jobs	3,000	1,300	3,500	1,000	500	500	9,800

Figure 1.19 - Distribution of New Homes and Jobs associated with Spatial Strategy Options

Source: Tendring District Council Core Strategy Discussion Document – Issues and Possible Options, March 2009

Frinton & Walton

Option 1 - Eastward expansion of Frinton towards Great Holland

Option 2 - Expansion in the vicinity of Kirby Cross

Option 3 - Expansion northwards in the vicinity of Turpins Farm

Option 4 - Expansion at Walton-on-the-Naze

Option 5 - A combination of options 1 to 4



Figure 1.20 Discussion Document – Issues and Possible Options, March 2009

Source: Tendring District Council Core Strategy

The key findings from the Baseline Policy Review are as follows:

- Current Local Plan makes provision for only limited development in Walton consistent with local need
- However, Tendring's emerging Core Strategy is an opportunity to reconsider growth options and strategic priorities for Walton
- The emerging Core Strategy could endorse a spatial strategy which supports job and housing growth in Walton/Frinton as part of significant housing and job growth in the East of England under Growth Areas and Growth Point Programmes
- Walton sits within Haven Gateway sub region's 'Growth Point' and has access to funding for regeneration initiatives from central government
- Conservation Area designation and Management Plan provide the context and framework for promoting heritage-led regeneration
- Walton Mere and Walton Pier sites have potential to accommodate new leisure development which will help promote a year-round tourist offer
- Land for new development is limited by a number of factors:
 - 180° hinterland imposed by coastal location.
 - Coastal Protection Belt designation associated with flood risk
 - Green Gap designation which safeguard rural character, encourage biodiversity and prevent coalescence of urban areas.
 - Environmentally sensitive natural assets
- The identified annual need for affordable housing alone considerably exceeds annual growth targets for all types of housing
- There are limited identified housing and employment sites within Walton's town centre boundaries. This may conflict with regional housing and job growth targets and the national policy direction for mixed use centres (particularly PPS1, PPS3, and PPS6)

Property Market Assessment

A significant proportion of Walton's 2,054 household units are 2 and 3 bed private properties, essentially family sized housing. However, Walton has a smaller private tenure proportion for both houses and flats (85.4%) than that of its neighbours Frinton (97.6%) and Pier (95.3%), and subsequently a higher social rented tenure.

Values are approximately 35% less than those found in adjacent Frinton on Sea, where 1 bed flats demand an average asking price of £161,869, 2 bed flats an average of £231,202 with 3 bed houses at £238,493. The disparity in values demonstrates the different buyers attitudes to Walton's nearest neighbour.

As Figure 1.22 confirms, there is limited demand for 1 bedroom properties in Walton, with few first-time buyers. In addition, this situation has been exacerbated by an over-supply of 1 bed properties over recent years. Properties consisting of 5 bedrooms are less desirable as many of these properties have functioned as B&B guest houses and are now closing, and the properties are too large for the needs of couples looking to retire in the area. Many of these properties have been regarded as development opportunities for conversion to self-catering flats by developers/investors, resulting in the relatively high percentage of flats found in Walton and the initial discounted values of the properties.

Number of Bedrooms	Walton	Frinton	Pier (Clacton)	Tendring	East of England	England	Source
1 bed	15.3%	7.5%	30.3%	10.5%	10.7%	12.6%	ONS (2001)
2 bed	29.4%	25.7%	27.5%	27.8%	18.7%	20.0%	ONS (2001)
3 bed	24.7%	19.5%	11.3%	26.8%	27.2%	27.1%	ONS (2001)
4 bed	15.4%	15.2%	11.1%	17.1%	20.4%	20.5%	ONS (2001)
5 bed	7.7%	10.3%	8.5%	8.4%	10.1%	9.2%	ONS (2001)
6+ bed	7.5%	21.7%	11.4%	9.6%	12.9%	10.6%	ONS (2001)
Total*	100%	100%	100%	100%	100%	100%	ONS (2001)

Figure 1.21 – Number of Bedrooms

*Occupied Household Spaces

Average current values	Walton	Greater Colchester	National
1 Bedroom properties	£82,700	£98,800	£148,100
2 Bedroom properties	£152,800	£138,300	£157,900
3 Bedroom properties	£155,700	£170,200	£172,100
4 Bedroom properties	£213,200	£246,800	£286,200
5+ Bedroom properties	£195,100	£347,900	£465,200

Figure 1.22- Property Values in Walton

The key findings of the Baseline property market assessment are as follows:

- Relative property values are lower in Walton than Frinton and the other neighbouring areas. This fails to attract development and investment from the private sector.
- Development economics only work at the upper end of the property values where at present there is not the demand in Walton to produce these values. As build costs will not be reduced in line with property values, developers cannot realise the profits required to justify the associated development risks, and properties priced incorrectly at Frinton prices in an attempt to realise this profit will not sell.
- There is a requirement for measures to be taken to increase values in Walton through public sector investment to stimulate private sector investment. This needs to be generated through:
 - providing attractive sites for development;
 - the production of a number of pump priming initiatives by the public sector;
 - production of a framework for investment; e.g. the Regeneration Framework needs to support major new investment in the town, not just small development schemes.
 - A clearer framework/strategy for development in the town. At present there are no definitions to areas of activity within the town.
- At present there are only small scale employment areas within the town and a lack of suitable sites and premises to meet the needs of new and expanding businesses,
 - There needs to be more cohesion and support for enterprise areas, including areas which are also well developed, such as the beach front, to encourage greater activity on that location. Other areas include The Mere, Naze Tower and the railway station.
- This should be in co-ordination with a strategy for visitor attractions, where there needs to be a clear strategy to providing accommodation and a hierarchy of facilities; e.g. caravans, B&Bs and hotels. The market that Walton currently caters for needs to be expanded and the town is reliant upon a cohesive tourist strategy from which individual providers can interpret and provide for accordingly. For example, shop owners need to understand what market they are providing for, and service that market accordingly.

Transport and Movement

Walton town centre comprises a number of generally narrow Victorian Streets with the main centre along Walton-on-the-Naze High Street. The relatively small-scale of the town means many of its attractions are accessible by foot. As Walton-on-the-Naze sits on a peninsula, the transport network, including road and rail, terminates in the town.

The key findings of the Baseline Report are as follows:

- Walton is characterised by relatively easy rail links to Colchester and London
- Walton lacks the capacity to cope adequately with peaks in road network and car park demand over the summer months
- Transport improvements within Tendring will make Walton more accessible
- There is potential to review Walton's car parking strategy and capacity to free up development opportunities
- Public realm interventions would help to improve the pedestrian environment and increase connections between key attractions and transport nodes

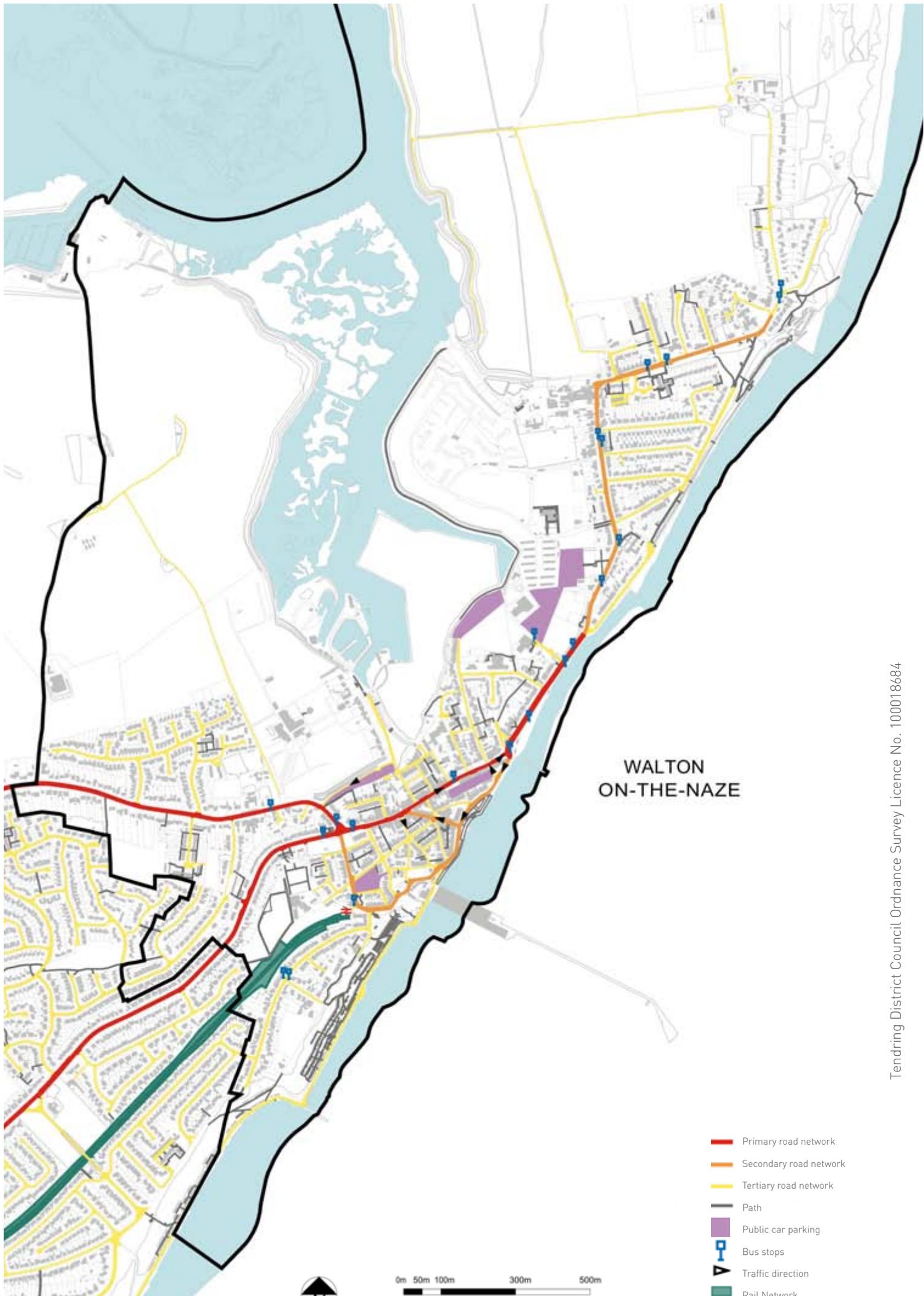


Figure 1.23 - Transport and Movement

Flood Risk

A large part of Walton is shown to be at risk of tidal flooding, so an assessment of the flooding constraints to development is a key input to any regeneration strategy. The Baseline Report provided an assessment of flood risk based on verbal consultation with the Environment Agency Development Control Engineer and by review of the recently completed Level 2 Strategic Flood Risk Assessment (SFRA).

The key findings of the assessment were as follows:

- All land below 3.92 mAOD is currently in Flood Zone 3. In these areas only 'Water-Compatible' uses such as water-based recreation and amenity open space will generally be allowed. Where there are existing developments, the overall risk should not be increased and 'Less Vulnerable' uses such as commercial developments should be allowed with suitable flood resilience.
- All land below 4.9 mAOD in Walton is predicted to be in Flood Zone 3 by 2100. All development needs to consider the residual risks associated with this and will generally require floor levels a sufficient freeboard above this level and safe access to areas outside the flood risk area.
- The seafront is considered to be adequately defended and the SMP is considered likely to recommend that this is maintained and improved to allow for climate change. However, the Hamford Water defences are considered to be at risk of breaching and this places many low lying parts of central Walton at 'High Hazard' level, which puts life at risk.

The Practice Guide to PPS25 provides further advice on the application of the Exception Test to areas requiring redevelopment or regeneration, including the need "to satisfy the final part of the Exception Test, that the development will be safe and will not increase flood risk elsewhere". New developments should be designed such that the health, safety and welfare of people are appropriately managed through, for example, mitigating the potential impacts of flooding through design and resilient construction and the provision of safe access routes above design flood levels.

The following are potential development options for areas at risk of flooding (Flood Zone 3):

- 'Water-compatible Development'. This includes: docks, marinas and wharves; ship building, repairing and dismantling, dockside fish processing and compatible activities requiring a waterside location; water-based recreational activities; and amenity open space, outdoor sports and recreation and essential facilities such as changing rooms.
- 'Less Vulnerable' uses where these already exist or as a replacement for 'More Vulnerable' or 'Highly Vulnerable' uses. 'Less Vulnerable' uses include commercial, retail establishments, food outlets and non-residential institutions other than health services, nurseries and educational establishments. Buildings will need to be assessed in relation to the residual risk of flooding and the cost of flood resilience measures.
- Where 'More Vulnerable' uses are proposed, such as residential dwellings, these will need to replace existing 'More Vulnerable' or 'Highly Vulnerable' uses and generally not increase the number of people at risk. Caravans might be replaced by two-storey residential units (both 'More Vulnerable'). The PPS25 Sequential and Exception Tests will need to be passed for 'More Vulnerable' development. The key aspects that will need agreement with emergency services and the Environment Agency are safe access and building floor levels and resilience to deep high-velocity flood water.
- Areas closer to a level of 4.9 mAOD may be the subject of ground raising to remove them from flood risk zones. Safe access will also be a consideration if not connected to higher ground.

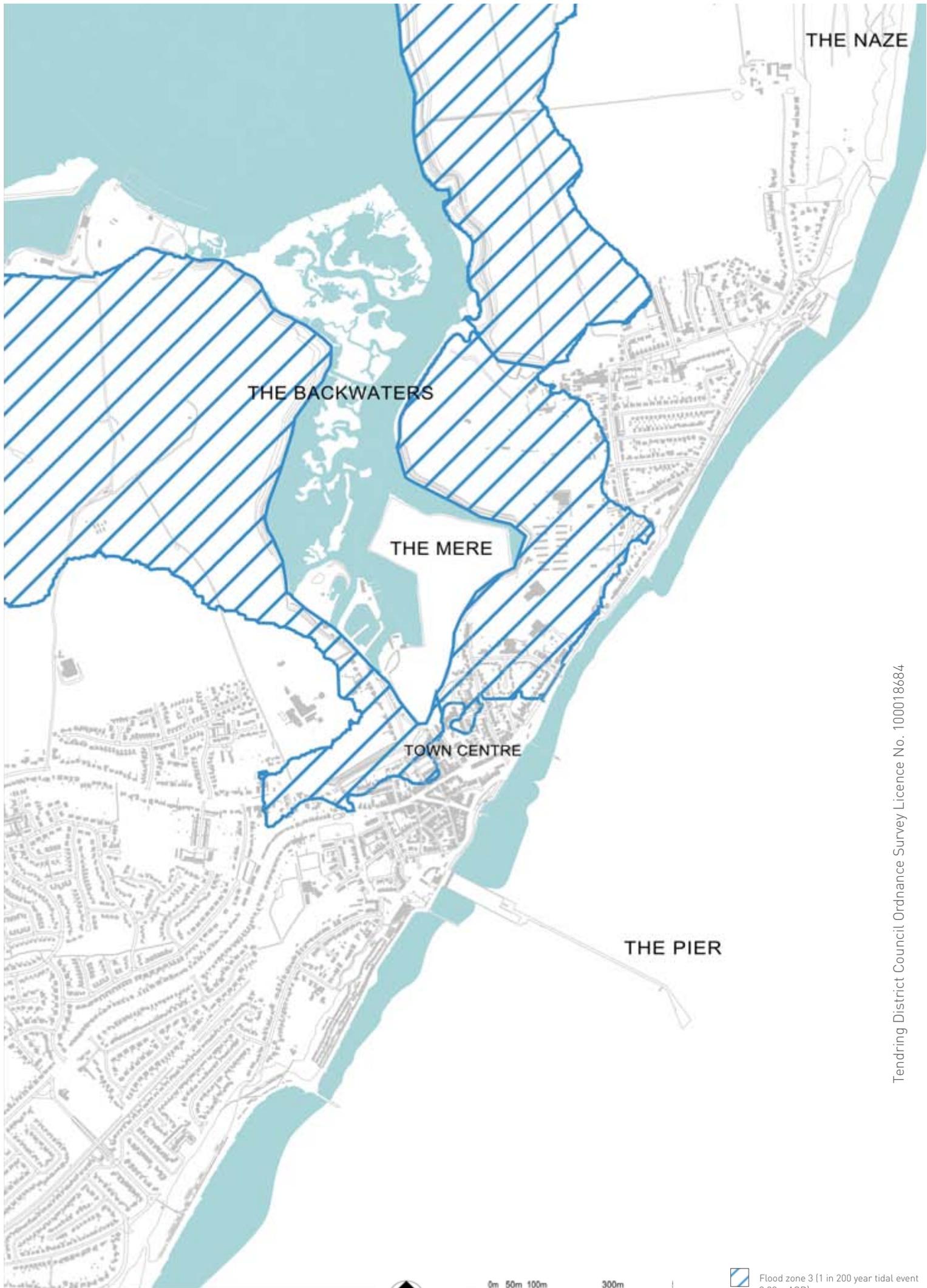


Figure 1.24 – Level 3 Flood Map for Walton-on-the-Naze

Ecology

The Baseline Report set out the biodiversity considerations associated with the emerging Regeneration Framework. Approximately 40% of the study area is of significant biodiversity interest. Most is situated to the north of the area where part of Hamford Water is located, a wetland of international importance under the Ramsar Convention and a Special Protection Area (SPA) under the EU Directive on the Conservation of Wild Birds. It is also designated nationally, as a Site of Special Scientific Interest (SSSI). Most of the foreshore is leased by Natural England from The Crown Estate Commission and was declared a National Nature Reserve (NNR) in 1983.

The Naze Public Open Space (POS), which is located to the south-east of the SPA, is additionally designated as a County Wildlife Site (CoWS) by the Essex Wildlife Trust (EWT). CoWs are recognised as of County Importance by Tendring District Council and Essex County Council. The John Weston Nature Reserve (which forms part of The Naze POS) is one of two EWT reserves within the boundaries of the SPA. In addition to the above are Walton Hall Marshes (identified by EWT as a potential local site of nature conservation importance) which adjoins the SPA and the CoWS: Barnes Spinney and Walton Mere that lie further south and adjoin the built-up area.

The outcome of a Habitat Regulations Assessment (HRA) and protected species surveys could put constraints on the scale, location and type of proposals that would be feasible or permitted. When taking forward regeneration projects, early engagement with Natural England is recommended in order to identify the necessary mitigations and parameters associated with the development proposed. The extent to which the issues and options for Tendring's Core Strategy are being assessed in line with these regulations may satisfy this need, but further advice from the planning department will be required.

Green spaces can act as hubs for sensitive regeneration making the adjoining areas more desirable to live or work.

Walton-on-the-Naze is blessed in having a number of nature reserves and other green spaces within and adjoining its urban area as well as at its periphery, biodiversity and natural green space can make a real difference to urban quality of life, as a:

- vehicle for landscape-scale environmental enhancement;
- symbol of an attractive location;
- focal point for accessing and enjoying natural green space and
- catalyst for better health

A green infrastructure helps an area portray a positive image and be a more attractive place to live, e.g. properties adjacent to parks carry a 5–7% price premium, and high quality green spaces contribute to the economic vitality and confidence of a local community. Natural green space creates a positive sense of place and enhances an area's quality of life.

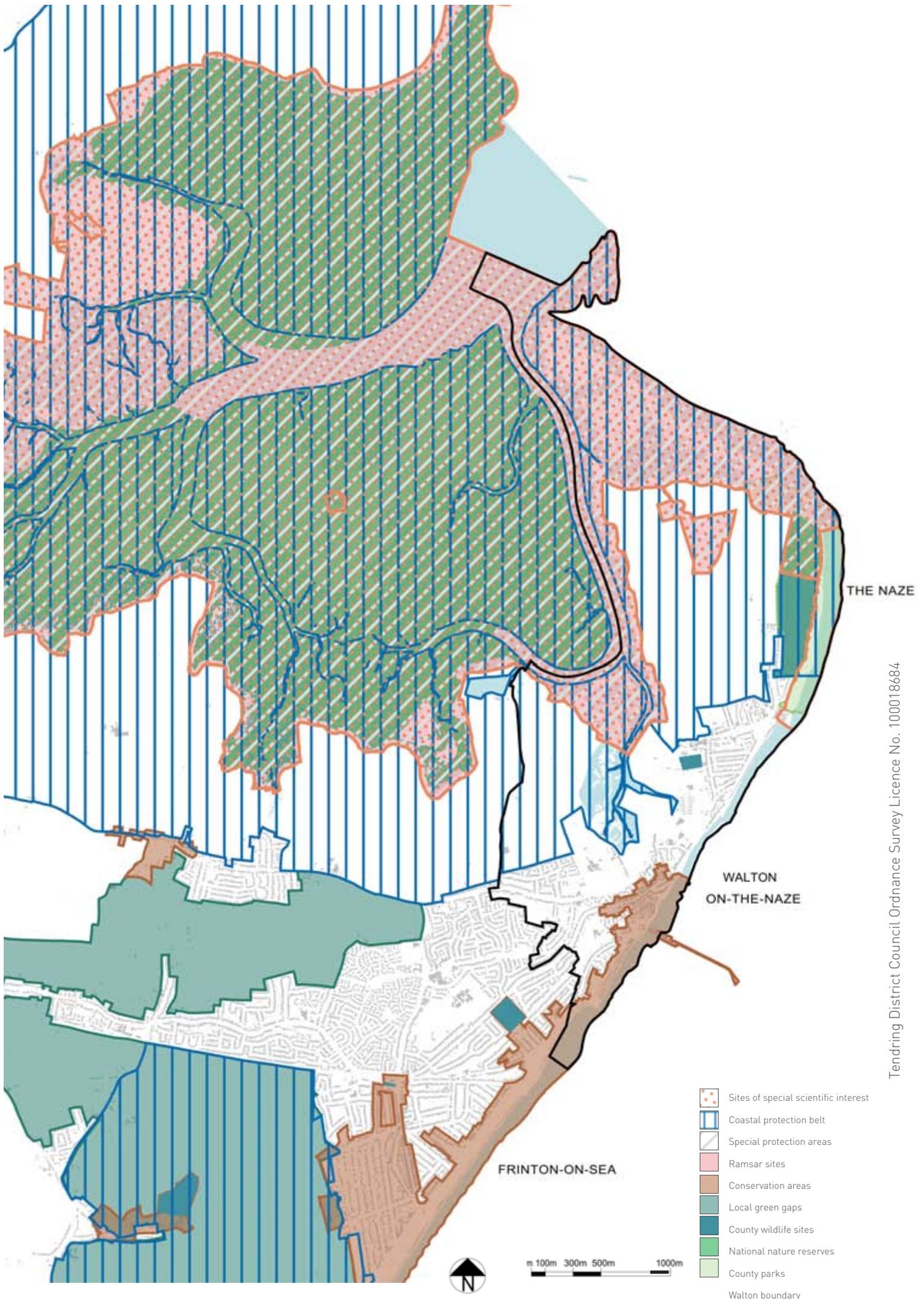


Figure 1.25 – Protected Sites

Previous and Ongoing Initiatives

The regeneration challenges facing Walton have not arisen overnight and a number of previous as well as ongoing initiatives aim to tackle the multi-faceted issues facing the seaside town. To avoid reinventing the wheel, the Regeneration Framework will need to bring together the findings of previous projects as well as ongoing initiatives to consider their impact in the round and not as individual stand alone projects.

Key issues to be addressed include:

- The need to coordinate and prioritise initiatives to support regeneration objectives for Walton and to create an attractive destination for visitors;
- The lack of a single body to coordinate responses and management of the Backwaters and the need for coordination of initiatives being undertaken by a range of bodies affecting the future use and protection of Hamford Water;
- The need to balance use and nature conservation interests in the Backwaters through the management of initiatives and to maximise the role of Hamford Water as a driver for economic change without detriment to the National nature Reserve, its habitat or wildlife;
- The need to coordinate initiatives to accommodate the demands for improved leisure opportunities arising from increase in population and diversification of leisure based economy;
- The importance of identifying a viable and sustainable future for the Mere as part of a comprehensive management plan for use of the Backwaters;
- The need to bring interested groups together in partnership to develop proposals for the Backwaters and the Mere.

Baseline consultation - postcard and focus groups

The consultant team undertook a postcard campaign and three focus groups (young people from Tendring Technology College, local businesses and Walton Community Forum) as part of the Stage 1 process. A number of common themes emerged from the consultation exercises. A summary of the key messages are set out below:

- The need to build on the town's historic and environmental assets to make Walton a more attractive place to live and visit
- Concern about the range and quality of the retail offer and constraints on availability of free and accessible parking to support local businesses
- The importance of extending the visitor season and attracting a wider range of visitors through new attractions and facilities and improved marketing and branding
- The need to improve connections between different parts of the town and to create a more integrated place
- The importance of supporting existing businesses and creating new employment opportunities including the provision of suitable employment sites and premises and access to skills and training
- The importance attached to the restoration of the Mere and the potential for it to become a new focus of water based activity
- The importance attached to the protection of the Naze
- Concern about the quality of the environment and impacts of anti-social behaviour
- The need to provide a mix of housing to create a thriving and sustainable community
- The importance attached to the provision of facilities for young people

Conclusion and Next Steps

The Case for Regeneration of Walton-on-the-Naze

The baseline assessment establishes a profile of Walton and highlighted a number of key issues and opportunities, which will need to be addressed in the Regeneration Framework.

The Context for Regeneration

Like many coastal towns, Walton is characterised by:

- a lack of economic diversity and dependence on a narrow and declining traditional visitor offer resulting in a job market dominated by low wage, low skill and seasonal service sector employment;
- an older population structure which reflects the steady out-migration of working age adults due to limited job opportunities and the attraction of location as a place to retire. The overall age profile is, however, younger than for Frinton;
- a low skills base which makes it more difficult to attract firms in more dynamic knowledge-intensive industries. Long term unemployment and claimants on incapacity benefit is a significant issue;
- housing stress due to a shortage of affordable housing and low quality private rented sector which may act as a further barrier to attracting and retaining younger people and families. There is, however, a larger proportion of affordable housing in Walton than in Frinton and Clacton and Tendring as a whole.

The town also suffers from a high proportion of long term unemployed and relatively high levels of crime (particularly in the town centre) when compared to neighbouring areas. In order to tackle these issues, the town has been identified as a priority area for regeneration and the Regeneration Framework needs

to develop a spatial vision for the future that will revitalise and rejuvenate the town and address its relationship with the wider Region.

However, whilst Walton displays a number of characteristics common to other coastal towns, the Regeneration Framework must respond to the town's specific set of challenges, unique assets and untapped potential. This potential relates in particular to the natural environment and built heritage of the town. However, whilst the town possesses significant variety in terms of its built and natural environment, the overall image of the town is weakened by the poor integration between different parts of the town and the overall quality of the townscape.

Understanding what underpins these character areas and how to improve their function and appearance and link them together more successfully will be critical, in moving the Regeneration Framework process forward.

Walton sits within the Haven Gateway Growth Point and its regeneration is identified as a priority as part of the Haven Gateway Partnership's Coastal Towns Package. The Haven Gateway has access to central government funding for regeneration initiatives.

The local planning policy context is changing to reflect the regional spatial strategy and growth requirements within Tendring District. The adopted local plan identifies limited opportunities for new housing or employment with the town although Walton Mere and the Pier are highlighted as key areas for new tourism and leisure opportunities. The focus is on regeneration and the local plan designates part of the town including the town centre, seafront and part of The Mere as a Regeneration Area. Whilst the plan promotes development within this area that will reinforce and/or enhance the function, character and appearance of the area and contribute towards

its regeneration and renewal, it is notable that large parts of the town are excluded from the designation and only a limited number of sites are allocated for development.

Work on the emerging Core Strategy is considering a number of options to accommodate housing and employment growth in Walton and Frinton as part of an overall strategy to meet strategic growth allocations for the District. The Regeneration Framework will need to consider the potential for development and the potential identification of development sites within the context of the emerging Core Strategy and be aligned with and inform this process as work on the Core Strategy proceeds. A key objective must be to identify how development opportunities can be most effectively harnessed to promote regeneration objectives.

The baseline analysis highlighted the importance of social infrastructure provision such as health, education and open space and sports facilities to meet the needs of a sustainable community (particularly if housing and employment growth is to be sustainable). Understanding the role of these facilities, their capacity and the opportunities for improvements will be an important consideration in assessing regeneration options.

Maximising Regeneration Opportunities

The ability to harness the potential for growth in a sustainable way will be critical to regeneration of the town and to the development and diversification of the local economy. In assessing development opportunities, consideration must be given to current market conditions and development potential, but the Regeneration Framework must also consider longer term opportunities and how to attract investment in the future. At the present time, the property market is characterised by relatively low values, which will influence development opportunities particularly in the short term. Relative property values are lower

in Walton than Frinton and the other neighbouring areas. A key challenge is how to increase values by enhancing the attractiveness of the town, using public funding where appropriate to pump prime initiatives and to act as a catalyst for further investment. The Regeneration Framework has a key role to play in setting out future development opportunities as part of a coherent plan for change in the area, thereby boosting investor confidence. In addition to housing development, consideration must be given to new employment, commercial and leisure opportunities. Existing employment areas are constrained by poor access and offer limited opportunities for business expansion or development. The Regeneration Framework will examine opportunities to boost economic activity and to create a more diversified economic base and year round activity.

The town has a limited supply of potential development sites and the baseline review has served to highlight the importance of a comprehensive approach in order to maximise opportunities and to achieve an appropriate mix and distribution of uses. Access and movement into and through the town centre will be an important consideration in assessing development opportunities and their impacts. Walton benefits from its train station and rail links and there is the opportunity to exploit the improved regional connections planned as part of the areas growth point status. However, the road infrastructure currently experiences congestion and the town experiences problems of coping with demand for car parking during the peak summer period any development proposals will need to have due regard to the cumulative impacts on the transport network in moving forward. Consideration must also be given to parking provision and to the development of an appropriate strategy which addresses periods of peak demand and access to town centre retail and services

The identification of development opportunities must

take into account a number of constraints relating to flood risk and environmental protection designations. Significant parts of the town are located within a Flood Risk Level 3 zone where only water compatible uses such as water based recreation or less vulnerable uses such as commercial and non-residential development will generally be permitted. The sequential test will apply in assessing development opportunities. By 2100, the predicted 1 in 200 year level is predicted to increase and there will be a requirement to consider the residual risks associated with this which will require floor levels to be raised and safe access to be provided to areas outside the flood risk area.

Another important consideration relates to the significant European environmental protection designations around the town. These areas are a significant environmental asset which contribute to the unique character and attractions of the town. However, the designations will have implications for the scale, location and type of development which may be permitted to take place in the town. Full regard must be taken of this in establishing the capacity for development and the Habitat Regulations Assessment being undertaken as part of the Core Strategy will need to inform the Regeneration Framework in this regard.

The Regeneration Framework will need to take full account and where appropriate build upon previous and on-going initiatives and schemes currently under development. The Market Town Initiative Delivery Plan has provided the framework for implementation of a number of projects which have improved the appearance of the town, created new employment opportunities and improved the quality of life of the local community. The Walton Conservation Area Management Plan sets out a number of proposals to promote the heritage led regeneration of the town including a coordinated programme of public realm, lighting, signage and restoration projects and the

Regeneration Framework will seek to integrate these proposals. Proposals are at an advanced stage of development to secure the restoration and protection of the Naze from coastal erosion and to promote benefits for the local economy, jobs and tourism. A number of other initiatives and proposals are being progressed including proposals for the future management of Hamford Water, the creation of a new town quay and the restoration of Walton Mere.

In addition to these initiatives, a number of potential development sites have been advanced including the Martello Caravan Park, enabling development to bring forward restoration of The Mere and the expansion and diversification of activities at Titchmarsh Marina. A comprehensive approach will be required to maximise development opportunities and the regeneration benefits to be achieved from potential development sites.

Next Steps- Preparing a strategy for Regeneration

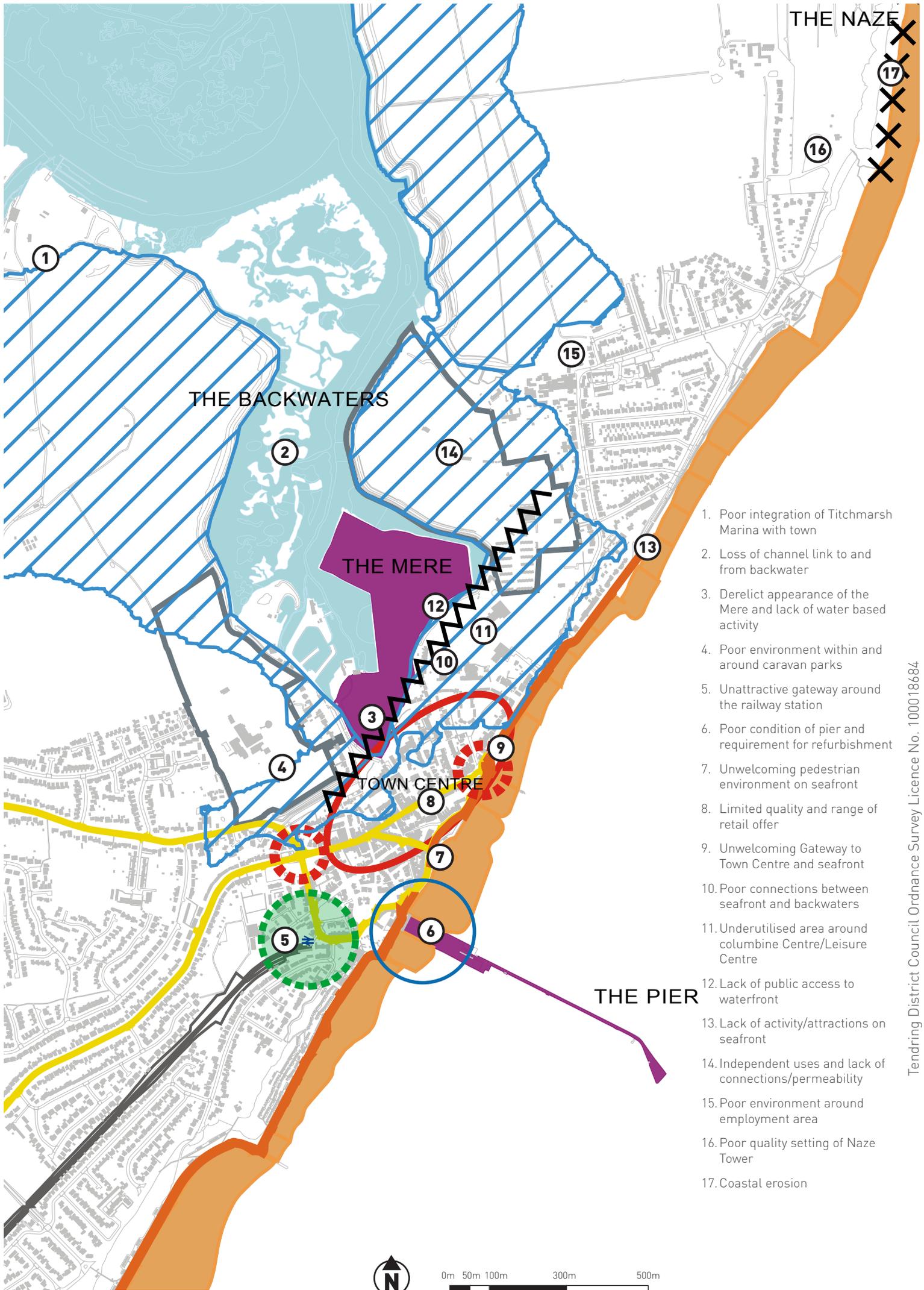
To deliver any regeneration project requires a robust strategy for delivery. The findings from the baseline review and the Stage One consultation were used to ascertain the four Core Strategic Objectives for the regeneration of Walton-on-the-Naze. These have underpinned the strategy for the regeneration of Walton-on-the-Naze, which is set out in the next chapter.

Summary of Strengths, Weaknesses, Opportunities and Threats

Strengths	Weaknesses
<ul style="list-style-type: none"> • The beach and pier-long sandy beaches and the second longest pier in the country with a range of visitor attractions • Two waterfronts- the seafront and waterfront onto the Backwaters • Literary connections to A Swallows & amazons (Arthur Ransome) • Natural environment of The Naze and Backwaters- internationally designated with a range of wildlife habitats and opportunities for boating • Independent shops and businesses • Connections including rail and bus services • Heritage- history of town (as displayed in Museum) and buildings of heritage interest • Water as a recreational resource • Existing visitor destination 	<ul style="list-style-type: none"> • Town lacks cohesion- a collection of disparate areas with poor overall image • Poor quality and range of the visitor offer including accommodation and in-door activities which would promote year round activity • Lack of signage • Poor quality and range of retail offer • Lack of opportunities for access to water for boats due to silting of channel and tidal ranges and poor connections between town and marina • Poor internal connections between seafront and waterfront, town centre and The Naze • Lack of activity/attractions on the seafront • Short summer season • Skills gap and predominance of low paid jobs and seasonal work • Run down employment areas which do not meet needs of expanding or new businesses

Figure 1.26: SWOT Analysis – Capitalising on the assets and addressing the challenges

Opportunities	Threats
<ul style="list-style-type: none"> • Availability of Growth Point and other public funding within Haven Gateway area • Potential to diversify offer and appeal building on environmental and heritage assets • Improving links between Hamford Water, Titchmarsh marina and Walton Backwaters • Improve access to water as a recreational resource • Improve access to and increase low-impact use/ interpretation of the Naze • Harness development opportunities to achieve environmental improvements/enabling development • Extend and expand the visitor demographic through an improved range of facilities and attractions • Build on the differential between competing local centres to create a stronger complimentary offer • Marketing and branding of existing and potential offer • Expand leisure/recreational offer around swimming pool, especially for young people • Build on the cultural/arts offer including engagement of local artists • Increase tourist spending in the town by overnight visitors and visiting boats • Coastal heritage projects which will have benefits for addressing coastal erosion and have tourism, educational and economic benefits • Eco tourism and renewable energy links 	<ul style="list-style-type: none"> • Flooding • Coastal erosion and impact on The Naze • Silting of channel link to and from Backwaters • Lack of coordinated management of Backwaters • Competition from other centres • Continued loss of economically active population • Existing businesses unable to expand due to lack of suitable sites and premises • Low property values and impact on property market/ investor interest • Anti-social behaviour in town centre • Poor image of town as a place to visit and live • Protective policies in Local Plan re caravan parks



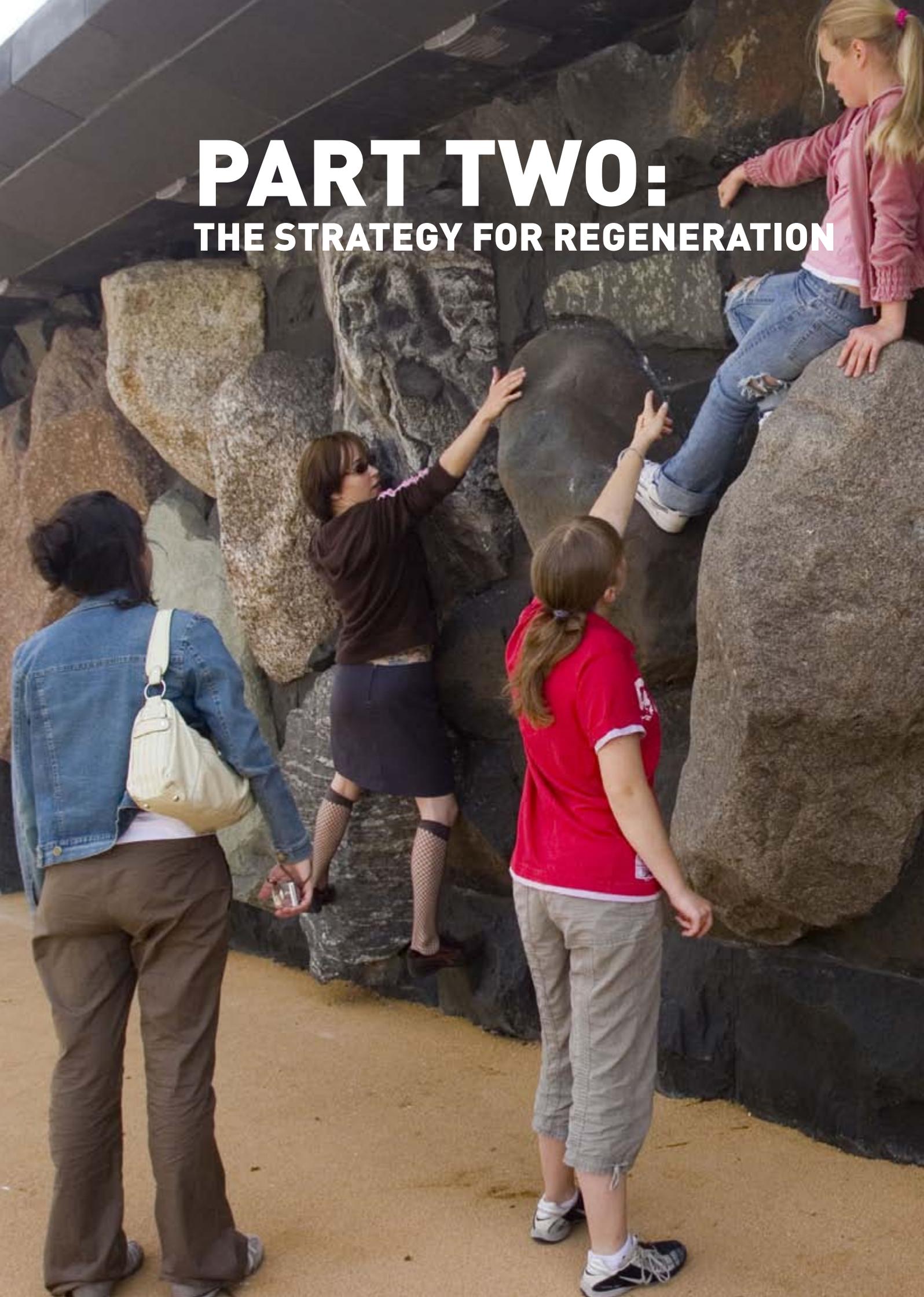
1. Poor integration of Titchmarsh Marina with town
2. Loss of channel link to and from backwater
3. Derelict appearance of the Mere and lack of water based activity
4. Poor environment within and around caravan parks
5. Unattractive gateway around the railway station
6. Poor condition of pier and requirement for refurbishment
7. Unwelcoming pedestrian environment on seafront
8. Limited quality and range of retail offer
9. Unwelcoming Gateway to Town Centre and seafront
10. Poor connections between seafront and backwaters
11. Underutilised area around columbine Centre/Leisure Centre
12. Lack of public access to waterfront
13. Lack of activity/attractions on seafront
14. Independent uses and lack of connections/permeability
15. Poor environment around employment area
16. Poor quality setting of Naze Tower
17. Coastal erosion

Figure 1.27 - Constraints



Figure 1.28 - Opportunities

PART TWO: THE STRATEGY FOR REGENERATION





Improved public realm and activities should boost the local economy

Introduction

After gaining a thorough baseline understanding of Walton-on-the-Naze, the next step is to devise a robust strategy for regeneration. The aim of this Regeneration Framework has been to focus upon delivery. A Masterplan for the Ward of Walton has been prepared which details the spatial development framework for the regeneration of the area. It is important that this is linked very closely with the strategic objectives of the regeneration framework and provides a spatial interpretation of these. This will set a sound spatial policy framework for the future development of Walton, which is linked very closely with the overarching regeneration policy framework for the Ward. This is in accordance with government planning and regeneration guidance.

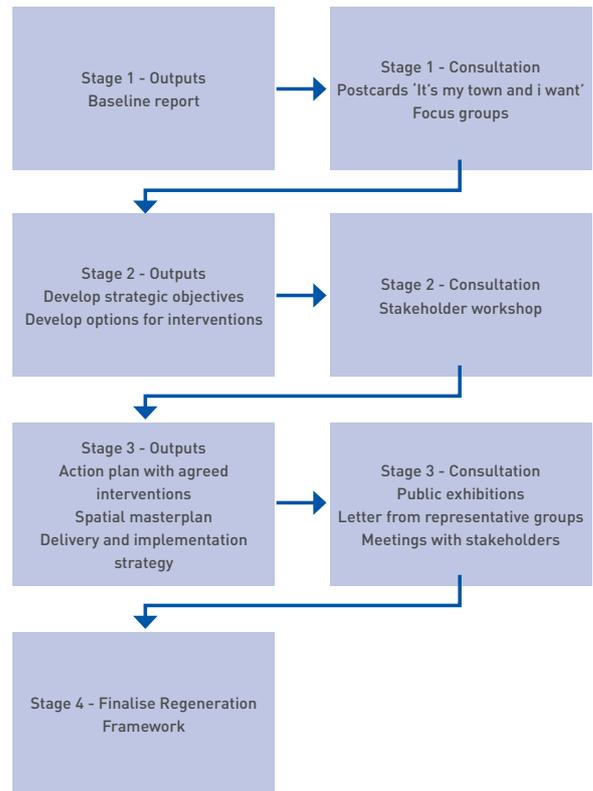
By linking spatial planning techniques with a delivery strategy, the objective of the regeneration framework for Walton, will be to tackle many of the challenges to regeneration of Walton in a coordinated manner with Tendring's Regeneration Company, the Council and key delivery partners working together to deliver an integrated strategy which has been prioritised in terms of meeting strategic objectives Locally, Regionally and Nationally.

The remainder of this chapter sets out the strategy for the regeneration of Walton-on-the-Naze.

Developing the Strategy with the Community

This strategy has been developed through a four stage process as outlined in the left hand boxes in Figure 2.1. As the figures shows, a fundamental part of the process has been consulting with local residents and stakeholders. Consultation has been undertaken at each stage of the process and informed the next stage of developing the strategy.

Full details of each stage of consultation are included in Appendix 1 of this document, including the press releases and invitation letters.



Figures 2.1 Developing the strategy with the community

The Core Strategic Objectives and Sub Objectives

The findings from the baseline report and consultation exercises have informed the development of four Core Strategic Objectives for the Regeneration Framework. These are:

- 1. Building a strong year round economy-** diversifying and extending the local economy to create new business and employment opportunities
- 2. Creating a unique destination which maximises its environmental and heritage assets-** realising the largely untapped potential of Walton presented by its natural environment and heritage to create a destination unlike any other in the region
- 3. Making Walton a place where people will choose to live and realise their potential-** a town with a good range of housing, retail, community and leisure facilities which will attract people of all ages and encourage them to stay
- 4. Ensuring a sustainable future for Walton-** maintaining a balance between economic growth and environmental management

These objectives are themes, and to break these down into key elements, a number of sub objectives were agreed with the community. The objectives and sub objectives are described in more detail below.

Objective 1: Building a strong year round economy

Sub Objectives 1

- 1.1 Maximise opportunities for economic growth through the development of key opportunity sites
- 1.2 Diversify the existing leisure based economy and extend seasonal activity
- 1.3 Improve educational attainment and the skills base of the resident population
- 1.4 Provide new facilities and accommodation which will attract a wider range of visitors and increased visitor spend throughout the year
- 1.5 Develop the local retail market and make Walton a viable alternative to other shopping destinations
- 1.6 Provide suitable sites and premises to meet the needs of expanding and new businesses
- 1.7 Build business and employment networks and support

Employment associated with the tourist sector in Walton is typically low-skilled and highly seasonal, with strong summer peaks in employment numbers and local business earnings. Diversification of the local economy and providing a greater variety of opportunities is vital to strengthening Walton's labour market. Many towns such as Walton have seen a disproportionate out-migration of young people and families who have sought employment and training opportunities elsewhere. However, the scope to develop high skill, high value enterprise is limited by the relative remoteness of Walton to major population concentrations and infrastructure. This is an issue for the whole of the Tendring district, with a significant proportion of the economically active population commuting to workplaces outside the district. Principal employment uses in Walton are focused on marine activity (marina operations, boat building and repair), tourism (especially in the caravan parks and in associated retail and servicing activity) and in health and education.

Revitalising vacant or derelict commercial units and supporting the delivery of new workspaces is an important mechanism for promoting local businesses and employment creation. As such, mixed use redevelopment of larger sites such as the Martello and Station Yard car park could include new employment space. While the availability of high quality employment space is a crucial component of attracting high quality investment in a range of sectors, so too is human capital within the local labour market. Given the relative shortage of skills and formal qualifications in Walton, physical interventions must be accompanied by efforts to upskill the local workforce through education and training programmes. Building business and employment networks will help to encourage the growth of businesses in growth industries such as green technologies.

The seasonality of trade in Walton is evidenced in Walton's limited retail offer. Responding to summer peaks in visitors, many of the shops' lease or licence terms reflect heightened activity between May and September, resulting in vacant shops for a large proportion of the year. Town centres that are attractive, well-designed, and well-managed, with a range of shops, arts and cultural uses, entertainment,

good amenities, and good transport connections are engines for economic growth, providing a focal point for business and social interactions. Vibrant town centres are good for business: they create jobs, attract investment and generate income. They can create a local buzz and define the wider area, attracting people from near and far.

Key interventions to help ensure that town centres remain viable and sustainable communities for the future include:

- Supporting independent retailers;
- Making physical improvements to increase appeal to visitors and boost local morale;
- Developing new partnerships and initiatives; and
- Promoting tourism and community arts and heritage events

The assignment of the Woolworths lease to Tesco could provide the stimulus for improving the town centre's state of health by encouraging people to shop in Walton, countering the tendency of people to do their shopping in neighbouring towns. By retaining more people in Walton, other existing stores are likely to benefit from increased custom arising from the increase in town centre footfall. Although there are concerns about the impact of a national supermarket on local independent retailers, the increase in footfall and trade associated with the arrival of Tesco is likely to have a positive overall impact on the health of Walton town centre.

The Regeneration Framework encourages landlords to work with local artists to display work. This would reduce both landlords' costs and vacancy rates. Together with physical improvements to shop fronts, reduced vacancy levels would improve the appearance of the town centre and increase its attraction as a retail destination.

The town market has considerable scope for enhancing Walton's retail offer and strengthening the economy. Street markets promote local independent producers and extend customer choice. In addition, they promote healthy eating, generate activity in town centres, support enterprise and retain money in the local economy. The market's central location means it benefits from - and contributes to - footfall on the High Street. As such, the Regeneration Framework

seeks to consolidate and expand the market, advocating Christmas markets and other one-off specialist/seasonal markets.

Despite the importance of diversifying Walton's economic structure, tourism will nevertheless continue to play a vital role in the future regeneration of Walton. It is important to recognise that the market for coastal tourism has not collapsed, but changed fundamentally. The 2007 DCLG Select Committee Report on Coastal Towns stresses that it is overly simplistic to conclude that the increase in trips abroad means few people holiday at home. Although demand for traditional seaside holidays in the UK has been in decline for several decades, there remains a consistent demand for domestic tourism in general. Individuals decreasingly associate their holiday squarely with a week or fortnight on the beach. Instead, there is a greater focus on shorter, activity-oriented breaks and weekend getaways spread over different times of year.

Tourists choose their destinations carefully, drawing on their previous impressions, talking to friends and family and looking up feedback on the internet. Businesses operate to make a profit, and customer "footfall" is the lifeblood of the retail and leisure industries. The extent to which a town or city has made a strong and positive impression is vital in securing repeat visits. The quality of the public space, the ease with which people can move around, the design and branding of street furniture and signage, and access to local amenities like public toilets all make an important difference.

Enhancing Walton's existing family offer and capitalising on opportunities presented by emerging tourist markets will therefore be fundamental in developing a stronger, year round visitor economy. Walton boasts considerable natural and heritage assets as well as a number of potential development sites which provide the opportunity for strengthening Walton's tourist and leisure offer.

Objective 2: Creating a unique destination which maximises its environmental and heritage assets

Sub Objectives 2

- 2.1 Reinforce the variety and distinctiveness of Walton as a destination
- 2.2 Create a more welcoming destination which is attractive to visitors and easy to access and move around
- 2.3 Improve connections and cohesiveness between the town centre, seafront, Backwaters and The Naze
- 2.4 Maximise water-based leisure and recreation opportunities presented by the Mere and Backwaters
- 2.5 Improve the physical environment of the town centre and seafront
- 2.6 Extend the leisure and recreational attractions on the seafront through an integrated approach to the use of the Pier, promenade and beach
- 2.7 Adopt a pro-active and integrated approach to branding and marketing to support the creation of a complimentary tourist offer as a place to experience nature and history

Changing domestic tourist patterns have necessitated the diversification of coastal towns' visitor offer in response to new markets and trends. The Regeneration Framework seeks to identify opportunities for Walton to capitalise on its assets to promote the town as a unique destination.

Key to this approach is the need to better connect existing and new activities and environmental and heritage assets. Improving routes through public realm improvements, such as lighting, surface treatment, information and signage will play a crucial role in joining the town up.

Walton, like other coastal towns boasts a wealth of listed buildings and vernacular styles and has the potential to benefit from heritage-led regeneration. Published in 2007, English Heritage's report, 'An Asset and a Challenge: Heritage and Regeneration in Coastal Towns in England' draws on a number of best-practice examples from around the country to demonstrate how historic buildings and public spaces can adapt to accommodate new uses which can help draw in new residents and visitors.

The Conservation Area covering Walton and nearby Frinton recognises the area's distinctive character, street grid and diverse historic buildings, ranging from the 18th century Naze Tower to Victorian resort architecture. Investment in the historic urban fabric and the public realm can help reinforce unique identity and stimulate the emergence of new sectors such as arts, creative and cultural industries. The Regeneration Framework will build on the Conservation Area Management Plan and previous Heritage Economic Regeneration Scheme (HERS). A number of interventions such as the String of Pearls Strategy, shop front improvement scheme and the redevelopment of the Pier Hotel seek to use public realm and physical improvements to enhance the town's unique historic character. Protection of the Naze Tower and also the Martello Tower will also form part of this approach.

Walton's exceptional environmental assets make it an ideal destination for the expansion of nature and water-based tourism, providing an opportunity to diversify the town's relatively narrow visitor offer. Hamford Water and the Walton Backwaters, sheltered from the sea by the Naze peninsula, comprise an area of tidal creeks, salt marshes, islands and marshlands. These species-rich wetlands, home to a colony of seals and abundant bird species, are designated as a National Nature Reserve, a Site of Specific Scientific Interest (SSSI) as well as having RAMSAR classification - a recognition of its international significance for migrating birds. These sites are incredibly fragile and Natural England's role in preventing negative impacts on these protected areas mean that advancing interventions that could lead to additional boat trips would be problematic. As a result, support to walkers through improvements to the coastal paths is put forward as a low impact improvement to the visitor offer.

The Naze itself is a designated SSSI due to its fossil rich geology. The Crag Walk Scheme is designed to improve public access to the Naze Cliffs whilst raising public awareness of - and protecting against - the impacts of coastal erosion.

In addition to expanding Walton's tourist offer by capitalising on heritage and environmental assets, the Regeneration Framework aims to enhance Walton's existing leisure facilities. The redevelopment of Walton Mere, involving the restoration of the former boating lake and development of new facilities, provides a unique opportunity to create a 21st century water sports venue and a major attraction for the town.

While expanding the tourist offer is crucial to broadening Walton's appeal and attracting visitors outside the summer months, this must be complimented by visitor accommodation which caters adequately to emerging tourist markets. Although caravan sites support Walton's summer-oriented offer, broadening the type of guest accommodation available to include more hotels and chalets is a fundamental component of diversifying Walton's tourist offer. Such accommodation is likely to be more attractive to visitors arriving outside the summer months and increase the incidence of overnight visits throughout the year. An increase in overnight hotel guests may help to stimulate the evening economy as people are more inclined to eat and drink out. In addition, local businesses may benefit from incorporation into hotel supply chains. As such, a number of interventions, such as the redevelopment of Martello Caravan Park and Pier Hotel, are designed to diversify Walton's guest accommodation.

A branding and marketing campaign for Tendring would help to increase public awareness of Walton's existing and emerging tourist assets in surrounding regions. The availability of a greater range of year-round activities may help raise Walton's profile among people who had previously not considered Walton as a place to visit. In particular, Walton's accessibility from London by rail means targeting the vast London market has great potential to increase visitor numbers. Attracting visitors from further afield could also increase the incidence of overnight stays, which would benefit hotel operators directly and other local businesses indirectly as tourist expenditure is extended beyond a single day trip. If successful in increasing visitor numbers, the branding and marketing strategy may help to stimulate the supply of visitor accommodation. A tourism strategy is currently being developed, which should dovetail with this intervention.

Objective 3: Making Walton a place where people will choose to live and realise their potential

Sub Objectives 3

- 3.1 Enhance the quality of the housing stock to meet the needs of a balanced population in terms of tenure, mix and size
- 3.2 Create an attractive physical environment with good quality public realm and public spaces
- 3.3 Ensure an adequate provision of good quality services to meet the needs of all residents
- 3.4 Foster community cohesion and pride
- 3.5 Reduce fear of crime and anti-social behaviour and create a safer environment
- 3.6 Create a healthy and more active community
- 3.7 Create a sustainable community providing opportunities for people of all ages

Coastal towns, such as Walton, are characterised by demographic imbalance. In particular, out-migration of young families and more skilled people in search of job opportunities, combined with the attraction of coastal towns as retirement destinations have led to a relatively older population structure in many seaside resorts and comparatively low rates of economic activity. As such, one of the guiding principles of the Regeneration Framework is to promote Walton as a more sustainable community which provides opportunities and facilities for people of all ages.

Enhancing the quality and variety of the housing stock - alongside the promotion of greater employment opportunities - is key to attracting and retaining a greater proportion of young people and families, and crucially, additional disposable incomes. This is vital to supporting the viability of local businesses and key services. A number of sites are identified in the Regeneration Framework for the development of new housing. Schemes should meet the needs of a balanced community, including an appropriate mix of housing types and tenures. Moreover, the sale of housing as part of mixed use schemes is an important funding mechanism which enables the delivery of social infrastructure and improvements.

Consultation highlights that the relative lack of activities and employment opportunities for young people is a contributor to the incidence of anti-social behaviour and the fear of crime in the public realm. Improving the range of sports and leisure facilities as well as training initiatives available to young people is therefore a critical component of the Regeneration Framework. New sport and leisure facilities will not only help to address anti-social behaviour, but by providing opportunities for recreation, they will also provide health benefits to all members of the community. As well as enhancing Walton's unique heritage, high quality public realm and physical improvements can help to increase civic pride and reduce opportunities for crime and anti-social behaviour. Public realm improvements should therefore reflect the principles of designing out crime and secure by design.

Objective 4: Ensuring a sustainable future for Walton

Sub Objectives 4

- 4.1 Integrate new development with the natural environment
- 4.2 Protect and enhance the heritage of the town
- 4.3 Address the long term impacts of climate change
- 4.4 Protect the Naze from the effects of coastal erosion
- 4.5 Promote the integrated management of the Backwaters and of the coastal zone
- 4.6 Promote sustainable development practices and the use of renewable energy technologies, eco tourism, recycling and efficient use of water

Coastal towns are often exposed to greater environmental risks than inland settlements. Moreover, the impacts of climate change - namely sea level rises, flooding and coastal erosion - are likely to disproportionately affect coastal communities. The Essex coast in particular is on the frontline of climate change. Walton's geology and location between the Backwaters and North Sea mean the risk of flooding is a major regeneration challenge. Through the application of the Sequential and Exception tests, new development should give appropriate consideration to both flood risk, the likely impacts of climate change and the need for regeneration within Walton. In addition, new developments should incorporate the highest standards of sustainable design to minimise greenhouse gas emissions, water use and waste

generation.

The threat of coastal erosion and sea level rise represent a direct threat to several of Walton's unique assets, including the Backwaters, the seafront heritage and the Naze itself. These environmental and heritage assets have been identified as crucial to enhancing Walton's tourist offer and therefore their protection is vital. The Crag Walk Scheme, for example, seeks to protect part of the Naze against the effects of coastal erosion whilst raising public awareness of Walton's particular exposure to the impacts of climate change. Nevertheless, as the impacts of climate change become more established in the public consciousness, the market for eco-tourism in the UK is likely to expand. Walton's environmental assets, combined with its vulnerability to climate change make it well-placed to capitalise on the eco-tourism market. As such, the Regeneration Framework encourages the development of schemes which are designed to support green businesses in the area. While the Backwaters have great potential to help diversify Walton's tourist offer, their delicate ecology means careful management will be vital to ensuring their long term sustainability.

Good quality design that integrates development with the surrounding environment will be essential if the interventions are to be successful. Walton needs to retain its existing character and sense of place, while enhancing its offer and appeal.

Delivering the Core Strategic Objectives and Sub Objectives – The interventions

The four Core Strategic Objectives and sub objectives introduced at the start of this chapter set out the high level framework and aspirations for regeneration of Walton. To deliver these requires specific interventions / projects.

These interventions are set out in the following table. They have been tested through a stakeholder workshop held on 22nd July 2009, two public exhibitions held, and an on-line questionnaire at the beginning of September 2009.

Core Objective	The Intervention	Description	Key principles	Sub Objectives met
Building a strong year round economy	Urban beach	Create new 'urban beach' at Bathhouse Meadows next to Columbine Centre to include activities like beach volleyball, rock climbing/bouldering wall, improved play facilities, additional Multi Use Games Area (MUGA) linked to swimming pool, café and outdoor seating, flexible space for events and children's paddling	<p>To connect the Mere, Columbine Centre, swimming pool and existing outdoor sports facilities in a single offer and alternative to the beach, especially at high tide. Explore the potential of enabling residential development on northern part of the site if public funding not available.</p> <p>Would require removal of coach parking and overspill car parking and therefore needs to be brought forward with car parking strategy to ensure adequate coach and overspill parking capacity in town.</p> <p>Design would need to ensure link through the Mere, or safeguard land for future connection. This may require acquisition or land swap with the corner of the school field to ensure best possible access route/linkage. Policy COM7a - Protection of Existing Playing Fields, Including School Playing Fields would need to be considered and plans would need to be linked to improvements of sporting facility and the Mere and/or improvement of sporting facilities at Bathhouse Meadows.</p> <p>Policy COM7 - Protection of Existing Recreational Open Space Including Children's Play Areas and Pitch and Non-Pitch Sports Facilities would need to be amended to allow for enabling development to improve and enhance remaining open space.</p> <p>Land would need to be retained for existing and future events and festivals. Consideration of entering into agreement with Walton Primary School to allow access to their playing field during summer holiday period for either car parking or temporary events should be made.</p> <p>Consider links with LSP Economic Development Delivery Framework Objective of improving Leisure and Tourism Offer and contribution to income and employment indicators (NI166 and NI151 respectively). In addition, potential links with LSP Health Delivery Framework objective of promoting healthy lifestyles and community wellbeing. Increasing leisure opportunities is also an objective within the LSP Children and Young People Delivery Framework.</p>	1.2 2.1 2.5 2.6 3.2 3.3 3.5 3.6 3.7
	Bad weather activities at Columbine Centre	Work with the Columbine Centre to develop bad weather activities for tourists and locals	<p>Work with the Columbine Centre to develop range of bad weather activities to be run during the summer months. This could include children's adventure play and activities, indoor sports such as mini tennis, table tennis, bouldering wall etc.</p> <p>The project could be linked into the 'urban beach' concept and provide indoor activities to complement those outside</p> <p>Would need to be programmed with existing events</p> <p>Consider links with LSP Economic Development Delivery Framework Objective of improving Leisure and Tourism Offer and contribution to income and employment indicators (NI166 and NI151 respectively).</p>	
	Creative use of vacant shops	Work with landlords and local artists to make creative use of vacant shops	<p>Develop a partnership with local schools and artists to help showcase their work and the creative potential of Walton.</p> <p>Installations would be temporary and encouraged to change regularly to stimulate interest and return visitors.</p> <p>This project should consider recent work by the Development Trusts Association (DTA) called the Meanwhile Project, part of its Advancing Assets for Communities programme. The DCLG funded scheme is drafting a lease that would allow community groups to use empty shop buildings for temporary arts or education projects until a commercial use becomes available.</p>	1.4 1.7 2.1 2.7 3.4 3.7
	Shopfront grant scheme	Develop a shopfront grant scheme to support improvements to retail units and leisure facilities in the town	<p>Shopfront improvements more suited to the character of the buildings would increase the attractiveness of area.</p> <p>Build on previous Heritage Economic Regeneration Scheme, which included repairs to shopfronts in Old Pier Street. There is still considerable scope for improvement to many of the buildings, shopfronts and public spaces in the conservation area.</p> <p>Grant scheme should include leisure facilities as well and encourage the Pier to improve its setting.</p> <p>Consider links with LSP Environmental Development Delivery Framework Objective of improving open spaces, town centres, historic buildings and other public realm initiatives</p>	1.5 2.1 2.2 2.5 2.7 3.2 3.4 4.2

Core Objective	The Intervention	Description	Key principles	Sub Objectives met
Building a strong year round economy	Branding and marketing strategy	Develop a branding and marketing strategy to advertise Walton's existing and emerging assets to the surrounding regions, including London – to dovetail with tourism strategy	<p>Walton already has a strong base of environmental, leisure and cultural assets. These attractions need to be better marketed and advertised nationally. Work should build on Tendring's emerging Tourism Strategy</p> <p>This could be brought forward as part of Tendring wide branding and marketing strategy under the existing 'Sunshine Coast' brand. This strategy should look at:</p> <ul style="list-style-type: none"> Existing visitor demographic and spend patterns Existing marketing and branding and gap analysis How to build up eco-tourism base, including all year bird watching trips through the Backwaters and walking routes through the Naze How to build on heritage assets through guided audio tours and better marketing Consider the existing market and how this could be rebranded and marketed to improve its offer How do incorporate the proposals set out within the Regeneration Framework into the Walton brand and a marketing strategy as they come forward <p>Consider links with LSP Economic Development Delivery Framework Objective of improving Leisure and Tourism Offer and contribution to income and employment indicators (NI166 and NI151 respectively) as well as the business registration rate (NI 171).</p>	1.7 2.2 2.7 4.6
	Hotel and chalets at Martello Caravan Park and retail at Town Hall site	Redevelop Martello Caravan Site to include a hotel and new holiday chalets to improve visitor accommodation offer in town	<p>Work with owners of Martello Caravan Site to establish mix to ensure viable redevelopment proposals for this key site.</p> <p>The proposals will need to demonstrate the positive economic and regeneration benefit for the replacement of caravan accommodation with an appropriate level of alternative visitor accommodation as part of a mixed use scheme.</p> <p>The scheme should also include the expansion of the Mill Lane Car Park to release road and car park capacity in the centre of town.</p> <p>Consideration will need to be given to how the development could support works to the Martello Tower, which is on the Heritage 'at risk' register.</p> <p>Part of the site falls with Flood Zone 3 during a 1 in 200 year flood event and as such development will need to be assessed in line with PPS25. Discussions will need to take place with Tendring District Council Planning. This will include consideration of water compatible uses and less vulnerable uses than single storey caravans that exist on the current site. Access to the development site during a 1 in 200 year flood event (with allowance for climate change) will need to be identified as part of any development proposals. This is likely to be through land to the west of the site. Land raising to above flood levels will generally be allowed as Walton is affected by tidal flooding. Extension of the sea wall to further protect the site may also be considered.</p> <p>Development would be dependent on a Transport Assessment, including road traffic flow data and rail passenger information, to assess impact of additional development on the town.</p> <p>TRC should also work with TDC as landowner of Town Hall site and land owner of adjacent land to realise a retail and residential mixed use scheme at site on Mill Lane.</p> <p>Consider links with LSP Economic Development Delivery Framework Objective of improving Leisure and Tourism Offer and contribution to income and employment indicators (NI166 and NI151 respectively) as well as the business registration rate (NI 171).</p>	1.1 1.4 2.2 3.7

Core Objective	The Intervention	Description	Key principles	Sub Objectives met
Building a strong year round economy	Improve pier façade	Work with Pier owners to improve façade	Engage in discussion with Pier owners to understand financial barriers to improving façade Encourage owners to apply for heritage frontage improvement scheme (if successful with funding bid to Heritage Lottery Fund) Consider links with LSP Environmental Development Delivery Framework Objective of improving open spaces, town centres, historic buildings and other public realm initiatives.	1.1 1.2 1.4 2.1 2.2 2.5 2.6 3.2 4.2
	Extend the town market	Extend the town market through improved promotion and increasing variety on offer	The current market is losing both traders and diversity of offer. Changes need to be made to reverse this trend The project should be developed in the medium term after the completion of the branding and marketing strategy as a key driver for increasing visitors to the area Work with Frinton and Walton Town Council who currently manage the market and engage the incoming town centre manager funded by the Walton Community Forum to develop a strategy to extend the offer of the market If increase in capacity is realised by Mill Lane Car Park expansion, the possibility of holding the market on Saturday during the summer months should be explored Moreover, if car parking were removed or reduced from the area, it would open up the potential for partial redevelopment of the site, while retaining space for the market. This could in terms improve the setting of the market and increase its appeal	1.5 2.1
	New workspace at the former Avon works (next to Station Yard Car Park)	Promote new employment units on site of former Avon works as part of a scheme to redevelop Station Yard Car Park	Work with land owners, TDC and Network Rail to establish mix to ensure viable redevelopment proposals for this site and Station Yard Car Park Workspace units on this site would promote employment and local industry in central and accessible location Consider links with LSP Economic Development Delivery Framework, specifically contributing to income and employment indicators (NI151, NI 166, NI171 and NI151) as well as reducing previously developed land lying vacant (NI170).	1.1 1.6 3.7
	Redevelop Pier Hotel	Redevelop Pier Hotel and surrounds to include hotel, residential, commercial uses and beach huts. Expand the site to include some of the existing beach huts in redevelopment area	At present it is difficult to establish a viable development scheme on the site of the Pier Hotel. The site has an extant planning permission, which is not viable in the current market TRC should explore opportunities with adjacent landowners (including TDC) to expand the site to increase the viability of any proposed development scheme TRC should work with land owners and TDC to develop a development/ planning brief for the site to establish mix to ensure viable redevelopment proposals for this key site. This could include the beach huts to the south and the amphitheatre A key viability issue will be the stability of the site and potential subsidence. Further work will need to be undertaken in partnership with the land owner and consideration given to producing a development/ planning brief as a way of formalising the requirements of all stakeholders.	1.1 1.2 1.4 1.5 1.6 2.1 2.5 2.6 3.2 3.4 4.2
	Introduce free WiFi	Introduce free WiFi across the town centre to encourage flexible working patterns and new people to the town	Improvements to the strategic fibre optic network would be required prior to further feasibility work to assess viability TRC should keep a watching brief on the situation with a view to developing proposals to coincide with infrastructure improvements.	1.4 1.7 3.3 3.7

Core Objective	The Intervention	Description	Key principles	Sub Objectives met
Creating a unique destination which maximises its environmental and heritage assets	Crag Walk scheme	Support Crag Walk scheme to protect Naze from coastal erosion and establish visitor centre facilities to explore the nature and heritage of Walton	<p>Support existing scheme for Crag Walk, which include construction of a rock viewing platform along 200m at the base of the Naze cliffs, interpretation around the cliffs and open space highlighting important issues, a bat hibernaculum, an outdoor classroom for the benefit of the large numbers of visiting school groups and additional benches and picnic benches where appropriate, with some accessible designs for the less able.</p> <p>Work with Essex Wildlife Trust to establish a permanent visitor and interpretation centre on or near the Naze.</p> <p>Consider links with LSP Economic Development Delivery Framework Objective of improving Leisure and Tourism Offer, as well as Environmental Delivery Framework Objective of preserving and enhancing natural assets and addressing climate change at the local level – Indicator NI188.</p>	1.2 1.3 2.1 2.2 3.7 4.4 4.6
	String of pearls Strategy	Commission a strategy to develop or improve a range of spaces from the station to the Naze, including public art, sport, heritage and culture, to act as a 'string of pearls' along seafront	<p>There are a series of existing spaces that run along the seafront, which could be enhanced and better connected. These include the amphitheatre, the Pier, Albion beach, the colonnade, Bathhouse Meadows/the Columbine Centre, the museum and heritage centre, the Naze Tower and the Naze</p> <p>A strategy looking in detail at the use, function and landscaping (both hard and soft) along the seafront and at these important spaces should help to turn these disparate attractions into a cohesive whole</p> <p>The strategy should look to engage local artists and young people in development of the concepts and set out ways they can be included in the delivery of the proposals. Costs should be set out against which funding can be allocated for specific interventions</p> <p>The outcome of the review of public conveniences to assess feasibility of shower facilities (suggested under a different intervention) should be factored into this study and alternative locations for such facilities should be identified along the seafront</p> <p>The study should also consider improvements to the arrival at station with better signage, lighting, hard and soft landscaping through to the town centre and seafront. It should also be consider how proposals at Bathhouse Meadows and the Mere can be incorporated into strategy to connect the town's two seafronts.</p> <p>As detailed designs come forward, a Design and Access Statement should be conducted to ensure inclusive access to, and along, the seafront. This will ensure inequality is 'designed out' of the seafront improvements</p> <p>Consider links with LSP Environmental Development Delivery Framework Objective of improving open spaces, town centres, historic buildings and other public realm initiatives.</p>	2.1 2.2 2.3 2.5 2.7 3.2 3.4 4.1 4.2 4.5 4.6

Core Objective	The Intervention	Description	Key principles	Sub Objectives met
Creating a unique destination which maximises its environmental and heritage assets	Improved streets and squares in the town	Public realm and streetscape improvements throughout the town	<p>Funding should be sought through a combination of S106 and public grant to improve key areas of the town to improve connections between, and activity in, key areas.</p> <ul style="list-style-type: none"> The Parade and Station street - Streetscape enhancements to link station to the town and seafront to include new lighting, paving and signage Mill Lane - Streetscape enhancements to include lighting, paving and signage Inner promenade - Decked pedestrian walkway linking Bathhouse Meadows with existing town hard, to include new lighting, decking, fencing, public art and signage Church Road car park - New surface treatment to car park, new toilet block, signage and lighting Foundry Quay/Harmers Yard - Streetscape enhancements to public right of way, including lighting, paving, fencing and signage String of Pearls along seafront -Public realm improvements to seafront as set out in the seafront strategy The Naze - Improved signage and information along existing footpaths at the Naze <p>Consider links with LSP Environmental Development Delivery Framework Objective of improving open spaces, town centres, historic buildings and other public realm initiatives as well as encouraging more sustainable transport.</p>	1.1 2.2 2.3 2.4 3.3 3.7
	Paint beach huts	Paint the beach hut scheme to add colour and vibrancy to seafront	<p>TRC and Tendring District Council to work together with the Walton Beach Hut Owners Association to identify funds to offer all beach hut owners the opportunity to have their beach hut painted. This could be as a grant scheme where owners match fund any contribution.</p> <p>Consider links with LSP Environmental Development Delivery Framework Liveability Objective of improving open spaces, town centres, historic buildings and other public realm initiatives.</p>	2.1 2.2 2.5 2.7 3.2 3.4 4.2
	Improved paths and new signage in Walton and across Tendring	Improved paths, facilities and new signage, information leaflets, and audio tours to improve access to land and water based environmental and heritage assets	<p>A study should be commissioned by TRC to lead onto an application for funding to improve the network of bridleways and footpaths across Tendring, linking Walton into the rest of the growth area. This should link in with the new Coastal Path, which will be a requirement of the Marine Bill, currently going through Parliament.</p> <p>This should work with local stakeholders, Natural England, the Essex Wildlife Trust, Essex County Council and TDC</p> <p>The main objective of the study should be to identify key routes for sensitively opening up connections to the main towns of Tendring and the key environmental and historical assets. Establishing a Walton Trail within a network of pathways.</p> <p>This should include both physical improvements to pathways and signage, but also work with community groups and schools to feed into free audio tours and leaflets that could be downloaded from the web. Appropriate access groups should be consulted to better understand priorities for improving inclusive access and movement in Walton's public realm for all groups. Opportunities to develop the areas literary connections with Arthur Ransome's Swallows and Amazons link to the Backwaters should be explored.</p> <p>The project should explore the opportunities for hides, working closely with Natural England and the EWT.</p> <p>The project should encourage sustainable environmentally focused tourism by building on the area's natural and community assets and encouraging walking and cycling between locations in the district</p> <p>Consider links with LSP Environmental Development Delivery Framework Objective of improving open spaces, town centres, historic buildings and other public realm initiatives.</p>	1.4 2.1 2.2 2.3 3.2 3.3 3.7 4.1 4.6

Core Objective	The Intervention	Description	Key principles	Sub Objectives met	
Creating a unique destination which maximises its environmental and heritage assets	Restoration of the Mere	Restoration of the Mere as a water sports/ educational facility and dredge the channel to the Yacht Club	<p>TRC should work closely with the land owner to help facilitate the reinstatement of Walton Mere, involving restoration of the boating lake and facilities to create a 21st century watersports and educational venue as part of a new centre piece attraction for the town</p> <p>Consideration should be given to the opportunity to partner with Sport England as part of their £10 million pound a year fund for sustainable investment in community facilities.</p> <p>This project will need to be linked to other interventions, including enabling development on or adjacent to the Mere, including the overspill car park on Bathhouse Meadows owned by TDC and other privately owned land. This should help improve the viability of the restoration and provide additional uses and activity in the area. It should also consider work to Bathhouse Meadows to open up a link between the Mere and the seafront</p> <p>The project will need to be developed in consultation with the Environment Agency, Natural England and the Royal Society for the Protection of Birds to ensure any potential negative impact of development in terms of proximity to the protected Hamford Water and National Nature Reserve is appropriately mitigated as part of the proposals</p> <p>Furthermore, the site falls within Flood Zone 3. Non water related development is likely to require its development to have a raised ground above the flood plain along with enhancements to the sea wall. Furthermore, development will need to identify appropriate access away from the site in the event of flooding. This could be achieved via North Street and this would need to be explored further as part of the scheme development</p> <p>As proposals emerge and detailed designs come forward, a Design and Access Statement should be conducted to ensure inclusive access to, and use of, the Mere. This will ensure inequality is 'designed out' of new developments and potentially unlawful discrimination is eliminated.</p> <p>Consider links with LSP Economic Development Delivery Framework Objective of improving Leisure and Tourism Offer and contribution to income and employment indicators (NI166 and NI151 respectively). In addition, contribution to reducing previously developed land lying vacant (NI170) as well as LSP Health Delivery Framework objective of promoting healthy lifestyles and community wellbeing. Increasing leisure opportunities is also an objective within the LSP Children and Young People Delivery Framework.</p>	<p>1.1</p> <p>1.2</p> <p>1.3</p> <p>1.4</p> <p>1.6</p> <p>2.1</p> <p>2.2</p> <p>2.3</p> <p>2.4</p> <p>2.7</p> <p>3.2</p> <p>3.3</p> <p>3.5</p> <p>3.6</p> <p>3.7</p> <p>4.1</p> <p>4.5</p> <p>4.6</p>	
	Establish key link from beach to the Mere	Establish key link from beach to the Mere through Bathhouse Meadows and the urban beach	This intervention should be factored into the String of Pearls Strategy and inform the development proposals for both the Urban Beach and restoration of the Mere and associated development	<p>The key principle is to open up the two waterfronts in Walton allowing easy access between the beach and the Mere</p> <p>Consider links with LSP Environment Delivery Framework objective of encouraging more sustainable transport.</p>	<p>2.2</p> <p>2.3</p>
	Upgrade toilet facilities	Upgrade toilet facilities where possible to include shower and changing rooms	One increasingly important factor affecting people's use and choice of beaches to visit is the provision of public shower facilities. This is already an established offer of popular beaches in continental Europe, Australia and the Caribbean	<p>TRC should work with TDC (Environmental Services) to undertake a feasibility study of existing public conveniences to assess viability of inclusion of shower facilities</p> <p>The feasibility work should be used to inform the development of the String of Pearls strategy in term of suitable locations for shower facilities</p>	<p>1.4</p> <p>3.3</p>

Core Objective	The Intervention	Description	Key principles	Sub Objectives met
Making Walton a place where people will choose to live and realise their potential	Courses & placements in renewable energy sector	Work with Tendring Technology College, Essex University and renewable energy sector to develop student courses and placements	<p>TRC to work with partners to establish a 'Tendring Renewable Energy Education Group' to include stakeholders from the key education establishments and renewable energy sector across Tendring</p> <p>This group should assess the needs of students in relation to their respective curriculums and the employment skills required in the renewable energy sector</p> <p>This should be undertaken in conjunction with an understanding of the aspiration of local renewable energy providers and Essex University to support learning through course and placements</p> <p>A programme should then be agreed with all parties and rolled out the schools and colleges across Tendring</p> <p>Consider links with LSP Economic Development Delivery Framework Objectives of Raising Skills Levels of the Workforce to help meet employment and skills indicators (NI151, NI163 and NI174). In addition, links with LSP Community Regeneration Delivery Framework Objective 4 – Raising self esteem and achievement within the workforce by improving skills. Similarly, LSP Children and Young People Delivery Framework Objectives of Raising Educational Achievement and reducing numbers of young people not in education, training or employment (NI 117 and NI79).</p>	1.3 3.3 3.7 4.6
	Explore how offer to young people in Walton can be improved	Explore how offer to young people in Walton can be improved by establishing links with new proposed activities in town	<p>The Walton Youth Centre is run by Essex County Council and open Monday through to Thursday every week. Monday is open to those with learning difficulties, Tuesday is a project night for a small project based activities and Wednesday and Thursday are general opening.</p> <p>The centre would like to increase the number of sports activities it runs and this could be linked into improvements proposed for Bathhouse Meadows and the Mere. Links to these new facilities will need to be established from the development stage to help ensure young people of engaged in the process.</p> <p>Consider links with the LSP Children and Young People Delivery Framework objective of increasing leisure opportunities.</p>	3.3 3.7
	New homes at Martello Caravan and Town Hall Sites	New residential accommodation as part of redevelopment of Martello Caravan Site, along with visitor accommodation	<p>Work with owners of Martello Caravan Site to establish mix to ensure viable redevelopment proposals for this key site. This could include some residential development as part of a requirement from the Core Strategy and/or as enabling development for the scheme. New homes would need to be part of a mixed use development.</p> <p>Any proposals will need to demonstrate the positive economic and regeneration benefit for the replacement of caravan accommodation with an appropriate level of alternative visitor accommodation as part of a mixed use scheme. However, to aid viability is it also expected that an element of residential will also be required.</p> <p>Appropriate local retail to support resident needs could be considered so long as it does not adversely affect town centre offer.</p> <p>Consideration will need to be given to how the development could support works to the Martello Tower, which is on the Heritage 'at risk' register.</p> <p>The scheme should also include the expansion of the Mill Lane Car Park to release road and car park capacity in the centre of town.</p> <p>Part of the site falls with Flood Zone 3 during a 1 in 200 year flood event and as such development will need to be assessed in line with PPS25. Discussions will need to take place with Tendring District Council Planning. This will include consideration of water compatible uses and less vulnerable uses than single storey caravans that exist on the current site. Access to the development site during a 1 in 200 year flood event (with allowance for climate change) will need to be identified as part of any development proposals. This is likely to be through land to the west of the site. Land raising to above flood levels will generally be allowed as Walton is affected by tidal flooding. Extension of the sea wall to further protect the site may also be considered.</p> <p>Development would be dependent on a Transport Assessment to assess impact of additional development on the town.</p> <p>TRC should also work with TDC as landowner of Town Hall site and land owner of adjacent land to realise a retail and residential mixed use scheme at site on Mill Lane.</p> <p>Consider links with LSP Community Regeneration Delivery Framework Objective 5 – Improving housing affordability and living conditions.</p>	1.1 2.2 2.3 3.1 3.2 3.3

Core Objective	The Intervention	Description	Key principles	Sub Objectives met
Making Walton a place where people will choose to live and realise their potential	New development on and adjacent to the Mere	New residential, commercial and leisure development as part of reclaimed southern section of the Mere and potentially adjacent to the Mere as part of enabling development for restoration	<p>In order to realise the potential of the Mere to be a catalyst for change in the area part of the Mere could be reclaimed for residential development, along with adjacent land (unused space and/or existing employment space if appropriate relocation in the town could be identified). This would be enabling development and as such as part of a comprehensive scheme for the redevelopment/restoration of the Mere. This would also need to deliver enhancements to the sea wall in the area.</p> <p>This should help to contribute to the restoration of the Mere through S106 contributions. Furthermore it should help to add activity to the area and provide opportunities to provide enhanced water sport and educational facilities and additional uses and activity in the area, such as water related retail, restaurants, housing and cultural and heritage activities.</p> <p>The overspill car park on Bathhouse Meadows owned by TDC should be considered and through this help to facilitate a link between the Mere and the seafront.</p> <p>Other privately owned land adjacent to the Mere should be included if it can be demonstrated they are being brought forward as part of a comprehensive scheme to restore the Mere.</p> <p>TRC will need to engage with land owners to establish willingness to include land in a comprehensive scheme. This should be fed into the emerging Core Strategy for consideration</p> <p>TRC will also need to act as a champion for the scheme and work with the consortium of land owners to consultant and develop an appropriate scheme</p> <p>All food risk and environmental impact assessments will need to be undertaken as part of the planning and development process.</p> <p>Consider links with LSP Community Regeneration Delivery Framework Objective 5 – Improving housing affordability and living conditions.</p>	1.1 1.2 1.4 1.6 2.2 2.4 3.1 3.2 3.3 4.1 4.5
	Taster & full courses linked to Walton's economy	Work with Tendring Adult Community College to develop taster and full courses in skills linked to Walton's economy, such as watersports, ecology and conservation, eco-tourism, tourism and leisure and the care industry	<p>TRC to work with partners, including Tendring Adult Community College to identify appropriate course emerging from interventions set out within the Regeneration Framework</p> <p>This will require college to set out what courses it can deliver, where these can be delivered and what grant can be drawn down to support them. This should then be used by TRC and TDC (Planning) to inform emerging proposals and where appropriate lever in funds from schemes to support training local people</p> <p>Consider links with LSP Economic Development Delivery Framework Objectives of Raising Skills Levels of the Workforce to help meet employment and skills indicators (NI151, NI163 and NI174). In addition, links with LSP Community Regeneration Delivery Framework Objective 4 – Raising self esteem and achievement within the workforce by improving skills. Similarly, LSP Children and Young People Delivery Framework Objectives of Raising Educational Achievement and reducing numbers of young people not in education, training or employment (NI 117 and NI79).</p>	1.3 3.3 3.7 4.6
	Residential at Station Yard Car Park	Consider new residential units on Station Yard Car Park	<p>Work with land owners TDC and Network Rail to establish mix to ensure viable redevelopment proposals for this key site.</p> <p>Residential units on this site would promote redevelopment of the site to improve gateway to the town and provide residential accommodation in a central and accessible location.</p> <p>Development would be dependent on a Transport Assessment to assess both impact of loss of car park and impact of additional development on the town.</p> <p>Consider links with LSP Community Regeneration Delivery Framework Objective 5 – Improving housing affordability and living conditions.</p>	1.1 1.6 3.1 3.2 3.3

Core Objective	The Intervention	Description	Key principles	Sub Objectives met
Ensuring a sustainable future for Walton	Car parking strategy	Develop a car parking strategy, which includes improved signage to key car parks and pricing	<p>There is a need to redress the balance between daily car park and seasonal car parking as many car park are empty for much of the year, while at peak times the network does not have the capacity to deal with the numbers wanting to visit the town.</p> <p>Key car parking considerations include the size of the new proposed extension at Mill Lane as this will inform proposals for the Mere and the Martello Caravan Site.</p> <p>Furthermore, the requirements for parking at the station area (Station Yard and Church Street car parks) should be considered to enable develop in this area to come forward in a timely manner.</p> <p>Reducing the number of spaces out of season, with a car park closure and provide additional seasonal parking should be considered. Additional car parking spaces at Mill Lane Car Park as part of the redevelopment of the Martello Caravan Park should be factored into this.</p> <p>In order to fully understand the use of the car parks in open and close season a full utilisation study may have be carried out. From this it would be possible to determine how any closure would impact on the loss of a car park and the number of car parking spaces that would be needed to replaced it. This study should draw on local car parking revenue receipt information, costed option appraisals (including wardening) as well as road traffic flow data.</p> <p>Over the longer term, implementation of a park and ride type scheme, with seasonal car parking on the outskirts of Walton, thus reducing parking demand and number of trips into the town should be considered as part of the travel plan for the Mere redevelopment.</p> <p>Consider links with LSP Environment Delivery Framework objective of encouraging more sustainable transport.</p>	2.2 2.3 3.3
	Green tourism business schemes	Promote green tourism business schemes	<p>TRC should develop an advice, guidance and small grants scheme for eco-tourism business schemes linked to the environmental assets in the area</p> <p>A working group including Visit Essex, TDC Leisure and Culture and Business Link East of England (as part of their environment & efficiency function) Essex Wildlife Trust and Natural England should be established to develop a project and an application to the Haven Gateway made</p> <p>The scheme should be targeted at existing and new businesses in the area and should challenge them to diversify the tourism economy in the area. Consideration should also be given to supporting existing and new business to obtain the Green Tourism Business Scheme (GTBS) certification.</p> <p>The project should be focus across Tendring.</p> <p>Consider links with LSP Economic Development Delivery Framework Objective of providing more support to existing business and contributing to business and employment indicators (NI171 and NI151).</p>	1.2 1.7 2.1 4.1 4.3 4.6
	A new larger car park Mill Lane Car Park	A new larger car park as part of redevelopment of Martello Caravan Site and Mill Lane Car Park, with access from Kirby Road. This should facilitate development at Station Yard	<p>Based on the findings from the Car Parking Strategy an agreed increase in the existing Mill Lane Car Park should be developed with improved junction and two way access off Kirby Road.</p> <p>This should come forward as part of the Martello Site development proposals.</p>	2.2 3.3

Core Objective	The Intervention	Description	Key principles	Sub Objectives met
Ensuring a sustainable future for Walton	Transport and social infrastructure improvements outside town	Promote transport and social infrastructure improvements as part of future residential and leisure development in the town	<p>Additional residential, leisure and commercial development will need to be assessed in terms of the impact they will have, both in terms of the transport and social infrastructure across Tendring.</p> <p>TRC will need to work with TDC Planning to identify key district wide interventions that will be required to facilitate proposed uplift in resident, visitors and workers. Given Walton's limited capacity for new employment sites, the Core Strategy will need to assess the best location for employment given the potential increase in the town's population.</p> <p>The Core Strategy, through its Sustainability Appraisal process will need to assess the potential impact of the proposals set out within the Regeneration Framework in order to inform emerging proposals and policies.</p>	1.3 1.5 2.1 2.2 2.3 3.1 3.2 3.3 3.5 3.7
	Flood defences and shoreline management	Ensure flood defences and shoreline management are co-ordinated to protect Walton against climate change	<p>The seafront is considered to be adequately defended and the Shoreline Management Plan (currently under review) is considered likely to recommend that this is maintained and improved to allow for climate change.</p> <p>However, the Hamford Water defences are considered to be at risk of breaching and this places many low lying parts of central Walton at 'High Hazard' level, which puts life at risk. Improvements to the defences have been proposed to support the redevelopment of the Mere. However, this would not remove the land from the Flood Zone category unless ground levels are raised above the 1 in 200 year climate change level of 4.9 mAOD.</p> <p>TRC should continue to engage with the EA as proposals develop. A guidance note for developers should be developed explaining how development in Walton should come forward in line with PPS25 based on the proposals outlined in the Regeneration Framework.</p> <p>Consider links with LSP Environmental Delivery Framework Objectives of preserving and enhancing natural assets and addressing climate change at the local level and contributing to Indicator NI188.</p>	2.4 4.1 4.3 4.4 4.5

Proposed Interventions table



Public art along the seafront will help stimulate interest for both visitors and locals

The proposals are summarised in the following tables and spatial diagrams.

Strategic Objective 1: Building a Strong Year Round Economy

OBJECTIVE 1

Sub-Objectives

Maximise opportunities for economic growth through the development of key opportunity sites

Diversify the existing leisure based economy and extend seasonal activity

Improve educational attainment and the skills base of the resident population

Provide new facilities and accommodation which will attract a wider range of visitors and increased visitor spend throughout the year

Develop the local retail market and make Walton a viable alternative to other shopping destinations

Provide suitable sites and premises to meet the needs of expanding and new businesses

Build business and employment networks and support

How will we achieve it: the Interventions (number refers to Figure 2.2)

- 1 An urban beach at Bathhouse Meadows
Creative use of vacant shops
Shopfront grant scheme
- 2 Bad weather activities at Columbine Centre
Branding and marketing strategy
- 3 Hotel and chalets at Martello Caravan Park and retail at former Town Hall
- 4 Improve pier façade
- 5 Extend the town market
- 6 New workspace at the former Avon works (next to Station Yard Car Park)
- 7 Redevelop Pier Hotel
Introduce free WiFi



Potential for beach volleyball on Bathhouse Meadows



New retail and leisure interventions will contribute to diversifying Walton's economy

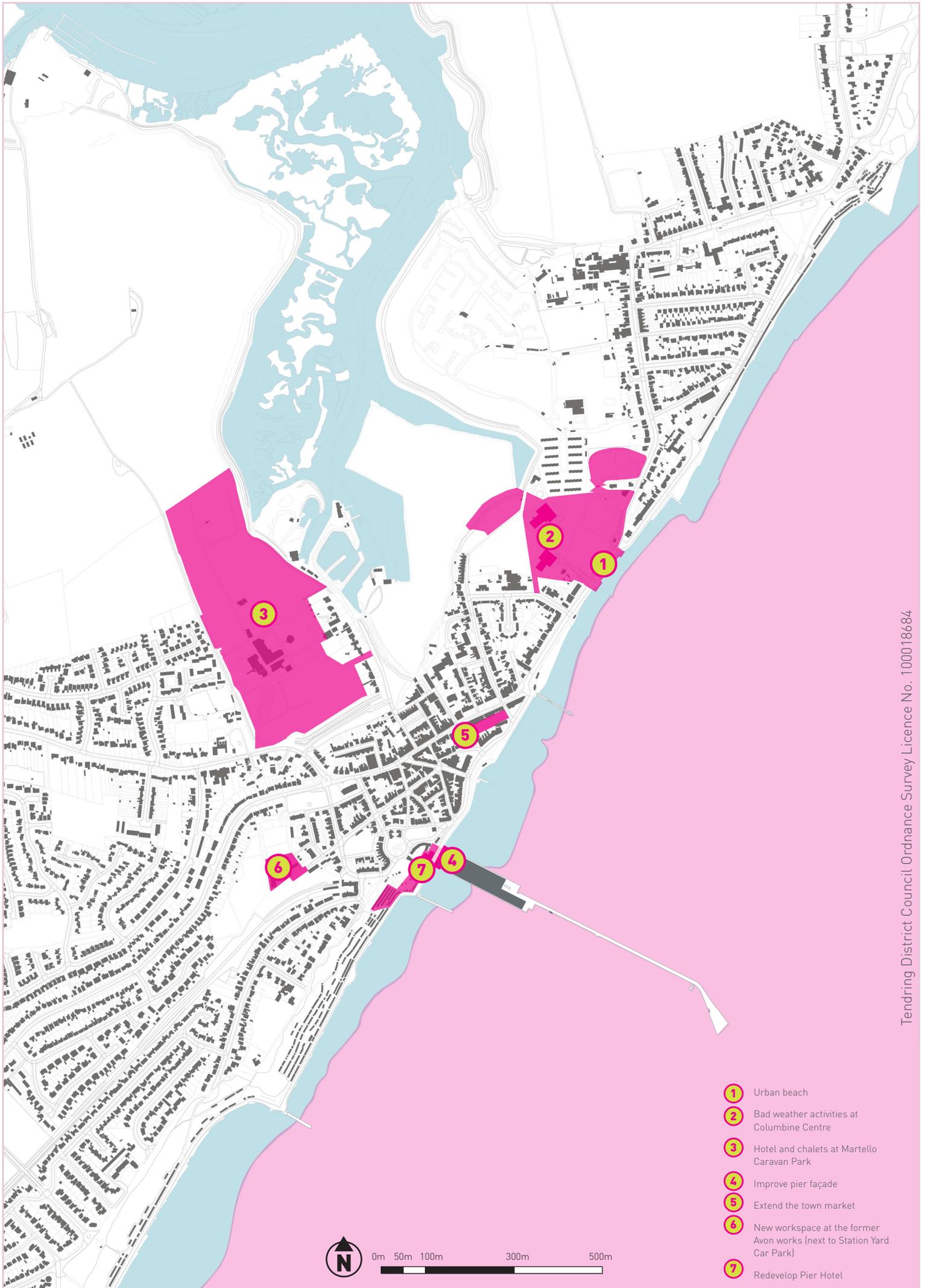


Figure 2.2 Building a Strong Year Round Economy: Interventions

Creating a unique destination which maximises its environmental and heritage assets

Sub-Objectives

OBJECTIVE 2

Reinforce the variety and distinctiveness of Walton as a destination

Create a more welcoming destination which is attractive to visitors and easy to access and move around

Improve connections and cohesiveness between the town centre, seafront, Backwaters and The Naze

Maximise water-based leisure and recreation opportunities presented by the Mere and Backwaters

Improve the physical environment of the town centre and seafront

Extend the leisure and recreational attractions on the seafront through an integrated approach to the use of the Pier, promenade and beach

Adopt a pro-active and integrated approach to branding and marketing to support the creation of a complimentary tourist offer as a place to experience nature and history

How will we achieve it: the Interventions (number refers to Figure 2.3)

8 Crag Walk scheme

9 String of Pearls Strategy

10 Paint beach huts

Improved streets and squares in the town

Improved paths and new signage in Walton and across Tendring

11 Restoration of the Mere

12 Establish key link from beach to the Mere

Upgrade toilet facilities



Improved seating along the beachfront as part of the String of Pearls Strategy



Capitalising on Walton's built heritage and environmental assets will help to attract visitors all year round



- 8** Crag Walk scheme
- 9** String of pearls strategy
- 10** Paint beach huts
- 11** Restoration of the Mere
- 12** Establish key link from beach to the Mere

Figure 2.3 - Creating a unique destination: Interventions

Making Walton a place where people will choose to live and realise their potential

Sub-Objectives

OBJECTIVE 3

Enhance the quality of the housing stock to meet the needs of a balanced population in terms of tenure, mix and size

Create an attractive physical environment with good quality public realm and public spaces

Ensure an adequate provision of good quality services to meet the needs of all residents

Foster community cohesion and pride

Reduce fear of crime and anti-social behaviour and create a safer environment

Create a healthy and more active community

Create a sustainable community providing opportunities for people of all ages

How will we achieve it: the Interventions (number refers to Figure 2.4)

Courses & placements in renewable energy sector

Improve youth centre

13 New homes at Martello Caravan Site and former Town Hall

14 New residential development at the Mere

Taster & full courses linked to Walton's economy

15 Residential at Station Yard Car Park



Potential for new homes on the Martello Caravan Site



New housing will help to address population decline and provide a catalyst for delivering new social infrastructure



- 13** New homes at Martello Caravan Site
- 14** New homes on the Mere
- 15** Residential at Station Yard Car Park

Figure 2.4 - Making Walton a place where people will choose to live: Interventions

Ensuring a sustainable future for Walton

Sub-Objectives

OBJECTIVE 4

- Integrate new development with the natural environment
- Protect and enhance the heritage of the town
- Address the long term impacts of climate change
- Protect the Naze from the effects of coastal erosion
- Promote the integrated management of the Backwaters and of the coastal zone
- Promote sustainable development practices and the use of renewable energy technologies, eco tourism, recycling and efficient use of water

How will we achieve it: the Interventions (number refers to Figure 2.5)

- Car parking strategy
- Green tourism business schemes
- 16** A new larger car park at Mill Lane Car Park
- Transport and social infrastructure improvements in the town
- Support to flood defences and shoreline management



Opportunities for grants to sustainable businesses



Sustainable design will be vital to minimising impacts on Walton's sensitive ecology



Figure 2.5 - Ensuring a sustainable future for Walton: Interventions

To ensure the Regeneration Framework is working towards all the objectives and sub objectives a gap analysis exercise has been undertaken. This is set out in the table below, which shows each of the intervention and which objectives it should help to meet. It highlights the cross cutting nature of many of the interventions.

	Intervention	Sub Objectives																										
		1.1	1.2	1.3	1.4	1.5	1.6	1.7	2.1	2.2	2.3	2.4	2.5	2.6	2.7	3.1	3.2	3.3	3.4	3.5	3.6	3.7	4.1	4.2	4.3	4.4	4.5	4.6
Building a strong year round economy	Urban Beach		✓						✓					✓	✓			✓	✓	✓	✓	✓						
	Creative Use of Shops				✓			✓	✓						✓					✓	✓	✓						
	Shopfront Grant Scheme					✓			✓	✓				✓	✓				✓	✓	✓	✓			✓			
	Bad weather activities at Columbine Centre		✓		✓														✓	✓	✓	✓						
	Branding and Marketing Strategy							✓		✓						✓												✓
	Hotel and chalets at Martello Caravan Park	✓			✓					✓													✓					
	Improve pier façade	✓	✓		✓				✓	✓				✓	✓				✓						✓			
	Extend the town market					✓			✓																			
	New workspace at former Avon Works	✓					✓																✓					
	Redevelop Pier Hotel	✓	✓		✓	✓	✓		✓					✓	✓				✓	✓	✓	✓			✓			
	Introduce free WiFi				✓			✓												✓			✓					
Creating a unique destination which maximises its environmental and heritage assets	Crag Walk scheme		✓	✓					✓	✓													✓				✓	✓
	String of pearls along seafront								✓	✓	✓			✓	✓			✓	✓	✓	✓	✓		✓	✓		✓	✓
	Improved streets and squares in the town	✓								✓	✓	✓							✓			✓						
	Paint beach huts								✓	✓				✓	✓				✓	✓	✓	✓			✓			
	Improved paths and new signage in Walton and across Tendring				✓				✓	✓	✓								✓	✓			✓	✓				✓
	Establish key link from beach to the Mere									✓	✓																	
	Upgrade toilet facilities				✓															✓								
Making Walton a place where people will choose to live and realise their potential	Courses & placements in renewable energy sector			✓															✓			✓					✓	
	Improve youth centre																		✓				✓					
	New homes at Martello Caravan Site	✓								✓	✓							✓	✓	✓	✓	✓						
	New development adjacent to the Mere	✓	✓		✓		✓			✓		✓						✓	✓	✓	✓	✓		✓			✓	
	Taster & full courses linked to Walton's economy			✓																✓			✓					✓
	Residential at Station Yard Car Park	✓					✓											✓	✓	✓	✓	✓						
Ensuring a sustainable future for Walton	Car parking strategy									✓	✓								✓									
	Green tourism business schemes		✓					✓	✓														✓			✓		✓
	A new larger car park Mill Lane Car Park									✓									✓									
	Transport and social infrastructure improvements outside town			✓		✓			✓	✓	✓							✓	✓	✓	✓	✓						
	Flood defences and shoreline management											✓											✓			✓	✓	✓

Figure 2.6 - Walton Regeneration Framework – Crossing Cutting Regeneration impacts



Opportunities for interactive public realm

Physical Regeneration – Key Opportunities

The physical interventions proposed have been grouped together as opportunity sites, to enable focused delivery. These are:

- Opening up a second waterfront and new leisure offer around the Mere (site A)
- Establishing a new leisure attraction at Bathhouse Meadows (site B)
- Extending the town and its tourism capacity at the Martello Caravan Site and Mill Lane Car Park (site C)
- Redevelop the Former Town Hall to improve key links between the Town Centre and the Mere (site D)
- Developing the town's gateway at Station Yard Car Park (site E)
- Revitalising the Pier, Pier Hotel and Beach Front (site F)
- Creating a New Market Square at Millennium Square Car Park (site G)

- Delivering the Crag Walk and Naze Tower Project (site H)

An overview of these sites is set out in the overall masterplan framework diagram. For each of these areas we have considered the form of development opportunity. Furthermore, we have looked at how that development can be taken forward in practical terms. A fundamental part of the regeneration strategy has been to produce physical proposals which, not only meet the strategic objectives for regeneration of Walton, but have been tested for viability and deliverability. This section describes further each of the opportunity site proposals, and the steps needed to deliver them.



Figure 2.7: Overall Masterplan Framework



The sea wall

Flood Risk Mitigation

All land below 3.92 m AOD is currently in Flood Zone 3. As such, approximately 400 existing properties north of the High Street lie within an area at risk from a 1 in 200 year tidal flood event. Predicted sea level rises caused by climate change (as assessed in the Tendring District SFRA) will result in more properties, those below 4.9 m AOD, coming into the flood risk zone by 2100.

All land below 3.92m AOD in Walton is currently defined by the Environment Agency as being in Flood Zone 3. This zoning represents the estimated area which is at risk of a 1 in 200 year tidal flood event without defences. Based on this definition, much of the existing town falls within tidal Flood Zone 3.

All development needs to consider the residual risks associated with this and will generally require defences and floor levels a sufficient freeboard above this level and safe access to areas outside the flood risk area.

The SFRA states that the seafront is considered to be adequately defended and the Shoreline Management Plan (currently under development) is considered likely to recommend holding the line, whereby defences around are maintained and improved to allow for climate change. However, because the Hamford Water defences are mainly earth banks they are considered to be at greater risk, particularly from breaching, and the SFRA has considered the potential impact from such events.

PPS25 sets out the planning framework for dealing with Flood Risk. Through the application of a sequential approach to development, the key principle of PPS25 is to direct development away from areas of greatest flood risk as determined through Regional and Strategic Flood Risk Assessments.

The following are potential development options set out in PPS25 for areas at risk of flooding (Flood Zone 3):

- 'Water-compatible Development'. This includes: docks, marinas and wharves; ship building, repairing and dismantling, dockside fish processing and compatible activities requiring

a waterside location; water-based recreational activities; and amenity open space, outdoor sports and recreation and essential facilities such as changing rooms.

- 'Less Vulnerable' uses where these already exist or as a replacement for 'More Vulnerable' or 'Highly Vulnerable' uses. 'Less Vulnerable' uses include commercial, retail establishments, food outlets and non-residential institutions other than health services, nurseries and educational establishments. Buildings will need to be assessed in relation to the residual risk of flooding and the cost of flood resilience measures.
- Where 'More Vulnerable' uses are proposed, such as residential dwellings, these will need to replace existing 'More Vulnerable' or 'Highly Vulnerable' uses and generally not increase the number of people at risk. Caravans might be replaced by two-storey residential units (both 'More Vulnerable'). The PPS25 Sequential and Exception Tests will need to be passed for 'More Vulnerable' development. The key aspects that will need agreement with emergency services and the Environment Agency are safe access and building floor levels and resilience to deep high-velocity flood water.
- Areas closer to a level of 4.9m AOD may be the subject of ground raising to remove them from flood risk zones. Safe access will also be a consideration if not connected to higher ground.

Therefore, in Flood Zone 3 areas (which represents a large proportion of Walton), PPS25 advises only 'Water-Compatible' uses such as water-based recreation and amenity open space will generally be allowed in 'undeveloped areas'. Where there are existing developments, the overall risk should not be increased and 'Less Vulnerable' uses such as commercial developments should be allowed with suitable flood resilience.

More vulnerable development types may, however, be acceptable within high flood risk zones in certain circumstances; for example where "wider sustainable development reasons.....need to avoid social and economic blight" and where a planning zone is designated as a regeneration area, which should be confirmed through the application of an 'Exception

Test'. This Exception Test allows development if: -

- a. There are wider sustainability benefits,
- b. Such development will reduce flood risk overall,

The key opportunity sites identified at the Mere, the Martello Caravan Site and at Bathhouse Meadows all fall, either in whole or part, within Flood Zone 3. Development proposals within these areas will therefore need to consider the residual risks associated with this and will generally require defences and floor levels to be constructed a sufficient freeboard above this level and provision to be made for safe access to areas outside the flood risk area.

Proposals in this framework for development at the Mere presume that land levels should be raised to bring development outside Flood Zone 3, with the inner promenade effectively providing a new flood wall to defend against potential flood breaches from the Backwaters. The viability of that scheme has been tested on this presumption.

Extending the line of this new flood wall eastwards and westwards to key into either higher existing land or the seafront defences (together with raised access roads provided for safe means of escape) could significantly benefit those properties at 'High Hazard' level in the area north of the High Street This is set out in Figure 2.8.

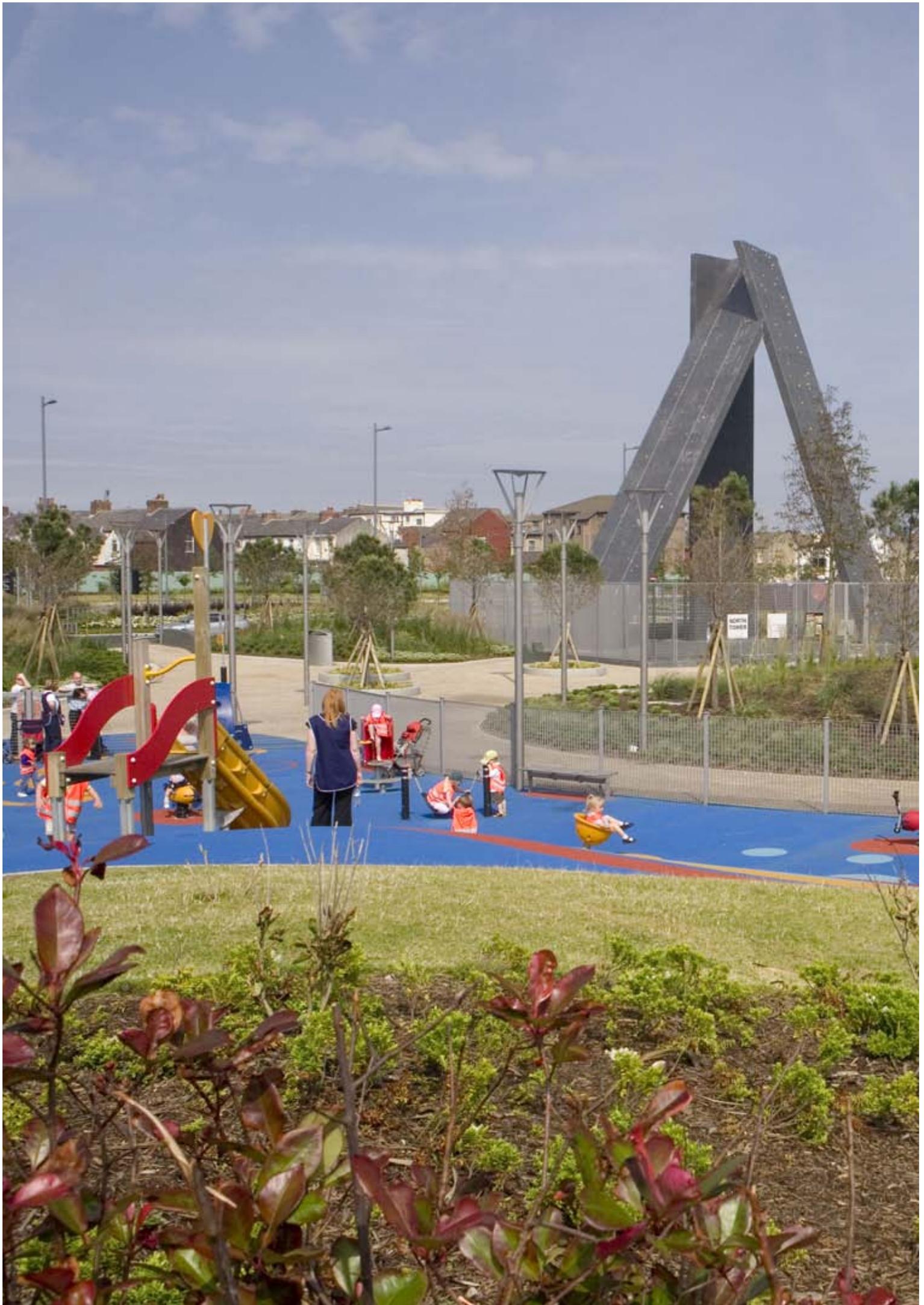
Linking the flood wall westwards into the Martello site could be achieved by means of relatively limited works to the existing flood wall and land raising, and preliminary cost provisions have been made for this in the assessments of development potential on the Martello Caravan and Mill Lane car Park site and the former Town hall site at Mill Lane.

Eastwards of the Mere, however, delivery of improved flood defences to benefit existing properties will be more problematic given practical alignment and cost considerations. A notional line for a new flood defence, perhaps combined with the construction of a new 'relief road' linking Kirby Road with the Esplanade, is shown on the Overall Masterplan Framework. Clearly the costs of these works cannot be estimated at the present time, but combining a flood defence barrier with a road could present cost economies in any subsequent funding bid(s).

It is hoped that the proposals in this document, would help to inform the management plan for the Walton Backwaters as part of the Haven Gateway Partnership's Green Infrastructure Programme. It is recommended that the Haven Gateway, as a key partner in the regeneration framework, will be given a copy of the full document to assist with their future proposals for the area. The Environment Agency will also be given a copy of the full report to inform the Shoreline Management Plan.



Figure 2.8 - Potential new flood defences for Walton



Opportunity Sites A & B - Bathhouse Meadows and the Mere

This area lies at the heart of Walton and contains two key sites which offer significant opportunity for development:

- The Mere
- Bathhouse Meadows (the area around the Columbine Centre)

Together the Mere and Bathhouse Meadows are identified as offering significant potential to act as a catalyst for regeneration, and to bring about a step change in the tourism and leisure offer of the town by, for example, providing activities and attractions for visitors at times when high tides prevent the use of the beach as an attraction. The Tendring District Local Plan 2007-2011 ('TDLP') allocates this area for 'Tourism and Leisure Uses' and, under Policies QL6, FW1 and ER16, supports the development of new and enhanced visitor facilities and attractions in support of the wider goal of strengthening Walton's tourist industry.

Concept

The primary aim of the proposals for Bathhouse Meadows and the Mere is to create a consolidated visitor and community attraction, featuring leisure activities for people of all ages. The development should act as a vehicle for reconnecting the waterfronts at the Mere with the seafront and act to provide additional activities when high tides prevent use of the beach as an attraction. Opportunities for beach volleyball could also build on Tendring Technology College volleyball team's national and international success in the sport.

The new attractions proposed, which are described in more detail below include:

The Mere

- New watersports and associated education facility
- Spectator viewing 'amphitheatre'
- Enabling residential development
- New inner promenade

Bathhouse Meadows

- Adventure meadows playground
- Bouldering / climbing wall (4-11yrs)
- 'Toddler pool' playground (0-3yrs)
- 'Wildflowers' cafe pavilion
- Events lawn
- Urban beach & paddling pool
- Climbing centre
- Tennis courts
- 'Hang-out' space
- Retained skate park
- New multi use games area (MUGA)
- New swimming pool entrance plaza
- New car park and coach drop-off
- Possible new holiday lodges

The design proposals take inspiration from the local natural environment; namely the dendritic patterns of the surrounding estuarine mudflats as well as the nearby Naze cliffs. The character, organic structure and materials should reflect these natural features to ensure that the new Meadows are rooted in the town.

Mere/Bathhouse Meadow's Opportunities Key

The Opportunities diagram (Figure 2.9) sets out identified opportunities for development at the Mere and Bathhouse Meadows. These should help inform future development on the site.

- ① The Mere refurbished to re-create a non-tidal lake for watersport activities
- ② New Inner Promenade connecting into a wider recreational 'loop' via new restaurants and a new watersports/educational venue. Opportunity to connect into the wider public footpath network
- ③ Active inner waterfront with consistent, well defined edge and some A3/A4 uses to serve activities on the Mere
- ④ Enabling residential development
- ⑤ Pedestrian connection between new Promenade, extended Mill Lane Car Park and town centre
- ⑥ Existing Mill Lane Car Park expanded
- ⑦ Enabling residential development accessed by new link from Saville Street
- ⑧ Informal 'amphitheatre' seating/viewing area for spectators to watch watersports activities
- ⑨ New watersports/educational venue and launch area. Includes parking for visitors and involves realigning the seawall to connect into Bathhouse Meadows and the new Promenade
- ⑩ Potential to acquire part of the school playing fields in order to secure a better connection between Bathhouse Meadows and the Mere.
- ⑪ Wider recreational footpath realigned to accommodate watersports/education venue and create continuous connection
- ⑫ Reconfiguration of parking to create larger consolidated area tucked into the edges of site and allowing the swimming pool to be better integrated into the main Bathhouse Meadows site
- ⑬ Creation of new entrance plaza for the swimming pool.
- ⑭ Improve the connection from Standley Road to help establish a community activity hub, including youth centre, primary school and new facilities
- ⑮ Create a compact coach drop off area at the rear of the site and maintain exit for coaches onto Hill Lane
- ⑯ 'Activity Cells' distributed to create a cohesive, well integrated attraction which enables easy interchange between features. To include: urban beach, rock climbing and bouldering walls, sports facilities - such as tennis courts, adventure playground, younger children's play area, flexible events space, cafe pavilion, outdoor seating areas and teen-zone with improved skate park and Multi Use Games Area (MUGA) facilities
- ⑰ Central Focus - cafe pavilion/landmark. Highly visible and draws visitors into centre of site and is positioned to capitalise on movement corridors.
- ⑱ Primary movement 'spine'. Pedestrian 'causeways' which will deliver users to all key amenities and can be slightly raised above ground level to prevent issues of flooding and/or saturated ground conditions
- ⑲ Physically integrate northern sector with central Meadows site
- ⑳ Capitalise on existing change in level from Prince's Esplanade by creating 'cliff' feature to improve enclosure
- ㉑ Improve connections to the Beach from Bathhouse Meadow – a new gateway
- ㉒ Retain and integrate the existing skate park into new attraction
- ㉓ Buffer planting to ensure a good sense of enclosure and improve privacy of adjacent properties



Figure 2.9 - Mere/Bathhouse Meadow's Opportunities

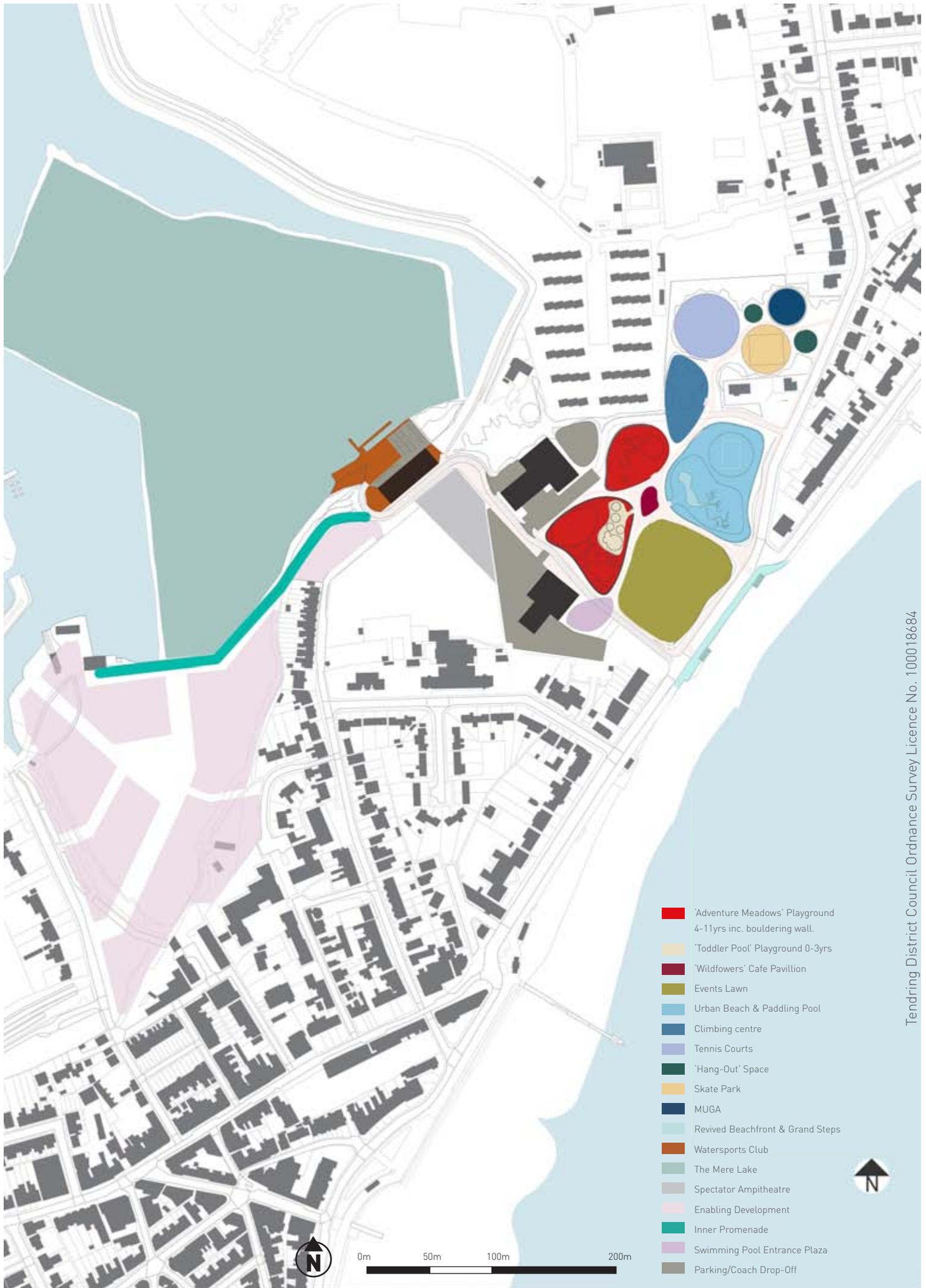


Figure 2.10 Activities



A cafe pavillion as an architectural centrepoin



Tending District Council Ordnance Survey Licence No. 100018684

Figure 2.11 Illustrative Masterplan: Bathhouse Meadows and Mere



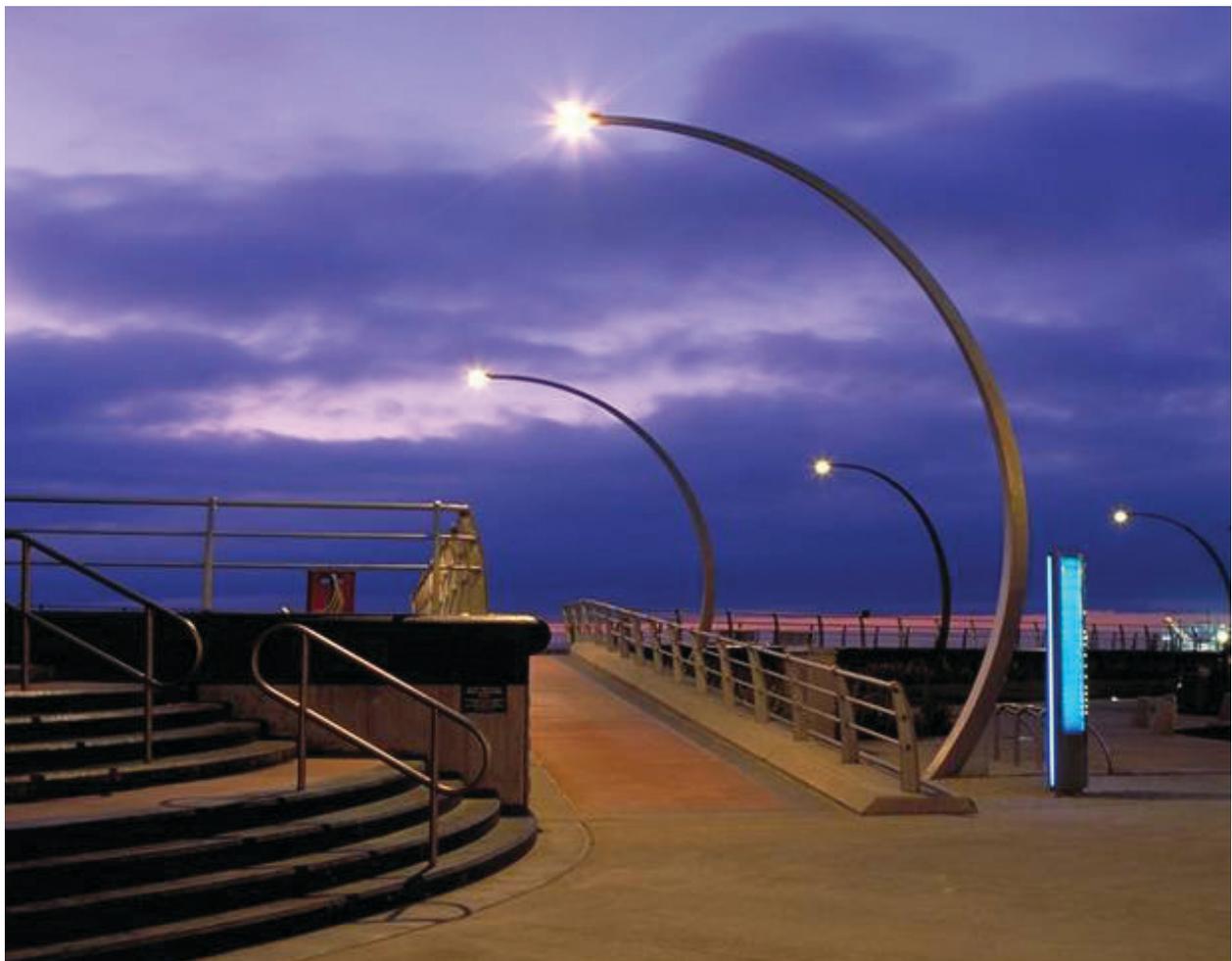
A focus for informal activity

Pedestrian and Vehicle Movement

Figures 2.12 Pedestrian and Cycle Movement and 2.13 Vehicular Movement set out the potential movement patterns, which fit into the overall movement diagram set out later in document.



Landscape and pedestrian connections working together



Potential to open up waterfront promenade at Walton Mere



Figure 2.12 Pedestrian and Cycle Movement



Improved soft landscaping



Figure 2.13 Vehicular Movement

The Mere and Bathhouse Meadows schemes are considered in further detail below.

The Mere

Introduction

The Mere is a disused artificial boating lake of approximately 10 hectares (25 acres) area lying immediately to the east of the town centre, accessed from the High Street via Mill Lane. Mill Lane provides access to the Mill Lane Car Park, the Walton and Frinton Yacht Club and the boatyards around the Town Hard. It is presently an unattractive route with a number of properties in poor condition and/or vacant. The Mere used to be an important visitor attraction and focal point of the town during Walton's heyday, but is now silted-up and provides a not uninteresting natural mudflats area. Its condition is understood to have contributed to the silting-up of the adjoining channel, restricting vessel access to and from the Backwaters. Surrounding land ownerships and uses are disparate, but in general the town's urban form has turned its back on this area.

Aims of Development

The reinstatement of the Mere presents the opportunity for significant physical regeneration in the heart of Walton, creating potentially unique access to two very different waterfronts and opening-up a link between Bathhouse Meadows and the town centre. Restoration of the Mere as a water sports/educational facility, providing a shallow water boating lake for sailing training and other water-based activity would provide an enhanced open space to promote healthy lifestyles, provide a focus for community activities, extend the current visitor offer and provide a new waterfront location as a focus for new development. Development of the ancillary facilities (ie boathouse, clubroom, education room, equipment storage, dingy and trailer park, etc) on the existing overflow coach park to the rear of the Columbine Centre could form part of the development of a 'community hub', including the Centre, the Swimming Pool, Primary School and Youth Centre, shared parking area, open air events venue and 'urban beach'.

Flood risk from the backwaters is high, as the current defences are poor [see the case for regeneration chapter]. Reinstatement of the Mere could provide an opportunity to significantly improve flood defences and would also have the potential benefit of restoring the 'flush' mechanism, which historically helped in reducing silting in the channel.

Figure 2.14 illustrates the key elements of the proposals

- ① Walton's second waterfront and 'inner promenade'
- ② Restoration of the Mere as a water sports/educational facility
- ③ Boathouse and additional facilities
- ④ Enabling residential-led development on the Mere
- ⑤ Enabling residential development on land adjacent to the Mere

Implementation and Delivery

The Mere is in private ownership – this ownership having changed recently. The new owner (whose interests also include Titchmarsh Marina) is understood to have the desire to undertake the restoration works and to operate the watersports and educational venue subject to there being a viable business plan for this enterprise.

Preliminary feasibility studies commissioned by the owner indicate that there are extensive upfront costs such as the necessary remedial works to the Mere wall, the dredging and removal of the silt, the cost of providing the watersport/leisure facilities, as well as possible additional mitigation costs. The extent of these costs is such that they are very unlikely to be met by the revenue generated by the leisure facilities alone.

More intensive development of facilities could generate additional revenues but a significant proportion of the costs will need to be met either through public/grant funding (such as Sport England and the Environment Agency), or through enabling development.

The types of activities proposed present the opportunity to partner with Sport England as part of their £10 million pound a year fund for sustainable investment in community facilities. Improvements to flood defences which reduce risks to the existing residents of Walton should also attract funding assistance from the Environment Agency.



Figure 2.14 The Mere: Masterplan Framework

There are also a variety of other public grant schemes which could provide funding support to this development, including 'Awards for All', 'The Big Lottery Fund', 'East-links: Leading the Field', 'Essex 2012 Olympic Games & Paralympic Games Legacy Partnership', The Foundation for Sports and the Arts, etc. All provide grants for community and sports initiatives ranging from £100 to £1 million. Most awards to private groups are, however, based on match-funding (ie a variable proportion of private funding has to be committed before grant funding will be made available).

Although providing a 'community' function, the owners of the Mere have intimated that they would wish to operate the boating lake as a private (commercial) concern. In the absence of this concern operating as a not-for-profit charitable trust, it is unlikely that sufficient public funds could be secured to bridge the funding gap.

This funding gap could be met by permitting the owner to bring forward sufficient enabling development to provide the necessary funds to enable a viable overall scheme. Our initial assessments, based on a preliminary validation of the costings provided in the feasibility studies commissioned by the owner to date, indicate that a development of circa 200 residential homes (perhaps including some live-work units) with associated small-scale retail, café, cultural and heritage activities etc would be sufficient to cover the cost of these works, and offer the opportunity to fully utilise this new waterfront area. Our analysis indicates that such a scheme, however, may not support a 40% affordable housing element, with a 15-20% element being more viable.

The most suitable location for such enabling development is at the southern tip of the Mere in close proximity to the town centre. Given that this area currently lies within Flood Zone 3, the development platform will need to be provided above the flood level, with the installation of a sea wall and raised access roads necessary. The additional cost of these works have been factored into our initial development appraisals, but more detailed assessment work will be needed to ensure that the full development costs are quantified and only sufficient development area is defined to enable the scheme to proceed.

Improvement to flood defences in this area (linking to areas above the flood level) also has the potential to improve flood protection to a significant number of existing vulnerable properties to the north of the High Street.

Vehicle access to this development site can be provided via a new road access through the area occupied by the existing Mill Lane Car Park directly off the Kirby Road (B1034). This area is already safeguarded by the Council for road improvements.

The potential should be explored to extend this new access road through to Bathhouse Meadows as a means to substantially relieve traffic bound for the seafront and the Naze from the High Street. Alignment and funding of this road will require detailed study, not least having regard to design, land ownership and cost considerations to ensure that delivery of the wider development aspirations for this area is not compromised. Environmental impacts, both positive (in terms of reducing traffic through the town) and negative (in terms of impact on the Backwaters) will need to be fully assessed.

There are a number of smaller potential development sites to the south east of the Mere (between the Mere and Mill Lane) that could also be brought forward for development (subject, for example, to appropriate relocation of existing employment uses). Development of these sites could provide s106 developer contributions to environmental improvements to the Mill Lane area and further public realm provision on the new waterfront.

In order to move this project forward, we recommend that Tendring's Regeneration Company should work closely with the land owner to take the feasibility study forward, not least to examine the engineering and environmental implications of the project. Tendring's Regeneration Company should coordinate discussions with the Environment Agency, Natural England and other parties who will have an interest in this development and its potential impacts. This feasibility work will require some initial funding which will need to be sought.

As proposals emerge and detailed designs come forward, a Design and Access Statement should be prepared to ensure inclusive access to, and use of,

the Mere. This will ensure inequality is 'designed out' of new developments and potentially unlawful discrimination is eliminated.

Alignment with Planning Framework

The Tendring District Local Plan 2007-2011 ('TDLP') proposals map allocates Walton Mere for 'Tourism and Leisure Uses'. As such Policy FW1 supports the development of new and enhanced visitor facilities and attractions in this location in support of the wider goal of strengthening Walton's tourist industry. The site is not presently identified for residential or other forms of development, but it falls within the defined 'Urban Regeneration Area' where, under Policy QL6, "permission will be granted for development that reinforces and/or enhances the function, character and appearance of the area and contributes towards regeneration and renewal". However, Policy QL3 seeks to reduce and manage flood risk by avoiding inappropriate development in areas at risk of flooding. Only where the benefits of development outweigh the risks of flooding will development be permitted in areas of flooding. All proposed sites within Flood Zones 2 and 3 must be subject to a sequential test to demonstrate no alternative sites exist in areas of lower flood risk. Development of the site would need to have regard to Policy ER16, which relates to tourism and leisure uses, and (in respect of any residential development) satisfy Policies HG3a and HG4 relating to housing mix and affordability.

The development of the site in the manner proposed will, therefore, need to have regard to current TDLP policy, although the ongoing preparation of the Tendring Local Development Framework ('LDF') offers the opportunity to allocate the Mere for the uses outlined above subject to appropriate flood risk safeguards.

TDC's recent Wildlife Habitat Survey identifies the Mere as a recommended 'Local Wildlife Site' ('LoWS'). LoWS are not afforded statutory protection but can be given protection through the LDF. The economic benefits of the boating lake and adjoining facilities (see below) are, in our opinion, considered to outweigh the value of the site for wildlife.

There is also likely to be concern about the impact of the development and any associated boating activities on the adjoining Backwaters given their environmental status. Liaison with Natural England and other parties with interests relating to the Backwaters will need to be involved in the preparation of development proposals for the site. If Appropriate Assessment is required, then this should be undertaken through the statutory plan-making process. At this stage, we do not envisage that environmental compensation for loss of habitat resulting from development of the Mere will be necessary (given the lack of existing statutory protection of this area) but this is also a matter which will need to be addressed and agreed in the formulation of more detailed proposals.

Potential Outcomes and Development Capacities

- Boating lake
- Leisure, educational/training and ancillary retail facilities including boathouse, gym, restaurant and cafe totalling approximately 15,500 sq ft (1,450 sq m).
- Waterfront public realm
- Mill Lane environmental improvements
- circa 200 residential units (circa 20% affordable)



The Mere

Bathhouse Meadows

Introduction

Bathhouse Meadows, encompassing the Columbine Centre, the swimming pool and land fronting on to the Mere, holds a strategically important location within Walton. The area lies between the seafront and the Mere, occupying space which could act as a cohesive link between these two important assets.

The site is substantially in the ownership of TDC (the Primary School is in the ownership of ECC), with various buildings (eg the Columbine Centre) and areas (eg the skate park) occupied under leases. A substantial part of Bathhouse Meadows is currently used as car parking; the Swimming Pool car park providing 62 permanent spaces and the open area providing some 800 spaces (Coronation Car Park) in peak season. The remainder of the area is used for a variety of recreational uses and grassed open space. The coach park accommodates the majority of visiting coaches in the summer peak season.

Aims of Development

This area presents the opportunity for the creation of a 'community hub' incorporating the Columbine Centre, the Swimming Pool, Primary School and Youth Centre, the new water sports/educational facility (see above), shared parking area, open air events venue and 'urban beach'.

It offers the potential to play an important role in extending the existing tourist offer, providing activities and attractions for visitors for times when high tides prevent use of the beach as an attraction. Attractions such as an 'urban beach' to allow activities such as beach volleyball (building on the success of the Tendring Volleyball Club and the national recognition achieved by the Tendring Technology Volleyball team) could be installed, alongside a climbing/bouldering wall and improved play facilities. An additional Multi Use Games Area (MUGA) linked to the swimming pool, café with outdoor seating, and a flexible space for events and children's paddling. In addition, the offer of the Columbine Centre could be extended to provide additional wet weather attractions/activities to the existing ones at the Pier, which could be run during the summer months. This could include children's adventure play and activities, indoor sports such as mini tennis, table tennis, bouldering wall etc.

This area also provides the opportunity to provide significant amenity enhancement, and to connect the Mere, Columbine Centre, swimming pool and existing outdoor sports facilities in a single offer.

Development would need to be brought forward hand-in-hand with a car parking strategy to ensure that the coach and overspill parking capacity displaced by development is re-provided elsewhere in the town. Coach drop-off would continue to be offered at Bathhouse Meadows, but suggested locations for coach and car parking include the new Mill Lane car park (see Figure 2.15).

This area would need to retain the capability to host events and festivals, and any installations would need to be consistent with the TDLP open space designation and based on existing flood protection policies would be water compatible as the area is in Flood Zone 3. As stated above, the potential to improve flood protection through the development of part of the Mere offers the opportunity to alleviate flood risk from some or all of Bathhouse Meadows. This would facilitate the introduction of other forms of enabling development.

If the feasibility of extending the proposed new Mere access road through to Bathhouse Meadows is proven, the alignment of this road may provide opportunity to further improve flood protection in this area of the town. This may facilitate the introduction of other forms of enabling development.

Detailed designs for the area would need to provide a link through the new water sports/educational facility fronting the Mere (see above), or safeguard land for future connection. This may require acquisition or land swap with ECC in respect of the corner of the primary school field to ensure best possible access route/linkage, provision of additional permanent car parking adjacent to the swimming pool and Columbine Centre and possible event space during school holidays.

Figure 2.15 sets illustrates the key elements of the proposals

- ① Activity areas including urban beach, flexible events space and children's play
- ② Columbine Centre could link in with additional wet weather activities
- ③ Improved links to school and youth centre
- ④ Improved link between beach and Mere
- ⑤ New controlled crossing

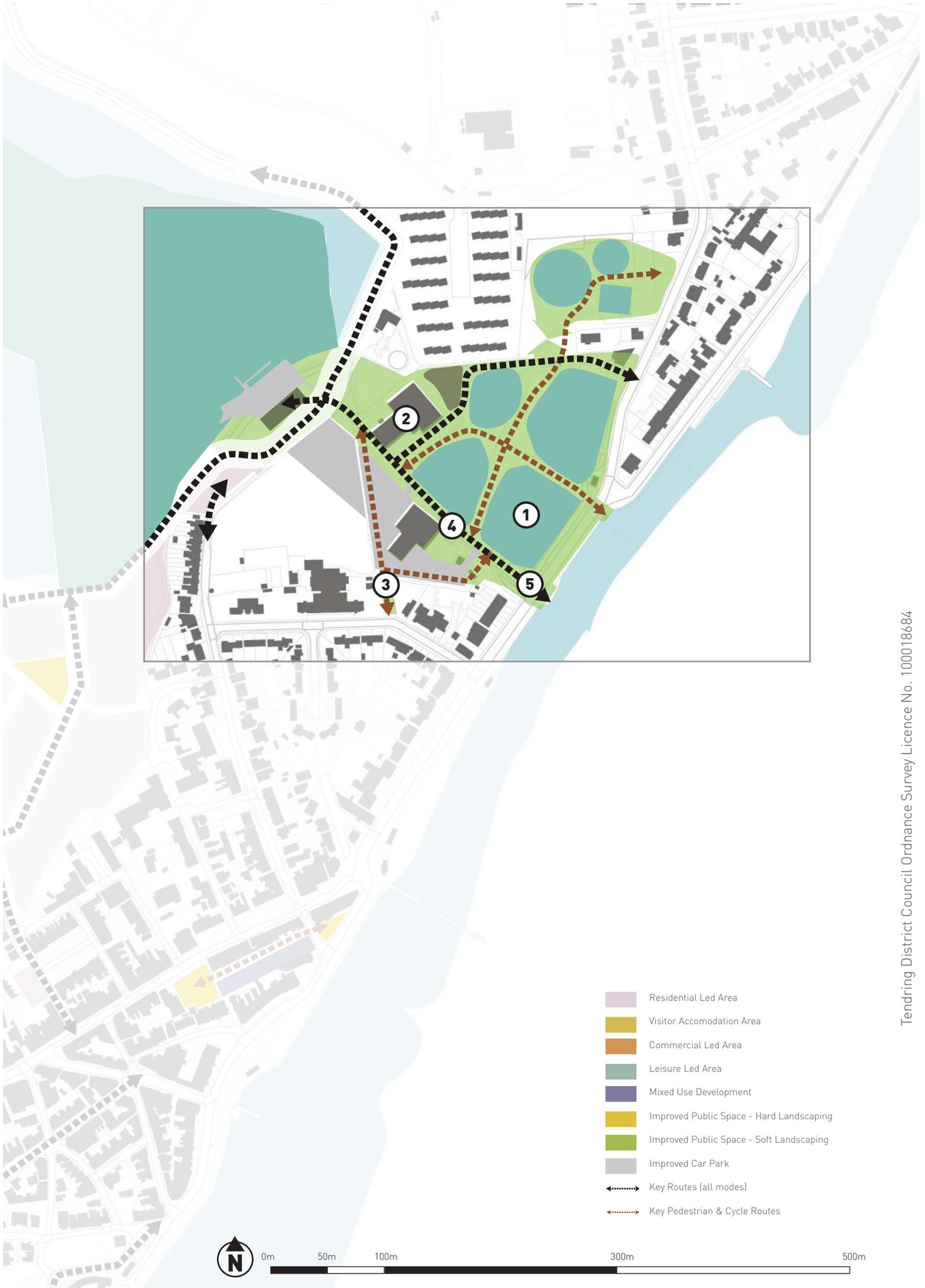


Figure 2.15 - Bathhouse Meadows: Masterplan Framework

Implementation and Delivery

We would anticipate that the principal stakeholder who would mastermind delivery of works in this location would be Tendring's Regeneration Company/ TDC as the planning authority (for securing S106 contributions/land/works in kind) and as the local authority (for supporting grant funding applications). Agreement would be needed with ECC on the potential development of part of the school playing field. An indication of how much land could be required is set out in Figure 2.16 below.

The cost of development to provide the public space enhancements in this area are preliminarily assessed at circa £954,000. Potential funding sources for these works comprise:

Enabling development or sales of Council assets (subject to Council approval) - funding could be provided by an element of 'enabling' development on parts of the site or sale of Council assets elsewhere. Two areas of the site with potential for enabling development have been identified (set out in Figure 2.16:

- Part of the present overflow car park (in TDC ownership) and adjacent vacant land (in third party ownership). This area could accommodate a development of approximately 11 residential units (although access limitations and the extent of this area actually in Council ownership is such that the level of contribution from receipts from this site is likely to be limited).
- The northern part of the site (principally the area currently occupied by the skate park and tennis courts). Preliminary discussions with the Environment Agency have indicated that permanent housing is unlikely to be supported on this site, given that it is in Flood Zone 3. However, it could be feasible to install holiday lodges given that they could be raised above flood level and are not permanent residencies. This could generate receipts to the Council to assist in bringing forward the Bathhouse Meadows intervention. The illustrative diagram below shows how approximately 20 holiday lodges could be accommodated in this area (and to the rear of the Columbine Centre) without significantly compromising the recreation activity areas).



A bouldering wall



Figure 2.16 - Bathhouse Meadows Enabling Development

Potential funding for these works may be secured from sources such as the Haven Gateway (Coastal Towns and Green Infrastructure funding), supported by ECC, and other public grant schemes including 'Awards for All', 'The Big Lottery Fund', 'East-links: Leading the Field', 'Essex 2012 Olympic Games & Paralympic Games Legacy Partnership', The Foundation for Sports and the Arts, etc.

Contributions from developers - through s106 or a locally imposed 'tariff' scheme (which could be transposed as a 'Charging Schedule' in the emerging LDF under the new 'Community Infrastructure Levy' powers which take effect in April 2010) could be secured from developments in the town for enhancement in these community facilities and public realm improvements.

In order to progress this scheme, we recommend that Tendring's Regeneration Company should work closely with TDC Asset Management department, ECC and Frinton & Walton Town Council (as tenant of the Columbine Centre) to undertake a feasibility study covering, amongst other things, assessment of potential additional wet weather attractions/ activities, preparation of a summer events plan for the site (consistent with visitor number targets set out in the emerging Tendring Tourism Strategy) and development of outline proposals and linking in with the town-wide car parking strategy to ensure that the coach and overspill parking capacity displaced can be effectively reprovided elsewhere in the town.



Bathhouse Meadows

Alignment with Planning Framework

The TDLP proposals map allocates the area adjacent to Walton Mere for 'Tourism and Leisure Uses'.

As such Policy FW1 supports the development of new and enhanced visitor facilities and attractions in this location in support of the wider goal of strengthening Walton's tourist industry. The site is not presently identified for development, but it falls within the defined 'Urban Regeneration Area' where, under Policy QL6, "permission will be granted for development that reinforces and/or enhances the function, character and appearance of the area and contributes towards regeneration and renewal".

Policy QL3 seeks to reduce and manage flood risk by avoiding inappropriate development in areas at risk of flooding. Only where the benefits of development outweigh the risks of flooding will development be permitted in areas of flooding. All proposed sites within Flood Zones 2 and 3 must be subject to a sequential test to demonstrate no alternative sites exist in areas of lower flood risk. Development of the site would need to have regard to Policy ER16, which relates to tourism and leisure uses, and Policy EN2 requires that identified 'Green Gaps' be kept free of development to prevent the coalescence of settlements and protect the rural environment.

The development of the site in the manner proposed is likely to be consistent with current TDLP policy, although the inclusion of any 'enabling development' (eg visitor accommodation or permanent residential units) will need to be considered in the context of the above policies. The ongoing preparation of the Tendring LDF, however, offers the opportunity to allocate Bathhouse Meadows for the uses outlined above subject to appropriate flood risk safeguards.

Potential Outcomes and Development Capacities

- Urban beach
- Climbing/bouldering wall
- Improved play facilities
- Additional Multi Use Games Area (MUGA)
- Flexible space for events and children's paddling
- Wet weather attractions/activities
- Coach/Bus drop-off
- Public realm and car park improvements
- 11 new homes and 20 holiday lodges

Opportunity Sites C - Martello Caravan Site and Mill Lane Car Park

This area lies to the North West of Walton town centre, adjacent to the Kirby Road (B1034). It contains 2 key sites which offer significant opportunity for development as an effective 'gateway' to Walton with potential for positive impact on those approaching the town centre and as a visible sign of change:

- Martello Caravan Site & Mill Lane Car Park; and
- Mill Lane and Former Town Hall site

Martello Caravan Site & Mill Lane Car Park Introduction

Martello Caravan Site and the Mill Lane Car Park occupy an important location for Walton, lying at the gateway to the town centre.

The Martello Caravan Park is the largest (circa 13.5 ha) of 3 caravan parks in Walton with capacity to accommodate around 600 caravans (although existing numbers are substantially below this and anecdotal evidence suggests that the park has been in decline for some years). The site is privately owned and the Caravan Park is operated by another party under a lease which is due to expire in March 2011. Upgrading the existing buildings, facilities and site infrastructure would, we understand, require significant investment. In the middle of the Caravan Park is a Martello Tower, a heritage asset which is not presently used to its full potential and which would benefit from restoration and future maintenance.

Adjacent to the Caravan Park site is the TDC-owned Mill Lane Car Park. This is presently a tarmac/gravel car park with capacity for 160 spaces, accessible from Mill Lane, via the High Street. Direct exit to Kirby Road is provided via the one way street which is safeguarded by the Council for potential widening and improvement. At present the only access to the Mere is from Mill Lane via the High Street, as Mill Lane Car Park only allows access out onto Kirby Road and not to traffic coming into the site.

Aims of Development

The two sites offer significant opportunity to provide a range of new mixed-use development, including:

- Hotel and commercial uses close to the town centre
- New lodge-style holiday homes/chalets (with outlooks to the Mere and Backwaters)
- Improved access to the Mere from Kirby Road
- Potential employment expansion land for existing boatyard operators and new marine-related businesses in the vicinity of the Town Hard
- Residential development of approximately 250 dwellings
- The potential for a new food store (subject to a Retail Impact Assessment)
- Improve setting of Martello Tower

Figure 2.17 sets illustrates the key elements of the proposals

- ① Hotel and lodge-style holiday homes/chalets
- ② Expansion of the existing Mill Lane Car Park
- ③ Improved 2 way vehicle access from Kirby Road
- ④ New housing
- ⑤ Improved setting for Martello Tower
- ⑥ Commercial/employment uses (including a potential new food store adjacent to the car park)



Figure 2.17 Martello Caravan Site: Masterplan Framework

There is a recognised need as set out in the Tendring Employment Study (2009) to increase both the quality and quantity of serviced accommodation in the District to promote and attract the expanding short-breaks, 'green tourism', conference, education and training markets, as well as overseas tourists and groups. New lodge-style holiday homes/chalets of the type opposite, together with the attraction of a (probably boutique) hotel operator, would substantially improve the visitor accommodation offer in Walton. Similar 'boutique' hotel developments have been used successfully to revitalise the visitor offer and drive coastal town regeneration in locations such as Margate, Hastings, Bridport and Llandudno.



Example of lodge style holiday homes/chalets



The Martello Caravan Site from the Mere

The site offers the opportunity to promote a new 'hard edge' to the town centre, with an enhanced sense of approach. With better access from a new junction and a widened access road off Kirby Road, the expansion of the existing Mill Lane Car Park will be possible, using some of the land currently occupied by the Martello Caravan Park, providing visitor parking close to the town centre, whilst helping to keep the town centre clear of congestion. Furthermore, some employment or commercial uses could be located in this area, potentially relocating these uses from the Mere, to free up additional development opportunities on that site.

An increase in the resident population of Walton will increase local spend in the town centre, albeit much of this additional spend will continue to leak outside the town without improvements to the environment and retail offer of the High Street and town centre. An element of additional new housing, particularly if it facilitates the delivery of the other uses listed above, would be beneficial, although we consider that the precise amount of residential development that should be accommodated on the site is a matter best addressed in the context of the emerging LDF and, perhaps, a comprehensive development/planning brief for the site. However, to assess development viability we have assumed the development of 250 residential units on the site.

Subject to appropriate retail assessment, this site offers the potential for the development of a food store to serve the convenience retail needs of the town in a location which would link well with the town centre (and new town centre car park). The size of store would need to be determined through assessment. However, an indicative size of 25,000 to 30,000sq ft (2,322 to 2,787 sq m for instance) could provide in the region of 116 new jobs.

Provision for the use and future maintenance of the Martello tower, perhaps to provide a heritage or tourism facility, should be included within the comprehensive development proposals for this site.

Part of the Martello site falls within Flood Zone 3. Integrating the expanded car park in this part of the site would be an acceptable 'water compatible' use, and this area could also accommodate other less vulnerable uses (eg commercial accommodation

If more vulnerable uses are to be developed in this area, a development platform will need to be provided above the future flood level of 4.9m AOD. Alternatively, flood wall enhancements at the Mere (referred to previously) could be extended onto this site by means of relatively limited works to the existing flood wall. Also, land raising and raised access roads would need to be provided for safe means of escape. Preliminary cost provisions have been made for these works in the development appraisal modelling. This modelling indicates that development would be viable even with these additional costs. Detailed flood risk assessment of any development proposals will be necessary.

The expansion of the Mill Lane car park and the consolidation of parking facilities close to the town centre may also allow the release of other Council owned car parks within Walton which are under-utilised for much of the year. Precisely how much existing car parking can be released will need to be determined through a town-wide car parking strategy.

Implementation and Delivery

Development of the Martello Caravan Site is likely to be deliverable by the private development market alone. Our initial assessments indicate that a development of the type envisaged above would be viable (even in the current market, assuming a commercial operator of the visitor accommodation could be found), providing for 40% affordable housing, financial contributions (for open space, sport and recreational facilities) and the costs of road access, flood protection and an extension of the Council owned Mill Lane car park. s278 contributions should also be secured from the Mere development for the widening/improvement of the new road connection to Kirby Road.

Proposals for the site will need to demonstrate the positive economic and regeneration benefits of the replacement of caravan accommodation with an appropriate level of alternative visitor accommodation as part of a mixed use scheme.

Tendring's Regeneration Company/TDC has a vital role to promote the delivery of the site, as owner of part of the site (and, hence, a joint venture development partner with the owner of the Martello Caravan Park site) and as the planning authority (for securing S.106 contributions/land for the car park).

In order to progress this scheme, we recommend that Tendring's Regeneration Company should work closely with TDC Estates department, and the owner of the Martello Caravan Park site to develop detailed proposals for the site, cost the road improvement and car parking works required (having regard to development opportunities on other sites and a town-wide car parking strategy) and the terms of a collaboration agreement between the parties to deliver the development and the apportionment of potential receipts.

The new extended car park and access road, together with flood risk alleviation measures, have been preliminarily costed at £700,000. These costs have been accounted for within the appraisals as a development cost to ensure that the development is viable in the present market.

Alignment with Planning Framework

Policy ER18 of the TDLP seeks to safeguard existing caravan and chalet parks. Part of the site is identified as falling within the area at risk of flooding. Policy QL3 seeks to reduce and manage flood risk by avoiding inappropriate development in areas at risk of flooding. Only where the benefits of development outweigh the risks of flooding will development be permitted in areas of flooding. All proposed sites within Flood Zones 2 and 3 must be subject to a sequential test to demonstrate no alternative sites exist in areas of lower flood risk. Development of the site would need to have regard to Policy ER16, which relates to tourism and leisure uses, and (in respect of the residential development) satisfy Policies HG3a and HG4 relating to housing mix and affordability.

Tendring's Regeneration Company will need to work with TDC planning to assess whether the Martello Caravan Site designation should be amended to allow a mixed use scheme and be included in revisions to Walton's Urban Regeneration Area Boundary.

This would support work looking at the sequential testing in flooding terms, which will need to be undertaken for sites within this boundary.

The economic benefits (see below) of redevelopment of the site in the manner outlined above are, in our opinion, considered to outweigh the loss of the existing caravan park. The ongoing preparation of the Tendring LDF offers the opportunity to allocate the site for the uses outlined above subject to appropriate flood risk safeguards.

Potential Outcomes and Development Capacities

- Retail totalling approximately 5000 sq ft (465 sq m).
- 20+ bedroom (boutique) hotel
- Circa 250 residential units (40% affordable)
- 50 holiday chalets
- Potential for new food store of approximately 25,000 to 30,000sq ft (2,322 to 2,787 sq m)

Opportunity Sites D - Former Town Hall site, Mill Lane

Introduction

A number of properties on Mill Lane are vacant or in poor condition. These include the Council owned public toilets site, and the adjacent privately owned former Town Hall site. Together, these sites (combining the two adjacent strips of land) comprise a potential development site of approximately 0.145 hectares (0.36 acres). The open hardstanding area is currently used as an overflow car park and general waste dump.

Aims of Development

Improvements to the environment of Mill Lane should be secured to enhance the linkage between the High Street and the development sites to the north, including the Mere. Development of this site presents the opportunity to enhance the appearance of the area and introduce new (secondary retail) uses as an extension to the High Street, adding vibrancy to this link area.

Proposals for ground floor retail units with flatted accommodation above have previously been considered for the site, presenting the opportunity for a development of circa 7 retail units at ground floor level and circa 14 residential units above. The remainder of the site could be given over to car parking and a turning area to allow vehicles to access to the retail units.

We recommend that these proposals are re-visited and brought forward. Our initial assessments indicate that a development of this type would be viable and, subject to market demand, could be delivered in the short term.

This site is located within Flood Zone 3 and as such, special precautions may have to be made when considering its development, specifically the foundations of the units and the need for a safe exit strategy from the site if the area floods. There would appear to be a potentially safe access route through existing properties to the south of the site, which are situated on land above the future flood level of 4.9m AOD.

Implementation and Delivery

We envisage that delivery could be secured through a joint venture between Tendring's Regeneration Company/TDC and the owner of the former Town Hall site, either by means of direct development or the joint sale of the site to a developer on the basis of an agreed planning framework (e.g. planning/development brief or outline planning permission) for the site.

The flood risk alleviation measures necessary to allow this scheme to proceed in compliance with PPS25 have been preliminarily costed and accounted for within the appraisals as a development cost to ensure that the development is viable in the present market.

Delivery of environmental enhancement to Mill Lane would be by TDC, with funding secured from the sale of the Council's site and contributions from developers (see 'Improved streets and squares in the town – Public realm improvements' below).

Alignment with Planning Framework

The site falls within the defined 'Urban Regeneration Area' where, under TDLP Policy QL6, "permission will be granted for development that reinforces and/or enhances the function, character and appearance of the area and contributes towards regeneration and renewal". The site also falls within the Frinton and Walton Conservation Area. Through selective enhancement and careful management of the historic environment, the current planning framework for Walton recognises that conservation areas can provide the context for heritage-led regeneration, not least through promoting physical improvements to the historic environment which could improve the town's image. Policy QL3 seeks to reduce and manage flood risk by avoiding inappropriate development in areas at risk of flooding. Only where the benefits of development outweigh the risks of flooding will development be permitted in areas of flooding. All proposed sites within Flood Zones 2 and 3 must be subject to a sequential test to demonstrate no alternative sites exist in areas of lower flood risk. Residential development of the site would need to satisfy Policies HG3a and HG4 relating to housing mix and affordability.

The development of the site in the manner proposed will, therefore, need to have regard to current TDLP policy, although the ongoing preparation of the Tendring LDF offers the opportunity to allocate the site for the uses outlined above subject to appropriate flood risk safeguards.

Potential Outcomes and Development Capacities

- circa 14 residential units (circa 40% affordable)
- circa 7 retail units totalling approximately 4,300 sq ft (57 sq m)

Figure 2.18 illustrate the key elements of the proposals.

① Mixed use residential and retail development



Former town hall

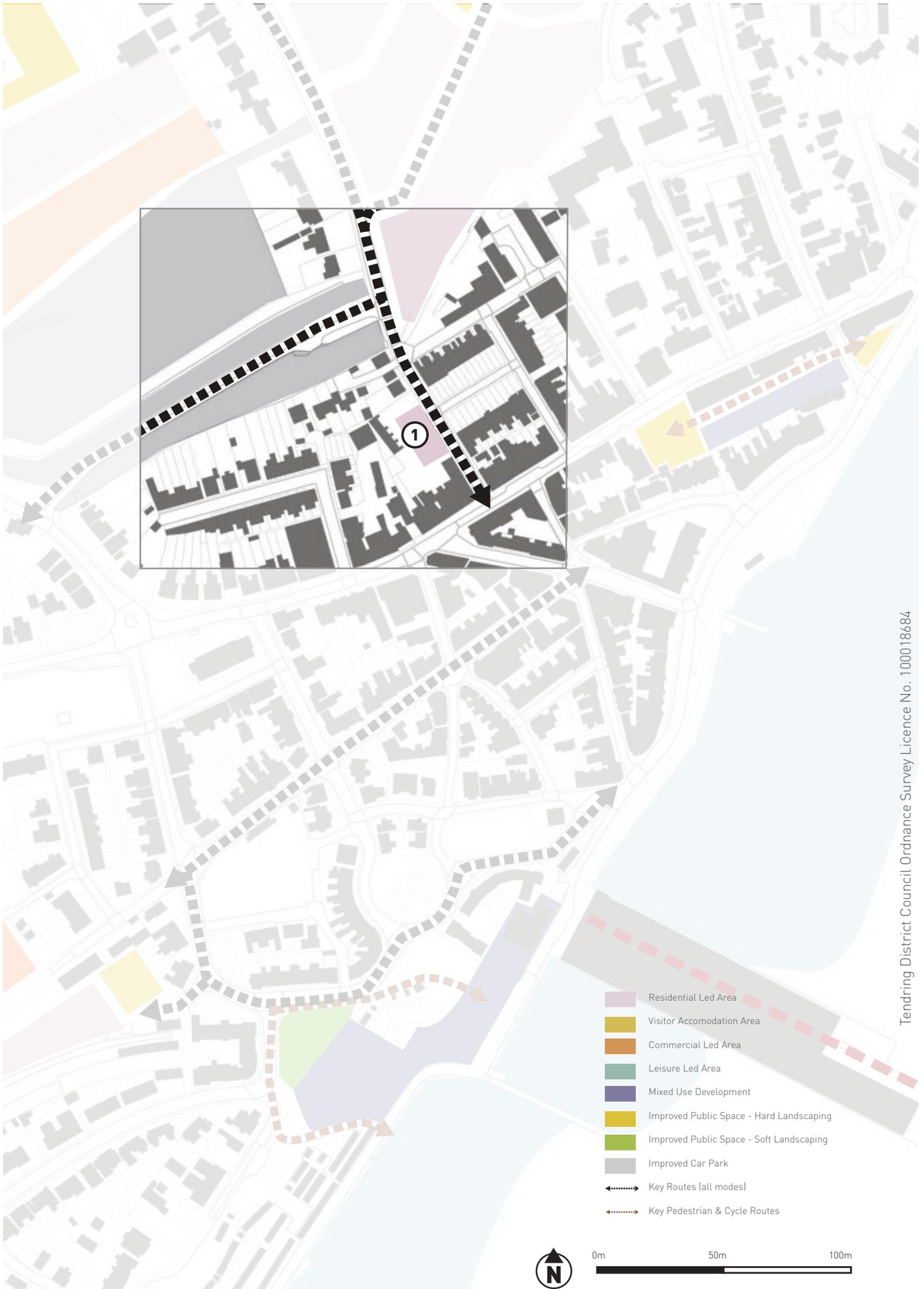


Figure 2.18 Former town hall site - Masterplan framework

Opportunity Site E - Station Yard

Introduction

The station area historically presented an important point of arrival to the town, particularly for holiday-makers and day-trippers. Its importance today is, perhaps, less significant (given the decline in tourist numbers and greater car dependency), but the promotion of the tourist attractions of the area (with suitable enhancement of this offer) presents the potential for a substantial increase in visitor numbers.

The station area currently presents a somewhat drab and uninspiring point of arrival for train passengers; the conversion (some years ago) of the old Station Hotel to residential uses taking away the sense of a historic seaside town terminus. The new station ticket office and entrance are far less impressive features, and the lack of clear sight lines and directional information outside the station do not convey the most welcoming scene to visitors.

The opportunity should be taken to enliven and enhance this area and provide improved directional information for visitors. There are 3 sites in the immediate vicinity of the Station which offer opportunity for development to deliver this enhancement:

- Station Yard Car Park
- Former Avon Works site
- Sea Cadets Station site

The Station Yard Car Park is approximately 0.63 hectares (1.56 acres) in area and lies immediately adjacent to the train station. It consists predominantly of rough hard standing ground providing capacity for approximately 300 vehicles.

The site is one of two Council-owned car parks in the vicinity of the station (the other being the Church Road Car Park). It is currently underutilised for all but six weeks of the year, and is allocated as surplus land for the development of 31 residential units in the TDLP. Rights of way exist across the site, providing access to railway land to the west (owned by Network Rail) and to the Sea Cadets Station. A further area of land adjacent to the Sea Cadet Station (the former Avon Works site) is allocated in the Tendring District Local Plan for employment. The combined Sea Cadets

Station and Former Avon Works site measures 0.45 hectares (1.15 acres).

Access to the Station Yard Car Park from Church Road is via a narrowed entrance, with the opportunity for widening dependent on agreement with Network Rail as the landowner of the adjoining land. The train operating company holds a lease of the station from Network Rail. Access to the former Avon Works is also possible from the upper end of Station Street and from St Botolph's Terrace.

Aims of Development

Subject to agreement to the removal or re-provision elsewhere of its car parking capacity, the Station Yard Car Park site offers potential for early development, either in isolation or as part of a wider scheme encompassing the adjoining Sea Cadets Station site and employment allocation land. Development should revitalise this 'backland' area, substantially improve the appearance of what is otherwise a heavily underutilised brownfield site, provide for enhancement to the area around the Station ticket office, perhaps providing a drop-off/pick-up area with a number of time-limited parking spaces, a taxi rank and a more attractive landscaped area, and enhance the access route to the Sea Cadets Station site and the allocated employment land (improving their profile, and potentially their market attraction).

Figure 2.19 illustrates the key elements of the proposals

- ① New residential 'gateway' development
- ② Adjoining residential and employment development
- ③ Enhancement to the area around the station ticket office
- ④ Enhancement of the access route to the Sea Cadets Station

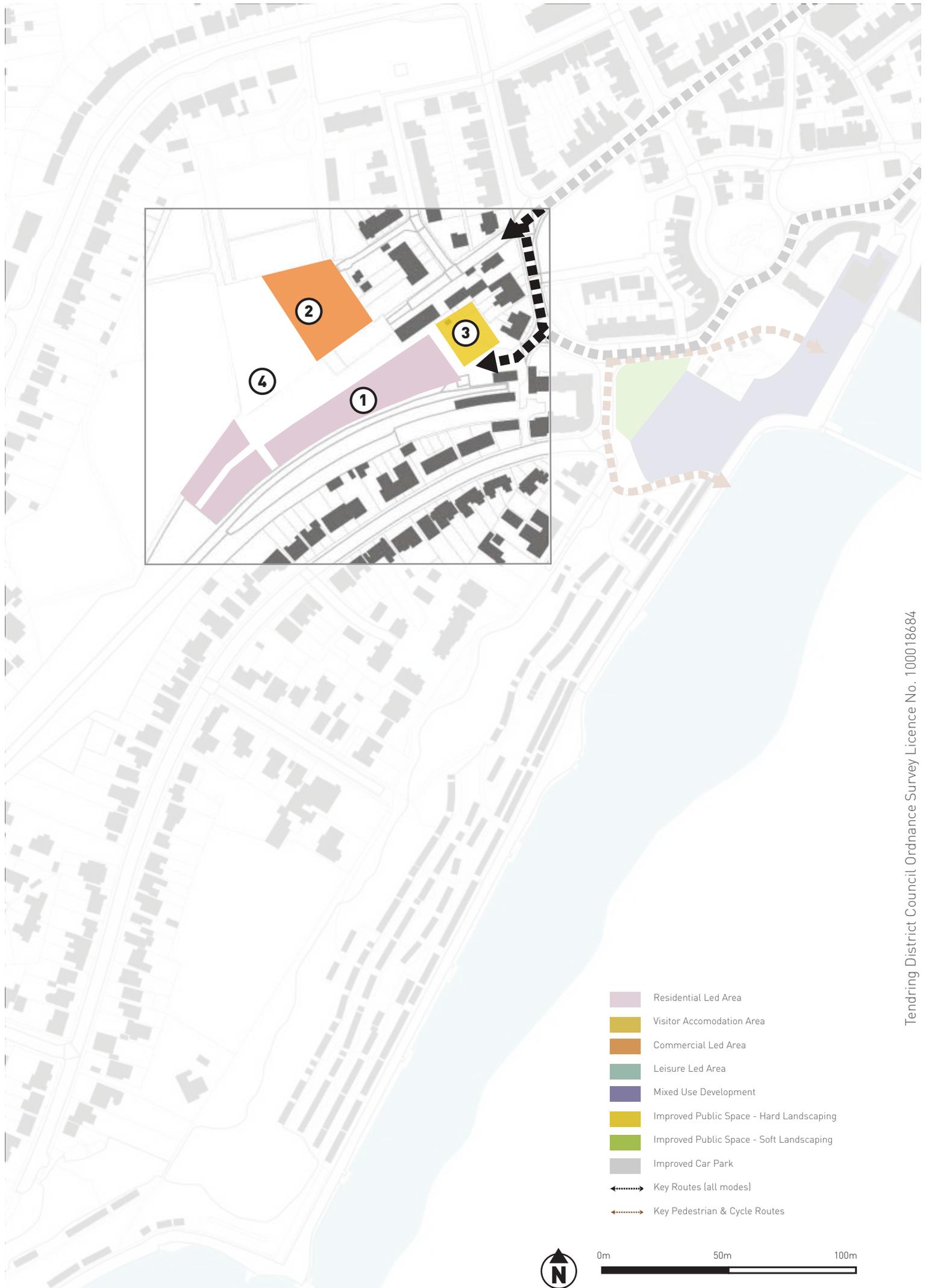


Figure 2.19 Station Yard: Masterplan Framework

Network Rail owns the freehold of land at the entrance to the site which may be required in any future development. Development here offers the opportunity to improve the Station facility, perhaps providing a drop-off/pick-up area with a number of time-limited parking spaces, a taxi rank and a more attractive landscaped area.

In our opinion, a higher density of development is considered possible on this site and a scheme of approximately 43 residential units (40% affordable) is proposed together with enhancements to the station area.

While the Sea Cadets have indicated they wish to stay at their present accommodation adjacent to Station Yard, their site could accommodate a development of approximately 17 residential units or, alternatively, further employment land. The approach to this site will be substantially enhanced by the development of the Station Yard Car Park. This approach would require a satisfactory arrangement to be made with the Sea Cadets regarding a suitable relocation with good access to the seaward side of the town (see Implementation and Delivery sub section below).

The former Avon Works could accommodate a development of employment space of circa 2,000 sq.m (21,850 sq.ft).

The potential to redevelop the Church Road Car park site has also been considered. The site is 0.32 hectares (0.802 acres) in area with a concrete surface providing 115 spaces. On the site is a disused, and soon to be demolished, public toilets block and a sub-station. The site is a former gas works and a Stage 1 desk top contamination survey commissioned by TDC has identified the potential existence of contamination. The present car park is used throughout the year and would appear to serve a broad range of trip purposes in this part of the town (i.e. shopping, beach, resident visitors, etc). There would appear, therefore, to be the need at least for one of the two car parks in the vicinity of the Station to be retained. On balance, and given present uncertainty about the development potential of this site, our opinion is that the Church Road Car Park should be retained in its present use, at least until the town-wide car parking strategy has been concluded and a Stage 2 Intrusive survey has identified the potential remediation costs.

Implementation and Delivery

We understand that discussions have been held between TDC and Network Rail and that Network Rail are in principle supportive of development of this site if it would enhance the Station area. Terms which could form the basis of a land collaboration and promotion agreement between the parties have been discussed, but formal agreement has yet to be secured. This in large part is dependent on the nature of the scheme to be brought forward and the potential receipts to both parties (which itself is dependent on development market interest).

Initial discussions with the Sea Cadets have suggested that the Sea Cadets are happy with their present site and, bar being offered an alternative location on favourable terms, are content to remain on this site. The present approach to the site is unappealing and, although appraisals indicate that a 17 unit residential scheme would be viable in the present market, we would question whether there is sufficient market interest to make this a commercial proposition.

Redevelopment of the Pier Hotel and surrounding area, improvements to Bathhouse Meadows or the restoration of the Mere boating lake and enhancement of the link between the Mere and the beach front through Bathhouse Meadows and via Mill Lane, could all present the opportunity for a site to be identified for the Sea Cadets (whose primary interest is access to the sea). If a suitable site can be identified, then the opportunity should be taken by Tendring's Regeneration Company to explore the possibility with the Sea Cadets of relocating them to a more central location (eg in the vicinity of Bathhouse Meadows) through a land swap agreement or potential sale and/or sale and redevelopment of their existing site.

Development of the former Avon Works site for employment uses is unlikely to be viable in the present market given low commercial property values and a lack of demand for this type of accommodation by existing and new businesses. Our sensitivity analysis suggests that industrial rents in Walton would have to increase by some 50% over existing levels to make such a scheme viable. This therefore brings into question the merits of retaining the employment allocation of this site and the alternative

opportunity of developing the site for a mix of residential and commercial uses, perhaps combined with the adjoining Station Yard Car Park and Sea Cadets sites.

An appraisal of the three combined sites for the uses identified shows a positive land value, albeit with the deliverability of the Station Yard Car park site being severely compromised. This would create the opportunity to develop commercial units immediately adjacent to the railway line and station, with residential units set further away from the railway. If such an opportunity is to be progressed it will, however, require equalisation agreement between TDC, Network Rail and the landowner of the former Avon Works site. An equalisation agreement is an agreement between parties (eg landowners, developers, etc) to bear an equal share of costs (eg promotion costs, infrastructure, s.106, etc) on a development, usually in proportion to the area of their ownership relative to the overall development area. The delivery of new employment units provides the scope for job growth in sectors outside tourism. Boosting Walton's stock of employment units which meet the needs and space requirements of businesses will increase the attractiveness of Walton in terms of inward investment.

An assessment of employment land requirements in the district is currently being undertaken as part of the preparation of the Tendring LDF. The merits of retaining the former Avon Works as a safeguarded employment site is therefore, best addressed as part of that study. If the need to safeguard its employment allocation is removed, then the site offers opportunity for further residential development. Alternatively, this exercise may conclude that the interventions

proposed within this regeneration framework will give rise to increased market interest for employment premises, some of which can and should be accommodated on the former Avon Works site.

In these circumstances, and given the need for further consultation between the parties, we propose that in the short term the focus should be on bringing forward the development of the Station Yard car park site, with the enhancements to the station area acting as a catalyst to enhance the profile and attraction of this area for further development in the medium term on the Sea Cadets Station and former Avon Works sites.

To minimise leakage of employment benefits, the delivery of new employment floorspace should not proceed in a vacuum, however. Training initiatives which seek to increase local labour market skill levels and increase the likelihood that new jobs benefit Walton residents. Green businesses support initiatives will also increase the likelihood that any new units developed on the former Avon Works site are occupied by local firms.

Tendring's Regeneration Company/TDC has a vital role to promote the delivery of development at Station Yard, as principal site owner and as the planning authority, either by means of direct development or the sale of the site to a developer on the basis of an agreed planning framework (eg development/planning brief or outline planning permission).

Costs for the delivery of the Station enhancements should be treated as a development cost within the scheme (and thus netted-off at source before distribution of receipts). Costs for this aspect of the development are preliminarily assessed as circa £150,000, and will provide station enhancement works to include lighting, paving, signage and 8 parking spaces.



Station Yard Car Park



Potential for new gateway development at Station Yard Car Park

Alignment with Planning Framework

The Station Yard Car Park site falls within the defined 'Urban Regeneration Area' where, under TDLP Policy QL6, "permission will be granted for development that reinforces and/or enhances the function, character and appearance of the area and contributes towards regeneration and renewal". The site is specifically allocated for the development of 31 residential units. It also falls within the Frinton and Walton Conservation Area. Through selective enhancement and careful management of the historic environment, the current planning framework for Walton recognises that conservation areas can provide the context for heritage-led regeneration, not least through promoting physical improvements to the historic environment which could improve the town's image. Residential development of the site would need to satisfy Policies HG3a and HG4 relating to housing mix and affordability.

The development of the site in the manner proposed is broadly consistent with current TDLP policy, although the ongoing preparation of the Tendring LDF offers

The opportunity to allocate the site more specifically for the uses outlined above.

Potential Outcomes and Development Capacities (total scheme)

- circa 60 residential units (circa 40% affordable)
- Environmental enhancement of the Station forecourt
- circa 2,000 sq.m (21,850 sq.ft) of employment space

Opportunity Site F - Pier, Pier Hotel and adjacent area

Introduction

In total, this is an area of 0.73 acres (0.30 ha), encompassing the Pier, the former Pier Hotel and the beach hut area to the west, and the area above the Pier head (including the amphitheatre and the public gardens).

The Pier and the seafront area around the Pier head has always been a central draw for visitors to Walton, and throughout Walton's most popular years the Pier Hotel was the focal point of visitor accommodation. Today, whilst the Pier remains a major visitor attraction, the derelict state of the former Pier Hotel and the poor environment of the beach hut area to the west do little to encourage visitors to this part of the seafront. The poor environment and lack of clear directional routing above the Pier head around the Station contribute to the general unattractiveness of this area.

Stability issues affecting the cliff limit full utilisation of the area west of the former Pier Hotel, although the creation of tiers by TDC and the adjoining private landowner have provided a popular area for beach huts. Whilst the TDC land is heavily occupied by beach huts, the adjoining area in private ownership is presently not well used.

Aims of Development

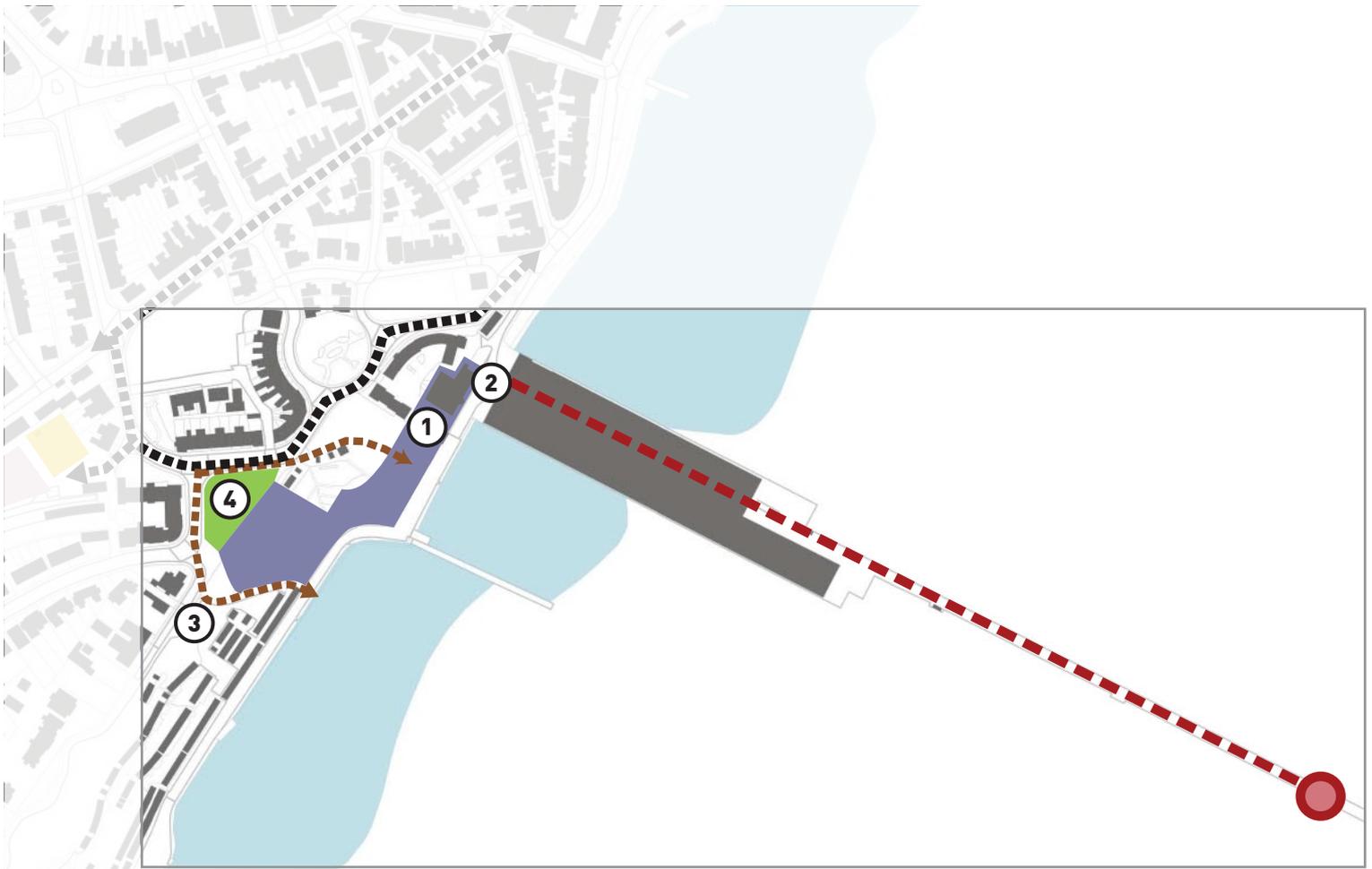
The Pier, the promenade and the Pier Hotel are all identified as crucial to maintaining and extending Walton's visitor offer. To promote them, schemes to improve the Pier façade, paint the beach huts and improve the amphitheatre and public gardens are recommended. However, central to the regeneration of this area is the derelict former Pier Hotel.

Figure 2.20 illustrates the key elements of the proposals:

- 1 Mixed use residential or hotel-led scheme
- 2 Opportunities for improvements to the area between the former Pier Hotel and Pier
- 3 Improvement to the links between the station and beach
- 4 Opportunities to improve the amphitheatre and green space



The Pier Hotel



- ① Mixed use hotel-led scheme
- ② Opportunities for improvements to area between hotel and Pier
- ③ Improvement to link between station and beach
- ④ Opportunities to improve amphitheatre and green space

- Residential Led Area
- Visitor Accommodation Area
- Commercial Led Area
- Leisure Led Area
- Mixed Use Development
- Improved Public Space - Hard Landscaping
- Improved Public Space - Soft Landscaping
- Improved Car Park
- Key Routes (all modes)
- Key Pedestrian & Cycle Routes
- Public Art



Figure 2.20 The Pier Hotel Area: Masterplan Framework

The Pier and Adjacent Beach

The Pier is a distinctive and important feature of the town, providing a popular attraction with amusements and fun-fair rides in a hangar type building. Beyond this, it extends into a promenade, providing access to the lifeboat station at the end of the Pier and views of Walton's and Frinton's beach fronts.

The area in front of the Pier (the 'Pier head') is presently of relatively poor character, not least given the derelict state of the former Pier Hotel. South of the Pier, the promenade leads to a large area of beach huts which provide a popular destination for many of Walton's beach-goers. North of the Pier, the promenade leads past the High Street towards the Esplanade and the Naze. Along this whole frontage, the beach provides a very attractive and popular resource for residents and visitors.

The Pier and adjacent beach area is situated in the Frinton and Walton Conservation Area. The Walton Conservation Area Management Plan aims to continue the precedent of heritage-led regeneration in Walton through a coordinated programme of public realm, lighting, signage and restoration projects to enhance many of Walton's shop frontages, buildings, streets and public spaces. Improving the pathways and cliff sides around this area and continued improvement to the appearance of huts themselves is advocated, as is better lighting to deter vandalism. The use of better materials will prevent wind damage and the scope to improve open spaces including the amphitheatre site at the top of the Parade and to deliver landscaping improvements along the Parade and promenade is recognised.

The appearance of the Pier façade could be improved to reflect its heritage and to better complement the character of the adjoining conservation area. The opportunity should be taken to work with the Pier owners to develop a programme of improvements to the façade, potentially utilising funding support from the heritage frontage improvement scheme (if successful with the funding bid to the Heritage Lottery Fund - Townscape Heritage Initiative).

The Pier promenade also presents an exciting canvas on which to display art and exhibit material relevant to the town and local area. It may also offer the opportunity to accommodate a permanent display, in

an initiative linking with local artists and museums. A programme of activities, utilising the Pier and the beach front (for example, engaging local school children and holiday makers in producing temporary murals on the sea wall), should be worked up with the support of the Pier owners and other interests as part of the wider 'String of Pearls' Strategy.

Pier Hotel

This site has the benefit of a partially implemented planning permission for residential use, with commercial units at the promenade level fronting the Pier. To date, only the residential units at the top of the cliff have been completed, with conversion of the former Pier Hotel building itself having stopped some 18+ months ago when the developer's business failed. The property has now been recovered from the administrator.

Although the former Pier Hotel building is not statutorily listed, it falls within the Frinton and Walton Conservation Area. The expectation of the Walton Conservation Area Management Plan is that the building will be retained given both its local historical interest and the architectural quality particularly of its seafront elevation. This expectation presents (at least perceptually) an obstacle to viable redevelopment. Demolition and redevelopment is not impossible, but the onus (as required under PPG15 guidance) is on the promoter of development demonstrating that the building is incapable of viable re-use and that any replacement building will enhance the setting and appearance of the conservation area.

It is understood from discussions with the site owner that the renovation costs required to complete the implementation of the planning permission are such that a viable development cannot be delivered in the current market.

Consultants have been commissioned by the site owner to assess the potential viability of alternative development schemes on the site. Discussion with these consultants indicate that options under consideration include a budget hotel (of around 70 rooms), higher density residential, affordable housing, retail, a museum and sheltered/retirement accommodation. Of these, retirement accommodation would appear to offer the most immediate market opportunity based on current market values.

Development of the site to provide sheltered retirement accommodation offers the potential for early development of the site, providing new physical enhancement to the immediate Pier area, some employment and, with the inclusion of retail units on the promenade frontage, the potential to introduce new vitality on this part of the beach front. This would all be subject to planning and engagement with TDC Planning to agree a suitable viable mix would be essential. Such a scheme could also offer opportunity for adaptation in whole or part to a hotel if and when an appropriate hotel operator can be found (see below).

A retirement home scheme is, however, unlikely to provide significant regeneration impetus to the surrounding area. Indeed, the environment around the Pier head (in terms of noise, outlook to the Pier, etc) is more likely to encourage such a development (with the exception of the retail units on the promenade frontage) to turn its back on the seafront rather than contribute to the general vitality of this area.

Identifying alternative uses for the site is, however, very problematic in the present market. An obvious use (and need in Walton) would be for a new hotel development, although the development economics of such a scheme in this location is more likely to dictate the need for a large (around 70+ bedroom) hotel rather than a boutique hotel and there is no evidence of such an operator presently having (or likely to have in the foreseeable future) this type of requirement.

'Boutique' hotel developments have been used successfully to revitalise the visitor offer and drive coastal town regeneration in locations such as Margate, Hastings, Bridport and Llandudno and Tendring's Regeneration Company/TDC should prioritise efforts to promote Walton to this potential market as a means to attract hotel operators of this type. A district-wide study is presently being undertaken of the potential for new hotel operators and development in Tendring. The findings and recommendations from this report will have particular relevance to Walton and the potential future inclusion of a hotel in new redevelopment proposals for the former Pier Hotel site.

If interest could be secured from a large hotel operator, such a development could provide other facilities which may stimulate dedicated trips (eg conferencing, spa, casino, etc). Walton is not a recognised conference location but, as has been proven in successful developments elsewhere, developments of this type can create their own destination and market. Targeting such an enterprise on 'eco-economy', 'green tourism' and 'local produce/distinctiveness' themes may generate interest. As part of the Haven Gateway growth point, the population and economy of Tendring is targeted to grow significantly over the next 10 years. Whilst the main focus of this new economic activity is the Harwich Haven (ports) and Colchester (ICT and higher education), demand for visitor accommodation and places to visit should increase and Walton should aim to capture some of this market by encouraging new accommodation in the town.

Other uses may include commercial space, visitor attractions such as a theme park, theatre or museum, beach chalets and additional huts.

Given the lack of an obvious market for any of these possibilities at the present time, a more realistic proposition is that the area should be identified as acceptable for a range and/or mix of these uses, and public investment is focussed in developing these ideas, physically improving the environment of the area and promoting the opportunity to potential investors to create one of a potential 'string of pearls' along the seafront.

Implementation and Delivery

The need for regeneration of the former Pier Hotel could also be linked to the adjoining private landowner and TDC beach hut sites as part of a comprehensive development. A wider feasibility study (funded by Tendring's Regeneration Company/TDC with support, perhaps from the other landowners) should be undertaken to develop a specific development/planning brief targeted at leveraging private and public funds. It should also consider a suitable delivery vehicle to realise a significant new development in this area (to include the Pier), perhaps including a new promenade approach from the cliff top/Station, enhancement of the beach hut area, improved amphitheatre and public gardens, event venue, focal point at the Pier head.

Key viability issues will be the stability of the site and potential subsidence, and the need to substantially retain the existing fabric of the former Pier Hotel building. Further work will need to be undertaken in partnership with all landowners in this area and consideration given to producing a development/ planning brief as a way of formalising the requirements of all stakeholders.

Tendring's Regeneration Company/TDC should work with the site owners to identify and target potential hotel and leisure operators, retailers and other potential occupiers of new development in this location.

The scope to utilise the heritage frontage improvement scheme (if successful with the funding bid to the Heritage Lottery Fund - Townscape Heritage Initiative), building on the previous Heritage Economic Regeneration Scheme, to support improvements to retail units and to encourage the Pier owner to improve the façade and appearance of the Pier should be investigated by Tendring's Regeneration Company/TDC.

Costs of public realm enhancements in this area are preliminarily assessed as approximately £78,000 providing public garden, cliff-top and amphitheatre enhancement works. Costs to enhance the Pier façade and provide art installations at the Pier head and on the Pier will need to be assessed as part of the wider feasibility study, for which budget provision of £50,000 should be made.



Example of traditional pier facade

Alignment with Planning Framework

The Tendring District Local Plan 2007-2011 ('TDLP') proposals map allocates the Pier for 'Tourism and Leisure Uses'. As such Policy FW1 supports the development of new and enhanced visitor facilities and attractions in this location in support of the wider goal of strengthening Walton's tourist industry. Located away from principle residential areas, the pier represents an ideal site for adding to the existing amusement offer on the seafront. Accordingly, Policy FW2 supports the development of amusement centres on Walton Pier and commercial parts of the Sanctuary Site on Pier Approach. As a continuation of amusement activities is recommended on this site, Bathhouse Meadows and the Mere are identified for new alternative leisure development opportunities in the town.

This area is not presently identified for residential or other forms of development, but it falls within the defined 'Urban Regeneration Area' where, under Policy QL6, "permission will be granted for development that reinforces and/or enhances the function, character and appearance of the area and contributes towards regeneration and renewal". The former Pier Hotel benefits from extant planning permission for residential and commercial development. The beach hut and cliff area is identified as 'open space' in which there is a presumption against loss of such space without particular justification. Development would need to have regard to Policy ER16, which relates to tourism and leisure uses, and (in respect of any residential development) satisfy Policies HG3a and HG4 relating to housing mix and affordability.

The ongoing preparation of the Tendring LDF offers the opportunity to incorporate any proposals developed through the feasibility study into the LDF as it emerges.

Opportunity Site G - Millennium Square Car Park

The Millennium Square Car Park is an 'L'-shaped site fronting onto the High Street and extending around the rear of the Albion Public House to the junction of Saville Street and the Parade on the seafront. Although the site occupies a central location within the town, its configuration and character (between the backs of two rows of properties) is poor.

The site should continue in the short to medium term to be used as a town centre car park, with its key role to accommodate the town market, but with the long term proposals also to include residential and retail/hotel development.

Figure 2.21 illustrates the key elements of the proposals

- ① Improved market square
- ② Residential and Retail / Hotel
- ③ Associated car parking on forecourt on seafront



Millennium Square Car Park on market day

The market should be supported and Tendring's Regeneration Company/TDC should work with the Frinton & Walton Town Council to ensure its survival and, ultimately, a new market operator who will work with both parties to promote and develop it as a visitor attraction. Extending the market would benefit local traders by providing an outlet for artists, food producers and other small businesses. A thriving market will enhance Walton's reputation as a retail destination, attracting new custom from outside the town and preventing income leakage to neighbouring shopping centres.

Works should be carried out to enhance the appearance of the site, so that the market can be promoted in an attractive environment. A coordinated programme of public realm, lighting and signage improvements (consistent with the Walton Conservation Area Management Plan 2009) should be progressed, linked to the Management Plan's public realm programme for the High Street and its objective of enhancing many of Walton's shop frontages, buildings, streets and public spaces.

The extent to which the town can make a strong and positive impression is vital in securing repeat visits. As such, the quality of the public space, the ease with which people can move around, the design and branding of street furniture and signage, and access to local amenities like public toilets all make an important difference. The scope to fund these enhancements utilising the heritage frontage improvement scheme (as per the proposed bid to Heritage Lottery Fund - Townscape Heritage Initiative suggested in this Framework), building on the previous Heritage Economic Regeneration Scheme, should be investigated. Other funding could be secured from contributions from developers through s106 or a locally imposed 'tariff' scheme.

In the longer term, and subject to agreement to the removal or re-provision elsewhere of its car parking capacity (which should be determined through a town-wide car parking strategy), part of the site could present the opportunity to accommodate a hotel and/or residential and retail development close to the seafront. The development would need to retain and improve space for the market. Such proposals would add further vitality to this end of the High Street and

enhance the linkage between the town centre and the seafront. This would require a scheme designed to overcome the existing issues related to the site's compromised layout.

Assessment of a scheme providing 15 retail units totalling 900 sq m (9,688 sq ft) on the ground floor and approximately 30 residential units over two upper floors has been undertaken. Based on present market values, such a scheme would not be commercially viable, but sensitivity analysis indicates that an increase of 10% in property values (based on increased investor confidence and interest in Walton) would be sufficient to make this development feasible. The viability of an hotel development is fundamentally dependent on the level of interest of a potential hotel operator. Given the current lack of such interest in Walton, a scheme incorporating an hotel is also unlikely to be viable at this time. As such, we identify this as a medium to long term potential intervention in the Action Plan.



Farmers markets could add additional vibrancy to Walton's retail offer



Figure 2.21 Millennium Square Masterplan Framework

Opportunity Site H - Crag Walk/Naze Tower

The Naze is a large public open space and is a key site for environmental education in terms of both geology and wildlife. In addition to the John Weston Nature Reserve, the principal wildlife value of this area lies in the eroding cliffs, but it is this very erosion process, and in particular the rate of erosion, which is putting buildings such as the Naze Tower at risk. The grade 2* listed Naze Tower houses a museum, art gallery and small cafe. The rooftop viewing platform provides spectacular panoramic views across Hamford Water and the surrounding countryside and seascape.

“Crag Walk” is a proposed educational public access and viewing platform along the beach in front of the southern end of the Naze cliffs. The design involves the construction of a retaining wall supporting a 4 metre wide access to a rock viewing platform at the base of the Naze cliffs. Interpretation will be placed around the cliffs and open spaces, highlighting important issues of coastal change. A bat hibernaculum, an outdoor classroom for visiting school groups and additional benches and picnic

benches will also be placed at the Naze. In order to promote accessibility, the scheme should incorporate best practice inclusive design standards.

The proposal is being developed by the Naze Protection Society (NPS) in partnership with TDC, Natural England and English Heritage. To support the project, capital funding of £520,000 has been applied for by Tendring’s Regeneration Company, on behalf of the District Council, under DEFRA’s Coastal Change Adaptation Pathfinder grant scheme. This sum is in addition to funds raised by the Naze Protection Society to bring this scheme forward and commitments from the Haven Gateway Partnership and ECC.

Tendring’s Regeneration Company/TDC should continue their support for the Crag Walk scheme as a vital contribution to maximising the tourism benefits of the Naze and landmark Naze Tower which will in turn support the regeneration of Walton.



Coastal erosion at the Naze



Figure 2.22 The Naze Masterplan Framework

Improved streets and squares in the town - public realm improvements

A number of areas have been identified where enhancements to the streetscape and environment of the town would be beneficial. Delivery of these works would be by Tendring's Regeneration Company/TDC and ECC as Highways Authority. Funding should be secured from the sale (subject to approval) of other Council sites and contributions from developers through s106 or a locally imposed 'tariff' scheme (which could be transposed as a 'Charging Schedule' in the emerging LDF under the new 'Community Infrastructure Levy' powers which take effect in April 2010). The initial proposals are set out below:

- The Parade and Station Street - Streetscape enhancements to link the station to the town and seafront to include new lighting, paving and signage
- Mill Lane - Streetscape enhancements to include lighting, paving and signage
- Inner promenade - Decked pedestrian walkway linking Bathhouse Meadows with existing town hard, to include new lighting, decking, fencing, public art and signage
- Church Road Car Park - New surface treatment to car park, signage and lighting
- Foundry Quay/Harmers Yard - Streetscape enhancements to access route, including lighting, paving, fencing and signage
- String of Pearls Strategy – Identification of public realm improvements and linking key attractions around the two waterfronts
- Shopfront Improvements and Creative Use

of Vacant Shops – improving the town centre experience and bringing disused buildings back into use

The Parade and Station Street provide the key links to the town centre and the seafront. Ensuring these are well lit, pleasant and attractive routes will improve first and last impressions of the town for tourists and underline the sense of pride that local people have for the area.

Mill Lane is a vital access route from the High Street to the Mere and the Backwaters, but currently it is disjointed and unattractive in appearance. With the proposals at the Mere and the Martello site, this link from the town centre will take on a more important role requiring streetscape enhancements including lighting, paving and signage.

The proposed inner promenade, which should be brought forward and funded in part through enabling development at the Mere, should be of the highest quality to attract locals and visitors to the area and encourage new economic activity in this part of town. Therefore, it is anticipated that additional funds will be required to support quality lighting, decking and public art.

Church Road Car Park improvement is required to increase its attractiveness to drivers, to improve the environment in the vicinity of the Station and potentially to provide facilities for visitors. These works would include improved landscaping and improved information display. The site may also offer more appropriate opportunity for bus stop-off/pick-up (subject to the acceptability of reducing existing parking capacity).

Whilst there would appear to be some resistance from conservation interests in the Backwaters to the encouragement of further boat trips, this is presently a significantly under-exploited visitor attraction (both in summer and winter months). This will bring additional tourist revenue to the town. Improved access to Foundry Quay through Harmers Yard and the establishment of tourist information and facilities to encourage year round demand for boat trips into the Backwaters will help to extend Walton's tourist season, by improving access to the seal and birdlife in the Backwater. Such access will need to be carefully managed to ensure it does not adversely affect the areas ecology.

The proposed String of Pearls Strategy would provide the basis for public realm improvements along the length of the seafront. This will involve the identification of public realm improvements and linking key attractions around the two waterfronts, which are a key part of the Regeneration Framework.

Shopfront Improvements and Creative Use of Vacant Shops

Building on the Conservation Area Management Plan and previous Heritage Economic Regeneration Scheme (HERS), a number of interventions such as a shop front improvement scheme and 'creative use of vacant shops' initiative should be progressed, potentially as initiatives promoted and managed by the Town Centre Manager.

Introduction of a shopfront grant scheme should aim to support improvements to retail units and leisure facilities in the town, encouraging better frontages, more subdued advertising and, where possible, the promotion of rear servicing to shops and other units, building on and supporting the town's heritage assets whilst boosting the local economy.

Working with landlords, local artists, community groups and school children, initiatives should be progressed to make creative use of vacant shops. Such uses might include public exhibitions and display of art and information on local history, places of interest and events, community project space and fundraising activity. This would potentially reduce both landlords' costs and vacancy rates.

Together with physical improvements to shop fronts, reduced vacancy would improve the appearance of the town centre and increase its attraction as a retail destination.

Transport and Movement Interventions

The proposed transport and movement interventions set out in this document should guide future development proposals within Walton. The interventions both respond to and shape the wider interventions set out in the Regeneration Framework. Figure 2.23 illustrates the key interventions.

Pedestrian and cycle movement

The size of Walton lends itself to being a highly walkable town. However, both physically and psychologically there are barriers to this type of movement. The Regeneration Framework proposes development at the train station and improved public realm from this key gateway to the town and seafront. The String of Pearls Strategy will help draw people along the seafront up to the Naze, where improved signage should help encourage people to sensitively explore this area.

Development proposed at the Mere should effectively open up the second waterfront, with a new promenade providing a pedestrian and cycle link between Mill Lane and Mill Lane Car Park up to Bathhouse Meadows. Proposals for new leisure facilities and landscaping at Bathhouse Meadows include establishing a link between the two waterfronts, a key part of which will be a 'super crossing', including a controlled level pedestrian route across to the beach.

Further public realm improvements including signage, information and lighting is proposed at Harmers Yard, leading to Foundry Quay. This should support improved access to the only point within the town centre where licensed and managed boat trips can access the Backwaters. The Regeneration Framework also supports interventions to better connect Walton within the town and to the surrounding countryside and establish a pedestrian and cycle network across Tendring.

Public transport

As stated above, the wider interventions support an improvement to the setting of Walton train station and pedestrian links to seafront and the town centre. Improving this gateway site should seek to encourage visitors to use the train to reduce congestion and carbon emissions.

A longer term strategy to increase the number of buses serving the town will only be possible if an increase in user numbers is realised. Proposed residential growth in the town will need to be supported by appropriate levels of public transport infrastructure and the bus link provides a key route to Colchester. As key development sites come forward the bus operators will need to be consulted to ensure levels of provision are suitable for the town's population.

While the coach drop off facilities at Bathhouse Meadows is retained in the proposed leisure interventions on the site, the coach parking facilities are suggested to be moved to free up available land. Potential alternative locations for this coach parking include the expanded Mill Lane Car Park. Although there is significant capacity at the Naze Car Park, the extent of adopted highway and resident concerns may make the extended Mill Lane Car Park a more suitable location (not least given the need also to accommodate some coach parking for Frinton visitors). The precise location for the displaced coach parking will need to be considered as part of the proposed car parking strategy.

Vehicular movement

At the heart of the transport and movement interventions is the aspiration to consolidate public car parking within Walton. There is evidence that existing capacity is largely unused during much of the year. The Regeneration Framework recommends a car parking strategy is developed based on detailed survey work on usage to assess opportunities for consolidation and ultimately redevelopment of some car parks.

The development of the Martello Caravan Site is a key site in this regard, presenting an opportunity to extend the size of the Mill Lane Car Park. While the size of this extension would need to be defined by the proposed town wide car park strategy, its edge

of centre location allows for the consolidation of car parking spaces from other town car parks at this location. The reduction in required car parking spaces in the rest of the town, combined with improvements and possible realignment of the junction of Kirby Road and Mill Lane Car Park, to allow for two-way access, should serve to channel visitor traffic into this site and not into the town centre, reducing congestion. This will provide access to any new development at the Mere, with restrictions to prevent vehicles turning east onto Mill Lane and then congesting the High Street.

The car park strategy should also consider seasonal car park and park and ride opportunities, including locations and potential operators and land owners who might consider entering into an agreement to run such a scheme. For example, consideration could be given to entering into an agreement to use the Walton Primary School's playing field as a seasonal overspill car park during peak summer periods, potentially with a new access off Bathhouse Meadows (providing peak season replacement for the loss of the Coronation Car Park to public realm improvements).

New leisure development at the Mere and Bathhouse Meadows should be major draws for visitors to the town. Accessing this area offers the potential for a new relief road linking Kirby Road with the Esplanade via the Mere and Bathhouse Meadows. This road could substantially relieve traffic bound for the seafront and the Naze from the High Street, although its alignment will require detailed study, not least having regard to design, land ownership, environmental impact and cost considerations to ensure that delivery of the wider development aspirations for this area is not compromised. The alignment of this road may provide opportunity to further improve flood protection in this area of the town.

The potential costs of such a relief road cannot be assessed at this stage. A significant proportion of the road could be delivered as part of the developments proposed at the Martello Caravan Park and Mill Lane Car Park site and at the Mere. Beyond these sites, access through to Bathhouse Meadows may be more problematic, especially having regard to land ownerships. Detailed assessment should be undertaken covering the following:

- Network microsimulation/modelling (including

traffic counts at strategic locations, origin-destination and journey time surveys)

- Preliminary design
- Land ownership searches and assessment of CPO needs
- Topographical survey work
- Viability assessment
- Environmental impact assessment
- Transport assessment
- Cost benefit analysis, including against other measures such as the re-allocation of car parking provision and new public transport services (eg park and ride)

This work should also take account of flood risk and opportunities to align the road and construct it at a level which could form a new flood wall (especially across the area between the Mere and the Esplanade).

Measures to improve pedestrian and cycle connections, improve links to and from the train station and consolidate more car parking at the edge of centre Mill Lane Car Park are seen as further sustainable way of managing vehicular movement and building on the walkable nature of Walton as a town. of centre location allows for the consolidation of car parking spaces from other town car parks at this location. The reduction in required car parking spaces in the rest of the town, combined with improvements and possible realignment of the junction of Kirby Road and Mill Lane Car Park, to allow for two-way access, should serve to channel visitor traffic into this site and not into the town centre, reducing congestion. This will provide access to any new development at the Mere, with restrictions to prevent vehicles turning east onto Mill Lane and then congesting the High Street.

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season replacement for the loss of the Coronation Car Park to public realm improvements).

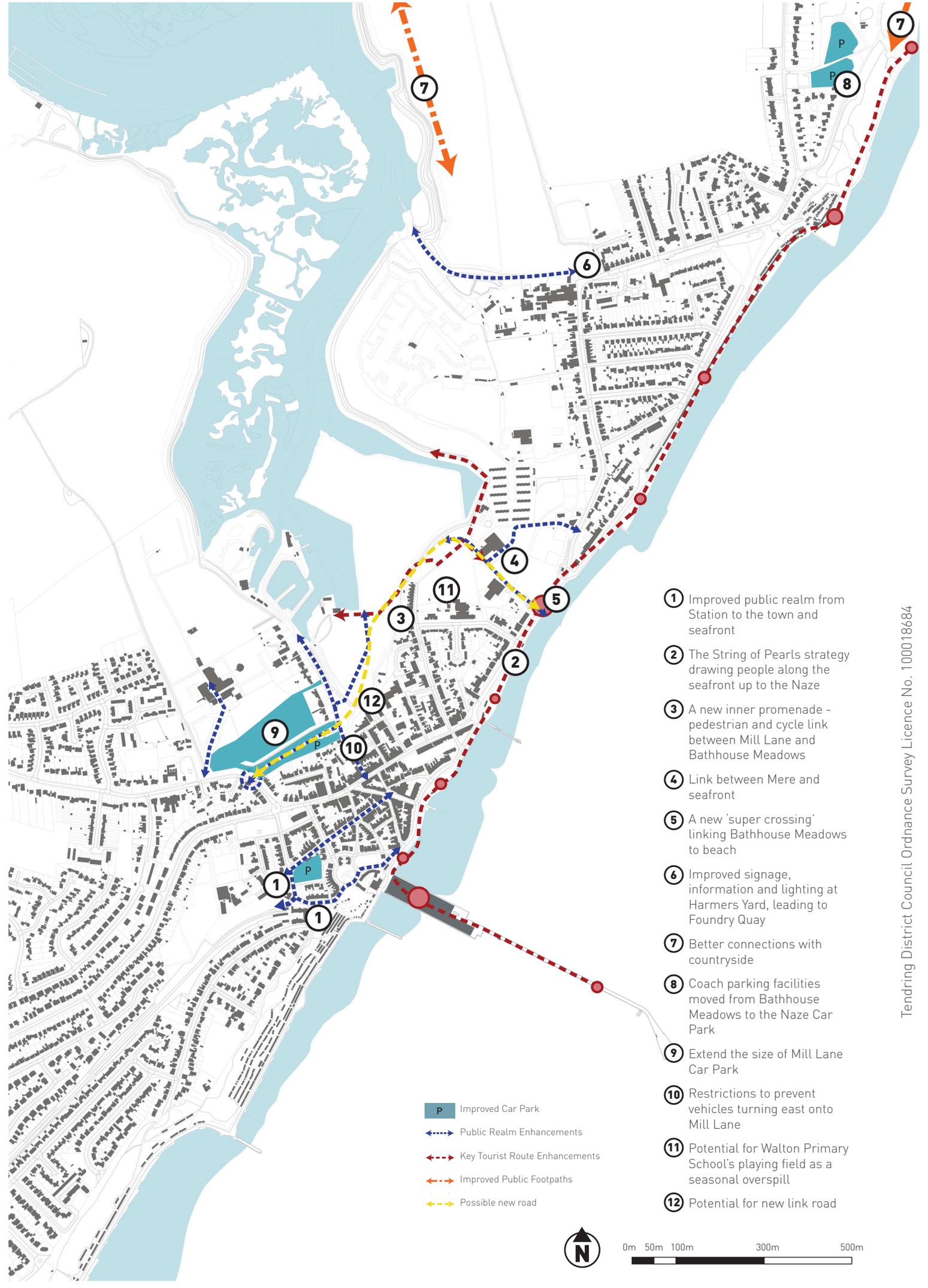
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- Preliminary design
- Land ownership searches and assessment of CPO needs
- Topographical survey work
- Viability assessment
- Environmental impact assessment
- Transport assessment
- Cost benefit analysis, including against other measures such as the re-allocation of car parking provision and new public transport services (eg park and ride)

This work should also take account of flood risk and opportunities to align the road and construct it at a level which could form a new flood wall (especially across the area between the Mere and the Esplanade).

Measures to improve pedestrian and cycle connections, improve links to and from the train station and consolidate more car parking at the edge of centre Mill Lane Car Park are seen as further sustainable way of managing vehicular movement and building on the walkable nature of Walton as a town.



- ① Improved public realm from Station to the town and seafront
- ② The String of Pearls strategy drawing people along the seafront up to the Naze
- ③ A new inner promenade - pedestrian and cycle link between Mill Lane and Bathhouse Meadows
- ④ Link between Mere and seafront
- ⑤ A new 'super crossing' linking Bathhouse Meadows to beach
- ⑥ Improved signage, information and lighting at Harmers Yard, leading to Foundry Quay
- ⑦ Better connections with countryside
- ⑧ Coach parking facilities moved from Bathhouse Meadows to the Naze Car Park
- ⑨ Extend the size of Mill Lane Car Park
- ⑩ Restrictions to prevent vehicles turning east onto Mill Lane
- ⑪ Potential for Walton Primary School's playing field as a seasonal overspill
- ⑫ Potential for new link road

- P** Improved Car Park
- Public Realm Enhancements
- Key Tourist Route Enhancements
- Improved Public Footpaths
- Possible new road



Figure 2.23 Transport and Movement Interventions

Public Realm Development Costs

To assist in considering funding sources and in managing the delivery of the 'public' works in the Regeneration Framework Key Opportunity areas, the Figure 2.24 summarises the itemised list of indicative costs:

The below figures are for those improvements which do not sit within one specific scheme proposed within the Regeneration Framework. As such, they exclude costs which are already accounted for as development costs within individual schemes or in grant funding applications to DEFRA's Coastal Change Adaptation Pathfinder grant scheme and to the Heritage Lottery Fund - Townscape Heritage Initiative. The below works have been costed on the basis of the illustrative plans within the Regeneration Framework, and whilst these are not detailed final designs, and should not be taken as such, the costs provide an indication to Tendring's Regeneration Company of the overall level of potential public funding required to implement the Regeneration Framework aspirations.

These costs are not exhaustive, and focus on the cost of construction related items (so for example, revenue-related ongoing management costs are not included). The intention is, however, that these costs can be monitored and built upon as business priorities evolve and works are completed, and they can act as a focal point for sourcing and channelling funds from a variety of sources.

There are also a set of works which overlap with key opportunity areas, either geographically, or in the supporting role they play in the operation of these locations, but which may serve more than one part of Walton and/or the relationship of Walton with the surrounding district. For this reason we have itemised them separately. It also allows their wider scope to be acknowledged so as to provide the opportunity to explore additional external sources of funding and generate additional income accordingly. These sources of funding are listed in next section.

The total construction-related cost for implementing the recommendations and proposals within this Regeneration Framework is estimated, at current cost (3rd Quarter 2009) to be circa £47 million.

Location	Intervention	Indicative Cost
The Parade & Station Street	Streetscape enhancements to link the station to the town and seafront to include new lighting, paving and signage	circa £44,000
Mill Lane	Streetscape enhancements to include lighting, paving and signage	circa £280,000
Inner Promenade	Decked pedestrian walkway linking Bathhouse Meadows with existing town centre to include new lighting, decking, fencing, public art and signage	circa £367,000
Church Road Car Park	New surface treatment to car park, signage and lighting.	circa £100,000
Foundry Quay / Harmers Yard	Streetscape enhancements to access route to Foundry Quay, including new lighting and signage	circa £8,000
String of Pearls Strategy	Public realm improvements to seafront	circa £200,000
Bathhouse Meadow & Columbine Centre	Enhancement to the area including provision of various sports areas and car park / public realm improvements	circa £ 954,000
Subtotal		circa £1,953,000
Total	Plus Public Artwork and 15% for contingencies & preliminaries	circa 2,358,000

Figure 2.24 – Public realm indicative costs

Funding and Inward Investment Strategy

Funding the implementation of this framework is clearly the single biggest barrier to successful delivery and the desired physical and socio-economic transformation. A realistic and responsive approach to funding is required, which will generate maximum value from the development process, whilst also securing additional funding from private and public sector partners. The Regeneration Framework has been developed with this aim in mind.

Freehold and rental levels are not prohibitive to new development, but those currently achievable either do not promote new enterprise, or necessitate a lower specification than is required to promote the area as a superior location within the wider region. There are currently obvious absences from the usual property market players in Walton, but little evidence of barriers to development coming forward as the market improves. Walton has significant potential, which needs to be realised.

The Tendring Employment Study (2009) recommends that for coastal towns such as Walton, Frinton and Brightlingsea, a policy of continued incremental growth is allowed for, rather than investing in inappropriate markets, such as large scale offices or industrial parks, which cannot be supported in these locations.

As such, the continued investment in Walton should be sought by consolidating and expanding the existing employment opportunities. In Walton these are concentrated around tourism, leisure and retail; marine businesses, green tourism, education, and creative industries. The Regeneration Framework has been developed with this aim in mind.

The Haven Gateway Integrated Development Plan (IDP) identifies Walton as one of four coastal resorts within Tendring which all show, to varying degrees, the consequences of a lack of investment and evidence of acute deprivation in some areas.

Nevertheless, the IDP notes that there is the opportunity, with increasing environmental awareness and cost concerns linked to international travel, to bring important new opportunities to coastal towns. However, it also warns that without substantial public

and private sector investment in the next five years, the resorts will not be in a position to seize these opportunities or compete for the 'new business'.

This Regeneration Framework provides the clear structure and strategy to maximise public and private investment in Walton to meet identified regeneration priorities. The interventions identified in this Framework have been phased and will be rolled out incrementally as market confidence, funding availability and investment momentum grows. The phasing is described in the next chapter.

A substantial proportion of the funding required is expected to be delivered by the private development market, or from contributions from it. However, we envisage that in order to achieve the Framework vision, the public sector will need to take an intervention approach, pump-priming funding to initiate the regeneration process and, particularly, to enhance the profile and environment of Walton as a place in which to invest. With large parts of the key opportunity areas in the Council's ownership, it (together with Tendring's Regeneration Company) is in an ideal position to take on this interventionary role.

Sources of funding to be explored include:

- Tendring District Council (TDC)
- The Haven Gateway Partnership (HGA)
- The East of England Development Agency (EEDA)
- European Structural Funds (ESF)
- Essex County Council (ECC)
- The Homes and Communities Agency (HCA)
- The Environment Agency
- Sport England
- The National Lottery
- East of England Tourism (EET)
- Public transport operators
- Education providers (Tendring Technical College, learning and skills bodies, schools, sixth-form colleges)
- sponsorship/advertising opportunities
- S106 developer contributions as and when development is brought forward

- business investments/partnerships to deliver specific items which may positively reflect/promote a business present in Walton
- charitable organisations with mandates related to works proposed e.g. Essex Wildlife Trust

Tendring's Regeneration Company/ TDC and its partners will need to use this Regeneration Framework as a statement of intent and a tool for lobbying both public funding providers and the private investment market. By understanding the full range of issues and opportunities the document provides an invaluable basis with which to take these conversations forward and set the basis for their implementation.

The Framework provides comprehensive and holistic development proposals, with a clear vision that the market can buy into. Spatial Development proposals are clearly linked to a comprehensive strategy for delivery, which if all partners work together to implement, will increase investment in Walton and the wider Tendring area.

Marketing Strategy

Tendring Council are currently preparing a Tourism Strategy for Tendring. Draft proposals are based upon promoting experiences rather than destinations, within an overarching 'Product Tendring' theme. Proposals for Walton are being developed through this strategy, and will be finalised in March 2010. The draft proposals in the regeneration framework have been used to inform the tourism strategy.

It is not sufficient to promote capital projects for the regeneration of Walton to effect a step change in how the town is viewed by its audiences. It is also necessary to inform markets that this activity is being undertaken, both to ensure commitment from developers but also to highlight that the infrastructure is in place to provide a business case for investment. Inward investment requires fit-for-purpose premises and a skilled workforce, but also an awareness of an area and its benefits as a place to live which is, in turn, partly achieved by effective tourism, marketing and a sense of identity and civic pride amongst residents.

To inform of the proposals and aspirations for Walton, it is considered that the full regeneration framework document is too lengthy, therefore a stand alone executive summary document has been prepared, which will be used by the Councils Regeneration company, and key partners, to promote the regeneration of Walton.

Regeneration Framework outputs and impact

Figure 2.25 quantifies the potential outputs, and economic social impact of the physical development proposed.

Location	Output	Economic and Social Impact
The Mere	circa 200 new homes circa 4,196 sq ft of retail circa 8,763 sq ft of leisure	380 economically active people (1.9: 1 dwelling) 23 jobs (1:215 sq ft) 23 jobs (1:390 sq ft)
Bathhouse Meadows	20 holiday homes 11 new homes	Extending visitor offer and season 20 economically active people (1.9: 1 dwelling)
Martello Caravan Park	250 new homes circa 5,000 sq ft of retail 50 holiday homes 20+ bedroom hotel circa 25-30,000 sq ft food store	475 economically active people (1.9: 1 dwelling) 23 jobs (1:215 sq ft) Extending visitor offer and season 10 jobs (1 employee per 2 bedrooms) 116-139 jobs (1:215 sq ft) 1.12-2.68M annual visitor spend to economic and social impact
Mill Lane / Former Town Hall site	14 new homes circa 4,300 sq ft of retail	26 economically active people (1.9: 1 dwelling) 20 jobs (1:215 sq ft)
Station Yard Car Park	60 new homes 21,850 sq ft of employment	114 economically active people (1.9: 1 dwelling) 64 jobs (1:340 sq ft)
Pier, Pier Hotel and Adjacent Beach	Retirement homes/20+ bed hotel (alternative to 28 new home permission) circa 1,600 sq ft of retail	20 jobs (or 53 economically active people) 7 Jobs (1:215 sq ft)
Millennium Car Park	30 new homes circa 9,688 sq ft of retail/hotel improved maket square	57 economically active people (1.9: 1 dwelling) 45 jobs (1:215 sq ft)
Combined Framework Proposals		565 residential units £6.4M retail spend

Figure 2.25 – Potential development capacities

Economic Impact Assessment

The Regeneration Framework interventions outlined will generate economic stability and growth for Walton. This is achieved through extending the offer of the existing economic drivers, predominantly led through tourism, and by introducing measures to facilitate the development of other new economic drivers.

The baseline assessment identified a need to diversify Walton's economic base, whilst recognising that tourism would remain an important source of employment and prosperity in the future. The Local Plan encourages development which will provide new attractions and facilities, and the interventions respond positively to this, providing year round tourist offers that reduce the reliance on the limited 'bucket and spade' market that exists at present.

A key driver for the economy will be the increased number of residents delivered under the proposed interventions. A total of 565 new homes could be delivered which will benefit the economy directly. This will contribute to the top range housing target (within the emerging Core Strategy Options) of 1000 for Frinton and Walton and would generate an additional population of 1,356 (based on 2.4 people per dwelling) of which 1,072 would be economically active (based on 1.9 people per dwelling).

In many cases the opportunity sites are currently undeveloped and therefore the delivery of schemes will result in a direct increase in homes without any loss of existing properties. However, in the case of the Martello site, the delivery of commercial space, holiday homes and permanent residential units will be delivered at the loss of the existing caravans.

This will result in revenue being lost from the visitors who use the caravan park, but the proposed holiday lodges will appeal to a wider and more affluent market, whilst the residential homes will provide demand all year round which will support the Walton economy.

The commercial space will assist in extending Walton's offer whilst also providing jobs to encourage people to live and work in Walton. The potential for a food store at the Martello Site would also provide the opportunity for another major retailer to enter the market.

The proposed hotel will provide visitor accommodation which is currently lacking in Walton, encouraging visitors to stay overnight and increase their spend in Walton, extending the tourist season and providing jobs.

The existing visitor spend generated from the caravan parks is believed to be low, with a significant proportion of food/drink brought to the site and much of the current visitor spend being concentrated within each caravan site. We estimate the current average offsite spend in Walton to be no more than £10 per person per day.

The proposed holiday lodges on the Martello site, and possibly on the Bathhouse Meadows site, are intended for use over a longer season, with 40 week occupancy feasible. Assuming a higher level of spending on food, eating out of £20 per person per day will generate between £1.12 million and £2.68 million per annum, dependent on the number of lodges brought forward (between 50-120)

Figures from the Felixstowe Visitor Economy Report indicate the potential for significant growth in visitor spend, with Felixstowe receiving 554,000 visitors a year (452,000 day trips, 102,000 stay trips) with a spend of £35,153,500 equating to £63.50 per person. A 2005 English Leisure report on visits showed that the average expenditure at seaside coastal towns was £35.31 per person.

If all the development sites are delivered there could be 565 residential units. With an average occupancy rate of 2.4 persons accommodation would be provided for circa 1,356 new residents within walking distance of Walton's town centre. Assuming that their average spending is as per the ten minute catchment area, i.e. £4,719 per capita per annum. This will generate £6.4 million of retail spending potential within the local area. It is unlikely that all of this spending will be retained in Walton, but with the anticipated improvements to the retail offer,

starting with the introduction of Tesco on the High Street, it is expected that a significant proportion of the potential retail spending can be retained. A higher level of retention is anticipated, not only from the new homes, but also from existing residents who will be encouraged to shop more frequently in the town centre as facilities continue to improve.

The latest Core Strategy Options paper proposes up to 1000 new jobs in Frinton and Walton, and the proposed interventions will contribute to this target, providing a minimum of 354 jobs. There could also be the opportunity for further commercial and industrial employment development to be brought forward on sites such as at Harmers Yard.

In addition, there will be temporary jobs created during the construction of the developments. Based on construction data from the Census of Production and construction industry employment data from the Annual Business Inquiry, we estimate that 'one person year of construction employment' will be supported by approximately £125,000 of construction spend.

Therefore, as per the costs outlined in the appraisals and intervention costings, if all the interventions were brought forward, a total of approximately 480 'one person years' of construction employment could be delivered.

Many of the homes proposed are aimed at attracting young families to Walton with the prospect of employment being generated in Walton. In addition, where economically viable, residential development sites will deliver affordable housing which the Tendring Strategic Housing Market Assessment identifies there is an acute shortage of in Tendring.

The increase in homes and therefore residents will increase the demand on local education and health facilities, which will result in the need for further local jobs. Again, this is putting in place a year round requirement which stabilises the Walton economy and reduces the reliance on the traditional seasonal trade.

In other words, physical regeneration is a necessary, but not sufficient condition, to improve the socio-economic environment for residents. Therefore, the interventions as a whole need to be implemented alongside the individual development schemes for the overall socio-economic benefit to Walton to be realised. This strategy aims to deliver a framework of regeneration opportunities that will tackle not only the physical but the socio-economic regeneration of Walton, to realise the significant potential of the area and deliver prosperity for the future. Delivery is the focus of the next chapter.

Conclusion and Next Steps

This chapter has developed a strategy for the regeneration of Walton, based upon four core objectives, split further into sub objectives for the regeneration of Walton-on-the-Naze. These were developed with the community and highlight their key aspirations for the regeneration of Walton. To deliver these objectives and sub-objectives, a number of strategic interventions (projects) have been proposed. Again these have been tested with the community and include, not only physical regeneration interventions, but socioeconomic interventions. These interventions, once delivered, are intended to have a significant positive impact upon the residents of Walton and the wider Tendring economy.

To deliver these interventions will require partnership working, and a clear action plan for delivery, intrinsically linked to the spatial masterplan, the objectives and sub objectives for regeneration. This is in accordance with current planning and regeneration policy. The following chapter – delivering the regeneration strategy, sets out how this is to be achieved.

PART THREE:

DELIVERING THE REGENERATION STRATEGY



Delivery strategy

This section sets out how Tendring's Regeneration Company, TDC and its partners should take forward the interventions set out in the Regeneration Framework. It covers:

- Involvement of local community, key stakeholders and partners going forward
- Details on project management of delivery
- Action plans for delivery

Involvement

A fundamental part of the development of the Regeneration Framework has been consultation and involvement with the local community, key stakeholders and partners. Taking the Regeneration Framework forward into actual delivery, it is considered critical that the involvement of these key groups is maintained and promoted. The delivery strategy recognises this and various suggestions are put forward for joint working.

Project Management of Delivery

Proactive and sustained project management in the delivery of the Walton Regeneration Framework is critical. It is proposed that this important function will be undertaken by Tendring's Regeneration Company and TDC, through the Clacton and Coastal Town's Projects Group, as the planning authority (for securing S106 contributions/land/works in kind) and as the local authority (for supporting grant funding applications), with the support of ECC and the newly established Coastal Renaissance Board.

The Clacton and Coastal Towns Projects Group contains a working group of key officers from the regeneration company, TDC and ECC. This group has been instrumental in overseeing the production of the regeneration framework for Walton, and also the delivery of other key regeneration projects in the Clacton and Coastal Towns area.

The Coastal Renaissance Board is a newly proposed partnership between ECC and TDC. It is proposed that officers from TDC and Tendring's Regeneration Company attend the Coastal Renaissance meetings to ensure effective coordination between the two groups.

Delivery Programme and Action Plans

Crucial to the success of the Regeneration Framework is that the spatial masterplan and high level objectives of the community are intrinsically linked to an action plan for delivery in the future. This action plan needs to be realistic and founded on detailed assessments of what is deliverable and viable. This has been the basis for the production of the Regeneration Framework.

The following is a high level programme, summarising the timelines for delivery of the Regeneration Framework.

High Level Delivery Programme

Project work in progress ■
Project Completed ■

Our Objectives		How will we achieve them - the interventions/projects	Key Delivery Partners	Year 1 - 2010	Years 2 & 3 - 2011 & 2012	Years 4 & 5 - 2013 & 2014	Years 5-10
Objective 1: Building a strong year round economy	1.1 Maximise opportunities for economic growth through the development of key opportunity sites	Urban Beach	Clacton & Coastal Towns Group - Tendring District Council - Leisure Dept & Technical & Procurement				
	1.2 Diversify the existing leisure based economy and extend seasonal activity	Creative use of Shops	Creative Partnerships - Haven Gateway - Tendring Technology college - Clacton County High School				
	1.3 Improve educational attainment and the skills base of the resident population	Shop front Grant Scheme	Tendring's Regeneration Company - Tendring District Council - Heritage and Conservation - ECC				
	1.4 Provide new facilities and accommodation which will attract a wider range of visitors and increased visitor spend throughout the year	Bad Weather activities at Columbine Centre	Columbine Centre with support from Clacton & Coastal Towns Group - Essex CC Youth Services				
	1.5 Develop the local retail market and make Walton a viable alternative to other shopping destinations	Branding and Marketing Strategy	Tendring District Council (Leisure and Culture) with support from ECC, ETA and EET				
	1.6 Provide suitable sites and premises to meet the needs of expanding and new businesses	Hotel and chalets at Martello Caravan Park	Land owner				
	1.7 Build business and employment networks and support	Improve Pier Façade	Land owner				
		Extend the Town Market	Frinton and Walton Town Council (with support from TDC) - Chamber of Trade & Commerce				
		New workspace at former Avon Works	Land owner				
		Re-develop Pier Hotel	Clacton & Coastal Towns Group and land owner (including adjoining land owners)				
	Introduce free WiFi	Clacton & Coastal Towns Group - RCCE - Private sector					

Our ambitions		How will we achieve them - the interventions/projects	Key Delivery Partners	Year 1 - 2010	Years 2 & 3 - 2011 & 2012	Years 4 & 5 - 2013 & 2014	Years 5-10
Objective 2: Creating a unique destination which maximises its environmental and heritage assets	2.1 Reinforce the variety and distinctiveness of Walton as a destination	Crag Walk/ Naze Tower scheme	Naze Protection Society - Essex Wildlife Trust - Environment Agency - Natural England - TDC - Essex County Council				
	2.2 Create a more welcoming destination which is attractive to visitors and easy to access and move around	String of pearls along seafront	Tendring Regeneration Company - Walton Forum				
	2.3 Improve connections and cohesiveness between the town centre, seafront, Backwaters and The Naze	Paint beach huts	Hut Owners association - Town Centre Manager				
	2.4 Maximise water-based leisure and recreation opportunities presented by the Mere and Backwaters	Improved streets and squares in the town	TDC Planning - Tendring Regeneration Company - ECC				
	2.5 Improve the physical environment of the town centre and seafront	Improved paths and new signage in Walton and across Tendring	Tendring Regeneration Company - ECC				
	2.6 Extend the leisure and recreational attractions on the seafront through an integrated approach to the use of the Pier, promenade and beach	Restoration of the Mere	Land owner - TDC - Tendring Regeneration Company				
	2.7 Adopt a pro-active and integrated approach to branding and marketing to support the creation of a complimentary tourist offer as a place to experience nature and history	Establish key link from beach to the Mere	TDC (Planning)				
		Upgrade toilet facilities	TDC (Environmental services)				

Our ambitions		How will we achieve them - the interventions/projects	Key Delivery Partners	Year 1 - 2010	Years 2 & 3 - 2011 & 2012	Years 4 & 5 - 2013 & 2014	Years 5-10
Objective 4: Ensuring a sustainable future for Walton	4.1 Reinforce the variety and distinctiveness of Walton as a destination	Car parking strategy	TDC Estates				
	4.2 Create a more welcoming destination which is attractive to visitors and easy to access and move around						
	4.3 Improve connections and cohesiveness between the town centre, seafront, Backwaters and The Naze	Green tourism business schemes	Business Link - Town centre manager				
	4.4 Maximise water-based leisure and recreation opportunities presented by the Mere and Backwaters	A new larger car park, Mill Land Car Park	Landowners				
	4.5 Improve the physical environment of the town centre and seafront	Transport and Social infrastructure improvements outside the town	TDC				
	4.6 Extend the leisure and recreational attractions on the seafront through an integrated approach to the use of the Pier, promenade and beach						
	4.7 Adopt a pro-active and integrated approach to branding and marketing to support the creation of a complimentary tourist offer as a place to experience nature and history	Flood defences and shoreline management	Developer contributions where appropriate - EA - TDC - Coastal Pathfinder - Princes Trust				

Our ambitions		How will we achieve them - the interventions/projects	Key Delivery Partners	Year 1 - 2010	Years 2 & 3 - 2011 & 2012	Years 4 & 5 - 2013 & 2014	Years 5-10
Objective 3: Making Walton a place where people will choose to live and realise their potential	3.1 Reinforce the variety and distinctiveness of Walton as a destination	Courses & placements in renewable energy sector	Clacton & Coastal Towns Group via the Tendring renewable energy education group - Essex University				
	3.2 Create a more welcoming destination which is attractive to visitors and easy to access and move around						
	3.3 Improve connections and cohesiveness between the town centre, seafront, Backwaters and The Naze	Improve youth centre	ECC - TDC - Tendring Technology College - Clacton county high school				
	3.4 Maximise water-based leisure and recreation opportunities presented by the Mere and Backwaters	New homes at Martello Caravan Site	Land owner				
	3.5 Improve the physical environment of the town centre and seafront	New development adjacent to the Mere	Land owner				
	3.6 Extend the leisure and recreational attractions on the seafront through an integrated approach to the use of the Pier, promenade and beach	Taster & full courses linked to Walton's economy	Tendring Adult Education Centre - ECC - Business Link - Colchester Institute				
	3.7 Adopt a pro-active and integrated approach to branding and marketing to support the creation of a complimentary tourist offer as a place to experience nature and history	Residential at Station Yard Car Park	TDC (as landowners) - Network Rail and Train Operation companies				

10 year action plan

Providing more detail for the delivery teams and partners, a 10 year action plan has been prepared. These actions are consultant suggestions at present and are subject to submission to, and approval by, Tendring District Council & key partners. It is recognised that regeneration proposals on this scale

require constant review and monitoring of actions. Should this regeneration Framework be approved, it is recommended that the projects form part of the annual delivery plan of Tendring Regeneration, which is monitored by the Tendring Council.

	Interventions/ Projects	Estimated cost (costs are indicative)	Potential Funding	Key Delivery Partners	Key Performance Indicators			
					Year 1	Year 2-3	Year 4-5	Year 5-10
Building a strong year round economy	Urban beach	£954,000	Haven Gateway (Coastal Towns and Green Infrastructure funding) Sport England S106/tariff Potential enabling development providing 20 holiday chalets and 11 houses	TRC TDC Leisure Department / Technical & Procurement	Assess potential for Haven Gateway and/or Sport England funding application Apply for development funding	Undertake feasibility studies – including assessment of enabling development on Bathhouse Meadows Development of outline proposals and refine costs Agree visitor number targets based on findings of Tourism Strategy Negotiate/ identify development contribution to help fund scheme	Development of detailed designs / proposals and operational arrangements. Consultation. Submission of Planning application Tender and appointment of contractor. Construction phase begins	Construction complete Agree rolling summer events plan
	Creative use of vacant shops	N/A	Creative Partnerships Haven Gateway	Creative Partnerships Haven Gateway ECC Town Centre Manager Walton & Frinton Town Council Tendring Technology College	Clacton & Coastal Town's Group engage with Creative Partnership Gateway Identify vacant shops and agree programme with local schools Hold public exhibition of young people's work Use event to develop existing network of artists in Walton and explore way to engage in Creative Partnerships	Roll out programme into year 2. Building on networks within the town		
	Shopfront grant scheme	£100,000 grant £100,000 match funding from owners of buildings	Heritage Lottery Fund - Townscape Heritage Initiative	Tendring's Regeneration Company TDC Heritage and Conservation ECC	Pre Application Advice from HLF and submission of Pre-Application Form Prepare material for application to the Heritage Lottery Fund, to be submitted by Nov 30th 2010	Decision on funding from Heritage Lottery Fund in April 2011 Marketing and outreach programme to secure local business partners	Evaluate scheme and review potential for further applications	
	Bad weather activities at Columbine Centre	To be assessed based on assessment of capacity and available funding	Use Grant Finder to assess available opportunities	Columbine Centre with support from TRC and Essex CC Youth Services	Agree summer events plan TRC to work with Columbine Centre to assess capacity and funding requirements for range of activities. TRC to support Columbine Centre in submitting funding applications			
	Branding and marketing strategy	To be agreed after completion of Tourism strategy	Haven Gateway (Coastal Towns funding) TDC ECC	TDC with support from ECC, ETA and EET	Tendring's Regeneration Company, TDC, ECC to agree scope and draft brief to commission strategy TRC to apply for funding for strategy and marketing budget Agree match funding with TDC and ECC.	If funding application successful, commission appropriate consultants to develop strategy		

	Interventions/ Projects	Estimated cost (costs are indicative)	Potential Funding	Key Delivery Partners	Key Performance Indicators			
					Year 1	Year 2-3	Year 4-5	Year 5-10
Building a strong year round economy	Hotel and chalets at Martello Caravan Park	N/A	Land value	Land owner TDC Tendring's Regeneration Company Private sector hotel operators	TRC to work with TDC Planning through Core Strategy development and adoption process to determine if Martello Caravan Park to be re-allocated for alternative development as part of a mixed use scheme Agree whether current Local Plan Regeneration Area boundary should be expanded to incorporate Martello Caravan Site. TDC to promote Walton to hotel operators.	Adoption of Core Strategy setting parameters for any new development on site TRC to work with TDC Planning and land owner through pre-application process to determine acceptable scheme S106 contributions agreed to include support to schemes set out in Regeneration Strategy Planning application submitted	Planning application approved	
	Improve pier façade	£20,000 (£10,000 grant, £10,000 private)	Heritage Lottery Fund - Townscape Heritage Initiative Pier owners	Pier Owners TDC	Ongoing discussion with pier owners. Linked to shopfront improvement scheme - Application Advice and submission of pre-application form Prepare material for application to the Heritage Lottery Fund to be submitted by Nov 30 2010	Pier owners agree to match fund façade improvements		
	Extend the town market	In kind contribution from Town Centre Manager	In kind	TDC Frinton and Walton Town Council (with support from TDC) Town Centre Manager Chamber of Trade & Commerce	TRC to work with Town Centre Manager to promote Walton market through marketing and special events	Upon completion of the Car Park Strategy work with TDC to assess potential to bring forward redevelopment of site as mixed use retail and residential and/or hotel development Develop development/ planning brief for the site, to include retention and enhancement of the market	Market site and seek development partner Planning application submitted Planning application approved	Scheme construction and completion
	New workspace at the former Avon works (next to Station Yard Car Park)	N/A	Land value	Land owner TDC TRC Ltd	TRC to work with TDC Planning and land owner through pre-application process to determine acceptable scheme linked to redevelopment of Station Yard Car Park	S106 contributions agreed to include support to schemes set out in Regeneration Framework	Planning application submitted Planning application approved	Scheme construction and completion
	Redevelop Pier Hotel	N/A	Land value Heritage Lottery Fund	TRC and land owner (including adjoining land owners)	Explore opportunities for expanding site to increase viability Engage with land owners and agree principles for a development/planning brief	Prepare planning brief, including geo-technical engineering feasibility work to feed into viability work	Planning application submitted Planning application approved	
	Introduce free WiFi	Business Plan £20,000	S106 Private sector	TRC Rural Community Council Essex Local Strategic Partnership Private sector			Engage with telecoms companies to assess feasibility Engage tele-communications consultants to develop business plan based on technical feasibility and additional housing and tourist growth Submit funding application to Haven Gateway	Take forward business plan

	Interventions/ Projects	Estimated cost (costs are indicative)	Potential Funding	Key Delivery Partners	Key Performance Indicators			
					Year 1	Year 2-3	Year 4-5	Year 5-10
Creating a unique destination which maximises its environmental and heritage assets	Crag Walk scheme	£1.2 million	£225,000 Naze Protection Society (confirmed) £540,000 Coastal Pathfinder (secured) £100,000 ECC (commitment) £335,000 additional fundraising	Naze Protection Society Essex Wildlife Trust Environment Agency Natural England TDC ECC	Funding Awarded Preliminary work for Planning Application Planning Application submitted Decision on Planning Application	Crag Walk Construction Installation of interpretation and other infrastructure Crag Walk Opened		
	String of Pearls Strategy	£50,000	Haven Gateway (Coastal Towns funding) Community Chest – ECC Application submission 31/12/09	TRC Walton Forum TDC Walton & Frinton Town Council	Draft brief with TDC Leisure Dept & Technical & procurement and local user groups/owners of key facilities along seafront	Project delivery	Use Strategy to support funding bids by TDC and Haven Gateway	
	Improved streets and squares in the town	£2.25m	S106 Heritage Lottery Fund	TDC Planning TRC	Agree priority interventions and agree S106 tariff for planning negotiations, or factor into emerging Community Infrastructure Levy TDC adopt S106 tariff if applicable	Use tariff as basis for negotiations on major development schemes across Walton	On-going	On-going
	Paint beach huts			Walton Beach Hut Owners Association TDC (Leisure Dept) Town Centre Manager	Establish a competition sponsored by local business to 'Brighten Up' Walton. Market completion and offer prize for beach hut painting			
	Improved paths and new signage in Walton	£25,000	Haven Gateway (Coastal Towns funding) TDC ECC INTERREG	Tendring's Regeneration Company TDC Technical & procurement	Agree steering group to include Tendring Way organisation, Natural England, the Essex Wildlife Trust, ECC and TDC TRC to draft brief for agreement of steering group	Successful award of necessary project development funding Commission study to look at feasibility and scope of potential routes and funding	Study complete and subsequent application to funders made for development of routes, signage, guides and locations for Hides	
	Restoration of the Mere	N/A	Mere Land owner TDC as land owner of potential enabling sites S106 Sport England (Sustainable Investment in Communities Facilities Fund)	Land owner TDC Tendring's Regeneration Company ECC Natural England Environment Agency Tendring Adult Education College/ Colchester Institute	Tendring's Regeneration Company, TDC and land owner to agree proposed scheme mix through pre-application planning discussions Include proposals for connections to seafront, Mill Lane, and Foundry Quay If appropriate engage Sport England and EA and make funding applications Land owner with TRC to engage Tendring Adult Education College to scope out potential for course and training local people to work at the centre	Land owner to liaise with Environment Agency, Natural England and the Royal Society for the Protection of Birds at pre-application stage to inform scheme development Land owner to engage with Environment Agency in relation to Flood Risk mitigation as part of scheme development Land owner to commission Appropriate Assessment to assess potential for protected species and a Habitat Regulations Assessment to inform scheme development prior to planning application submission Planning application submitted for both the restoration of the Mere and associated enabling development	S106 agreements relating to enabling development to support restoration of the Mere Planning application successful Restoration an enabling works begin	Facility opens

	Interventions/ Projects	Estimated cost (costs are indicative)	Potential Funding	Key Delivery Partners	Key Performance Indicators			
					Year 1	Year 2-3	Year 4-5	Year 5-10
Creating a unique destination which maximises its environmental and heritage assets	Establish key link from beach to the Mere	Costs to be met through other stated interventions (eg Urban Beach)	N/A	TDC (Planning)		String of Pearls Strategy reflects principle of increased connectivity Urban Beach proposals enhance links.	Walton Mere enabling development reflects principle of increasing connectivity between two waterfronts.	
	Upgrade toilet facilities	£200,000	TDC Potential Sale of unsuitable toilet sites	TDC	TRC to agree with TDC (Environmental Services) the scope of the feasibility study TDC to engage its maintenance team to assess the potential for including shower facilities within existing public conveniences Findings to inform Seafront Strategy	Seafront Strategy informs most appropriate location for new facilities. Construction and completion		
Making Walton a place where people will choose to live and realise their potential	Courses & placements in renewable energy sector	In kind funding through existing budgets	Private sector (i.e Dong Energy/Siemens) (renewable energy provider at Clacton offshore wind turbines) Other renewable energy companies HGP (Coastal Towns) funding Learning & Skills Council ECC Locals schools University of Essex Tendring LSP	TRC to facilitate set up of 'Renewable Energy Education Group' Agree Terms of Reference and contribution of each member to stated goals	Develop and roll out programme of courses and placements for Tendring pupils and students			
	Improve youth centre	TBC	ECC Essex Community Foundation Sport Essex Youth Opportunity Fund & Youth Capital Fund (Next bidding rounds March 2010/ June 2010)	ECC TDC Tendring Technology College Colchester Institute Local Strategic Partnership	Targeted consultation to clarify priorities. Assess costs and feasibility associated with options Identify potential partners for improving youth activities Initial input to emerging Mere scheme around use of facility for programme of activities for young people.	Identify scope for expanding sports provision by establishing links with emerging facilities such as Mere and Urban beach		
	New homes at Martello Caravan and Town Hall Sites	N/A	Land value	Land owner TDC	TRC to work with TDC Planning through Core Strategy development and adoption process to determine if Martello Caravan Park to be re-allocated for alternative development Agree whether current Local Plan Regeneration Area boundary should be expanded to incorporate Martello Caravan Site.	Adoption of Core Strategy setting parameters for any new development on site TRC to work with TDC Planning and land owner through pre-application process to determine acceptable scheme	S106 contributions agreed to include support to schemes set out in Regeneration Strategy Planning application submitted Planning application approved	Construction phase and completion

	Interventions/ Projects	Estimated cost (costs are indicative)	Potential Funding	Key Delivery Partners	Key Performance Indicators			
					Year 1	Year 2-3	Year 4-5	Year 5-10
Making Walton a place where people will choose to live and realise their potential	New development on and adjacent to the Mere	N/A	Land value	Land owner TDC Environment Agency Natural England	Tendring's Regeneration Company, TDC and other land owners to agree proposed scheme mix through pre-application planning discussions	TRC in partnership with land owners to liaise with Environment Agency, Natural England and the Royal Society for the Protection of Birds at pre-application stage to inform scheme development Land owner to engage with Environment Agency in relation to Flood Risk mitigation as part of scheme development Land owner to commission Appropriate Assessment to assess potential for protected species and a Habitat Regulations Assessment to inform scheme development prior to planning application submission	Planning application submitted for both the restoration of the Mere and associated enabling development S106 agreements to from enabling development to support restoration of the Mere Planning application successful	Construction phase
	Taster & full courses linked to Walton's economy	To be established through development of the project and based on specific identified courses	Learning and Skills Council EEDA S106	Tendring Adult Education College ECC Business Link Tendring LSP Tendring Technology College Colchester Institute	Engage Tendring Adult Education College to discuss potential courses and likely costs to be met by college and any gap Identify interventions within Regeneration Framework where training local people can be built into project development (e.g. restoration of the Mere, visitor accommodation at the Martello site) Investigate Local Labour Agreement	Ensure as schemes develop local training and employment is at the heart of proposals		
	Residential at Station Yard Car Park	N/A	Land value	TDC (as landowner), Network Rail and Train Operating Company Adjoining landowners (potentially)	Tendring's Regeneration Company to work with TDC Planning to determine acceptable scheme	S106 contributions agreed to include support to schemes set out in Regeneration Framework Planning application submitted Planning application approved	Construction phase begins	Completion

Walton Regeneration Framework 10 Year Action Plan

	Interventions/ Projects	Estimated cost (costs are indicative)	Potential Funding	Key Delivery Partners	Key Performance Indicators			
					Year 1	Year 2-3	Year 4-5	Year 5-10
Ensuring a sustainable future for Walton	Car parking strategy	£20,000	TDC ECC	TDC Asset Management / Technical & Procurement	Tendring's Regeneration Company to work with TDC to undertake review to provide evidence base to realise potential of car park assets in town centre	Review completed and used to inform development opportunities at Station Yard Car Park and Millennium Car Park		
	Green tourism business schemes	£150,000 (including indicative allocation of £50,000 for business advice and management of the fund at £100,000 for grant)	Haven Gateway (Coastal Towns funding) Visit Essex	Business Link Town Centre manager	Agree criteria with Natural England and Essex Wildlife Trust Identify suitable delivery agency, such as Groundwork Essex Apply for funding for grant scheme	Successful funding application Market project in local and trade press		
	A new larger Mill Lane Car Park	£550,000 for parking area	Deliverable by the private development and developer contributions	Landowners	Develop detailed proposals for the site, cost the road improvement and car parking works required	Agree terms of a collaboration agreement between the parties and commence marketing.		
	Transport and social infrastructure improvements	£50,000	S106 TDC	TDC	TRC to ensure Regeneration Framework proposals for residential and leisure uses are considered as part of adopted Core Strategy and where appropriate factored into transport and social infrastructure assumptions	Where appropriate agree S106 contributions for Community Infrastructure Levy CIL if applicable)		
	Flood defences and shoreline management	N/A	Developer contributions where appropriate EA TDC HGP (Coastal Towns) funding	EA TRC Land owners	Ensure that Shoreline Management Plan is consistent with emerging plans for Walton	As schemes develop, ensure flood defences and shoreline management considerations are upheld		

Walton Regeneration Framework 10 Year Action Plan

Advice for the first 3 years

Specifically focused towards Tendring's Regeneration Company, further advice has been provided on the practical steps that they need to focus on in the first 3 years of the strategy to initiate the delivery of the framework.

Based on the action plans in this document, the following phasing of regeneration is set out. It should be noted this is an indicative guide to the redevelopment proposed. Tendring's Regeneration Company and its partners must adopt a flexible approach to delivery. However, there are clear catalytic projects, both in terms of drivers for further projects and economic impact.

Year 1 - 2010

There are a number of actions that Tendring's Regeneration Company can be undertaken within the first year of the Regeneration Framework's timetable.

1. Work with TDC Planning to agree inclusion of Regeneration Framework's interventions into the Core Strategy and other relevant LDF documents. Ensure infrastructure implications are factored into LDF evidence base work.
2. Work with TDC planning to assess whether Martello Caravan Site designation should be amended to allow mixed use scheme and be included in revisions to Walton's Regeneration Area Boundary
3. Ensure that the Core Strategy Sustainability Appraisal assesses the impact of key interventions and that mitigation and other recommendations are fed back into development process
4. To ensure co-ordinated delivery of projects, the steering group is to report to the Clacton and Coastal Towns Project Group. Establish a steering group, including land owners, TDC planning and statutory agencies to agree approach to Restoration of the Mere, including approach to funding, site area and land interests and timetable for preparation of planning application
5. Review funding opportunities to support the Bathhouse Meadow's scheme and explore the potential to change open space policy through the Core Strategy to allow for enabling development to finance an uplift in open space. If enabling development is an option apply for development funding to support development/planning brief for the site.
6. Meet with Haven Gateway Creative Partnerships to agree requirements and actions to develop creative use of vacant shops scheme
7. Seek pre application advice from Heritage Lottery Fund and work with TDC to prepare material for shop front grant scheme for November 2010
8. Agree opportunities for expanding the offer at Columbine Centre with management. Identify potential links with LSP targets and relevant funding opportunities
9. Branding and marketing (actions to be agreed through the emerging Tendring Tourism Strategy
10. Meet with Walton Town Centre Manager to agree approach and actions to take forward short-term market promotions and improvements
11. Meet with land owners of Station Yard Car Park (TDC and Network Rail) and former Avon Works to determine acceptable scheme)
12. Meet with land owners of Pier Hotel (RBS), and the owners of the adjacent beach huts (TDC and a private group) and TDC planning to agree principle for a development/planning brief
13. Work with TDC planning and other agencies including Essex Wildlife Trust, TDC Technical and Procurement and Naze Protection Society to support development of planning application for Craig Walk scheme
14. Work with TDC Leisure and Culture and other key groups owners and develop a brief for the String of Pearls Strategy
15. Agree steering group for improving paths and signage in Walton and draft brief. To ensure co-ordinated delivery of projects, the steering group is to report to the Clacton and Coastal Towns Projects Group

16. Work with Tendring Adult Education College to identify opportunities for taster course linked to existing and emerging economies in Walton
17. Establish Renewable Energy Education Group and agree terms of reference and action plan. To ensure co-ordinated delivery of projects, the steering group is to report to the Clacton and Coastal Towns Projects Group
18. Agree steering group for green tourism business scheme grants, develop bid and apply for funding. To ensure co-ordinated delivery of projects, the steering group is to report to the Clacton and Coastal Towns Projects Group
19. Work with EA and other stakeholders to develop Shoreline Management Plan (SMP) and work with them to help take forward recommendations linking the Walton Regeneration Framework with the SMP
20. Agree steering group and for green tourism business scheme grants, develop bid and apply for funding. To ensure co-ordinated delivery of projects, the steering group is to report to the Clacton and Coastal Towns Projects Group

Year 2 - 2011

The activities that could be undertaken include:

1. Work with land owner and stakeholders to establish viable and acceptable scheme at the Mere based on private finance and potential enabling development and/or public grant. Process should engage with Walton Youth Centre
2. If funding made available commission development/planning brief for Bathhouse Meadows site to refine costs and proposals for site. Process should set out revenue costs commitment and engage with Walton Youth Centre
3. Work with landowner, TDC planning and stakeholders through pre-application development process for Martello Caravan Site
4. Work with TDC Technical & Procurement to develop brief and commission car parking strategy to develop evidence base to consolidate car parks in the town and realise TDC owned development opportunities
5. Consider continuation of creative use of vacant shops scheme, building on previous schemes and attracting more local artists to work with local schools
6. If successful, work with TDC to roll out marketing and outreach for heritage shop front scheme. Work with Pier owners to engage them and encourage application
7. Review success of funding applications for bad weather activities at the Columbine Centre and work with centre to build on activities
8. Ensure developer contribution tariff for improving streets and squares in the town is factored into development of key interventions
9. Seek funding to develop scheme for improving paths and signage in Walton
10. Continue to support development of the supporting documents for planning application for the Mere and its potential enabling development

11. Continue to support development of the supporting documents for planning application for the Station Yard Car Park and potential former Avon Works
12. Agree programme for green tourism business scheme grants with provider and begin project
13. Develop development/planning brief for Pier Hotel site in partnership with TDC planning and landowners
14. Work with Crag Walk scheme to submit planning application
15. Apply for Haven Gateway funding for String of Pearls strategy and commission work, including work on shower facilities in toilet blocks if appropriate
16. Commission String of Pearls strategy
17. Commission study to look at footpaths and new signage through Walton and hinterland (consider joint commission with String of Pearls strategy)
18. If successfully established, work with Renewable Energy Education Group to roll out programme of activity

Year 3 – 2012

The activities that could be undertaken include:

1. Agree delivery approach to Bathhouse Meadows scheme based on enabling development and/or S106 or developer contributions from other emerging town scheme
2. Planning application for Mere and enabling development submitted and work to ensure objectives of the Regeneration Strategy are met
3. Work with TDC planning and landowner to work up planning application documents for Martello Caravan Site and supporting assessments to ensure the objectives of Regeneration Strategy are factored into proposals
4. Evaluate shop front scheme
5. Work with TDC Estates to take forward findings from car park strategy and if appropriate consider developing development/planning brief for Millennium Car Park to include provision for an improved market setting
6. Take forward String of Pearls Strategy recommendations
7. On-going management and overview of projects

APPENDIX

COMMUNITY CONSULTATION

ng a unique destination which
nises its environmental and
ge assets

the largely untapped potential of Walton presented
ural environment and heritage to create
ion unlike any other in the region



Phase One

What do
you think?

Making Walton a place where
people will choose to live and realise
their potential

a town with a good range of housing, retail, community and
leisure facilities which will attract people of all ages and
encourage them to stay

What do
you think?
It's your town,
let us know what
you think



Phase One

This strategy has been developed through a four stage process as outlined in Figure A1. As the figure shows, a fundamental part of the process has been consulting with local residents and stakeholders. Consultation has been undertaken at each stage of the process and informed the next stage of developing the strategy. Letters of invitation to residents and stakeholders as well as press releases are enclosed at the end of the section.

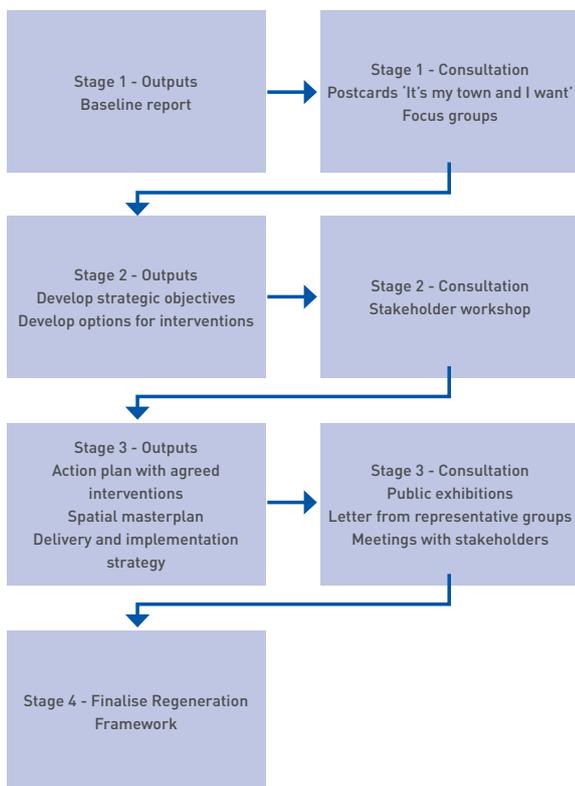


Figure A1 Developing the strategy with the community



Consultation postcard

Baseline Analysis

As illustrated in Figure A1, as part of Stage 1 of the project, AECOM Design + Planning distributed postcards asking for people's views and also facilitated three focus group meetings with key stakeholder groups. These meetings were with:

1. The Walton Community Forum (7-9pm, 3rd June 2009)
2. A group of pupils aged 12-15 from Tendring Technology College (11-12pm, 11th June 2009)
3. Invited members of the Walton business community (2-4pm, 11th June 2009)

The purpose of these sessions was to test the findings from the Stage 1 Baseline report and inform the development of the Core Strategic Objectives, which will underpin the Regeneration Framework.

The outcomes of the two consultation exercises are summarised below.

Postcards- It's my town and I want.....

Approach

1000 freepost postcards were distributed around the town, both by hand on market day (Thursday 14th May) and through local shops and public facilities (such as the Community Forum shop, the swimming pool and the library). A press release in the local paper advertised the exercise. The postcards provided space for people to respond to the following question 'It's my town and I want.....'. A number of key themes and issues were highlighted in the responses and are summarised in the following sections.

Retail offer

- Improve range, quality and accessibility
- High quality supermarket
- Improve market / introduce covered market
- Better range of shops, e.g.
 - Bookshop
 - Outdoor/camping shop – link to outdoor activities
 - Bike shops
 - Games shop
 - Butchers

- Green grocer
- Clothes shops + somewhere to buy school uniforms
- CDs, DVDs (closure of Woolworths has left gap in town's offer)

- Attract national chains to raise profile

Leisure/Recreation

- More classes – aerobics, circuits, boxing
- More events – e.g. street festivals
- Better year-round use of Bathhouse Meadow
- Another art gallery
- Cinema
- Bigger swimming pool
- Better sports facilities e.g. tennis, climbing wall
- Heritage Centre/Museum
- Boating lake restoration as catalyst for increased maritime activities
- Refurbish Pier, including better rides open all year
- Make beaches dog free
- Improve local dining
- More al fresco dining and outdoor seating
- Fewer takeaways
- Higher quality restaurants/cafes

Facilities

- 24 hour cash machine on High Street
- Bank/building society
- Toilets – need for new facilities, e.g. Eastcliffe as well as improvements to existing ones
- Provide baby changing at toilet facilities
- Police station open 24hrs

Development

- Redevelop vacant Woolworths site and other prominent closed properties
- Encourage landlords and businesses to refurbish and decorate buildings
- More shops/landlords to take advantage of

Heritage Economic Regeneration Scheme (HERS)

- Employ Town Centre Manager to encourage investment in town
- Restore historic buildings e.g. Portobello Building, Albion Hotel & Parade, Kino
- Reduce flat building – especially given empty properties throughout area (e.g. Old Pier Hotel redevelopment)

Transport

- Free parking in Walton for residents
- Better rail/bus services
- A Naze bus route
- Better connections with Harwich to attract more visitors from abroad
- Resurface deteriorated roads
- More distinction between road/pavement
- Safer crossings e.g. Old Pier St/High St
- Dedicated cycle routes/lanes to prevent cycling on pavements
- Pedestrianise High Street between certain hours
- Introduce bollards at end of Cliff Terrace

Public Realm

- Better street lighting
- New signage, including communicating history of Walton
- Tree planting and hanging baskets along High St
- Side roads in need of a lick of paint
- Remove graffiti
- More bins
- Brighten up sea wall
- More outdoor seating – ‘on the beach at East Terrace was like the Med in previous summers!’

Young People

- Improved youth facilities/activities for younger people
- Need for more evening activities for young people

Green Infrastructure

- New park for children

Environment

- Protect Naze and Naze Tower from erosion
- Avoid development on greenfield sites
- Turn area adjacent Mill Lane boating lake into Nature Reserve

Economy

- Need for more jobs, especially for young people
- Improve IT connections – slow broadband deters business

Tourism

- Maintain and improve existing leisure facilities
- Need to attract visitors all year
- Make the most of natural assets – Naze, Backwaters

Safety and Security

- Greater police presence at night and weekends
- CCTV
- Tackle drug scene

Focus Groups

Approach

A similar approach was adopted for the sessions with the Walton Community Forum and the business community, with the principal objective being to encourage participants to speak openly about their views on the key issues facing the town. This was based around a presentation introducing the project and setting out the principal findings from the Stage 1 baseline analysis, with participants asked to comment on the findings, highlight any other key issues, and where necessary challenge or refine conclusions. The groups were then asked to comment on a number of emerging objectives to inform the development of the Core Strategic Objectives which will underpin the Regeneration Framework.

The session with pupils from Tendring Technology College was run in a more informal manner, with participants asked to write on post-it notes what they most liked and disliked about living in Walton, followed by a facilitated discussion. Pupils were then asked to suggest one thing they would most like to see change in Walton which was again followed by a discussion.

Walton Community Forum

The forum was able to provide an update to the work undertaken as part of the Community Assessment in 2001. Key messages included:

- There is now a small amount of free parking but not enough
- The relevant portfolio holder at TDC is currently looking at free parking
- The Columbine centre is now well utilised and there is limited capacity for increasing the programme of activities within the existing premises. However, there is potential to develop the programme of activities subject to the availability of suitable space
- The opening of the Naze Tower has been very positive
- Improvements to buildings as part of heritage programme has been a success

- High Street improvements are working well, but have not relieved congestion
- The Naze Protection Society has raised £217,000 for the Crag walk coastal defences project. ECC has indicated they could support the scheme with a further £100k, which leaves a gap of £600k
- The Sea Cadets is thriving with an increase in size of unit from 25-30 to 50-60 members, new boats and 4 new class rooms
- Improvements to cycle routes are working well. The murals on the seafront need to be redone

The key messages from the remaining discussion have been grouped under a number of key themes and are set out below.

Transport

- The town suffers from lack of accessible and free parking and would benefit from short term free parking to support local businesses (eg: first 30 minutes free). The benefits to Frinton of more extensive on-street free parking in Frinton were highlighted
- Parking charges are high
- Coach parking is an issue in the northern part of the town- can cause congestion
- A better system of traffic lights filtering from the High Street would be beneficial
- Overall the public transport is considered to be relatively good. However late evening services are limited and buses do not go as far as the Naze
- Availability of transport for visitors to the town was considered to be a problem. There was support for consolidation of parking- the station car park is underutilised at most times but can get full at peak and blocks access to sea cadets HQ. Need to consider where parking would be provided if existing car parks are redeveloped for alternative uses
- Signage is poor and there is no direction sign out of town

Improving tourism

- The population of the town more than doubles in summer season which puts strain on local facilities such as GPs but Walton is not big enough to be sustainable as its own community: it needs to grow by 1-2000 people to become a self sustaining community
- Main accommodation is provided by caravan sites- there are no caravan sites in Frinton. This affects levels of visitor spend in the town. Only 6 B&B establishments- only 2 with more than 2 rooms (Elizabeth and St Anne's)- more B&B's and higher end visitor accommodation are needed to attract a wider demographic and help deal with the lack of capacity in summer months. Demand exceeds supply in summer months
- Boosting demand for additional accommodation requires appropriate attractions, events to extend the season, such as the folk festival that used to happen and marketing to support it all
- A focus on the environment and eco-tourism would help diversify offer and play to the town's assets eg: walking/ boating in backwaters, birdwatching, fishing
- Need to promote year round activity- a place with different character and offer at different times of year
- The Naze is critical to the town both in terms of tourism and a natural environment for residents
- The importance of saving the Naze from coastal erosion and re-establishing the flood defences was stressed
- Visitor/education centre would help extend tourist economy beyond core summer months
- The Mere is a unique asset that if brought back into use would enable the town to diversify its tourist offer (Waterside cafes, sailing school, establish a different character to beach)
- The tourist facilities/offer is not joined up, user friendly or focused on the visitor – the tourist office is closed from mid September
- Marketing and branding is not strong and there is no organisation prepared to coordinate this properly
- Walks around the Backwaters are very good and need to be utilised through better signage
- Poor pedestrian links and signage from the station- a signed walk project with 9 focal points (each with designated signage and description) is being developed but lacks funding
- The condition of the Pier is a big problem and there is concern about the possibility that access to the end of the pier will be stopped on health & safety grounds. The pier is considered to be vital to the town and a missed opportunity in terms of its role as a visitor attraction (Southwold is a good example where the pier has been refurbished and new activities introduced). The pier is no longer accessible to boats and there was originally a pavilion on the end of the pier and a train to ferry visitors. The RNLI may be forced to erect their own walkway alongside pier to access the facility. There is an urgent need for funding to realise its potential as a visitor attraction, including provision of covered facilities. There is potential to bring the Waverley and Balmoral back if pier put back into full use. In general, the cost of rides is very high and there is a lack of inside activities for families
- Lost Town Project- the Forum is reviewing the project scope and costs
- Need for more activities/festivals- it was felt that other Councils are more pro-active elsewhere in putting on events
- The amphitheatre is not used and has potential for range of performances
- Opportunity for sailing/ water sports facilities for beginners

Business and Employment

- Employment is vital to help generate the wealth and critical mass to support the economy beyond the summer months
- There is no real business network and connections are at best fragmented
- There is a need for someone to spearhead investment into town
- Many businesses do not stay because activity is seasonal and they are unable to compete with other towns
- There are a high proportion of eateries compared to other shops, which does not help the town to compete with neighbouring Frinton
- There is a high proportion of eateries compared to shops
- Woolworths needs to be replaced
- The lack of good business accommodation - appropriate access is a real constraint- particularly larger sites suitable for expanding businesses
- Current employment space in the town is in the wrong place and there is a lack of suitable employment land for sale
- The lack of suitable employment premises and potential for expansion will discourage potential businesses to expand or locate in Walton
- There is limited opportunity to expand employment uses in Kirby Cross. LDF needs to identify industrial sites outside Walton. There is potential for development on the site of gravel pits near Thorpe le Soken to serve Walton/ Frinton Urban Area. Consideration should be given to new start up business accommodation and potential relocation of existing businesses
- Could be worth exploring relocation of current uses at Harmers Yard to a more appropriate location
- Local employment is a big issue and there is difficulty in getting local staff with suitable qualifications and training
- With good access to London, Walton should exploit flexible working practices by positioning itself as a good location for home and part-time

workers and promotion of new technologies

- There is potential to encourage more people to open B&Bs- need training programmes and to recognise that in order to open and run a B&B, it is necessary to meet high standards- hard job to secure stars and not rewarding from business point of view. As such there is a need to increase size of market and number of visitors throughout the year and improve marketing.

A place to live

- Walton is a great place to bring up a family- but there is a need for a broader range of facilities to make it a better place to live
- It does have some quality housing
- A priority should be to attract young upwardly mobile families
- There is a requirement for family housing not smaller flats
- It is very good value
- Social infrastructure is relatively good- but concern about the loss of the GP surgery in town: polyclinic is being built in Frinton which will also serve Walton, but a reduced surgery will stay in the town
- There appears to be a decreasing police presence
- The population increase over the summer puts pressure on services
- Existing caravan sites make limited contribution to local economy. The Martello site could be used for additional housing as part of mixed use development with new visitor accommodation required to replace existing caravans, with opportunities for cafes/ waterfront activities
- Activities for families are lacking and the costs for pier rides for children is too expensive
- Free swimming for over 60s and under 16s is excellent and very popular
- The proposals to extend the swimming pool building with a gym will be good but there are currently funding issues
- Support for landscaping of area around the Colombine Centre to create a more leisure and family friendly area.

Key Priorities

- There is a need to create new employment opportunities across the board- not just tourism related
- There is a need to increase the number and spend of visitors (particularly overnight visitors) and diversify visitor profile
- Regeneration of The Mere
- Mixed use redevelopment of Martello site
- Restoration of The Naze
- Repair and extension of sea defences
- Visitor centre/ covered facility

Walton Business Community

An invited group of local business people met to discuss Walton from the perspective of the local economy and business development. The meeting was attended by 20 people. Many of the themes that were highlighted in the facilitated discussion were similar to those raised by the Walton Forum. These are summarised below.

Transport

- There is a need to retain parking but there was a concern about costs: need for increased level of free parking to make town more attractive to visitors and support local businesses
- The viability of free parking in winter and charging in the summer and extension of resident reduction permit should be explored

Improving tourism

- Extending the season was seen as vital to town's regeneration. Regeneration will require the town to embrace change - Southwold referred to as example of a place which has done this by improving the quality of its tourist offer
- There is a need for improved marketing, branding and publicity to attract a larger number of visitors and extend visitor season which is currently limited to 8 weeks

- There is a need to introduce more upscale attractions and accommodation to increase the attraction of Walton to the tourist market
- Improved visitor attractions are vital, especially in poor weather/ out of season. At present, the Pier is the only covered attraction. This could include a Visitor/education centre and working with Essex Wildlife Trust
- It is essential to exploit the town's unique natural environment to compete with other coastal towns
- Walton has the potential to attract a range of visitors because of its varied offer base around the beach and pier/ backwaters and Mere. This variety provides alternative activities at high tide when visitors have to come off beach
- There is potential to develop Backwaters as a tourist attraction - there is a need to create strong gateway from seafront
- Potential exists for development of navigation to town from Backwaters and promoting sailing- creating new launch sites for boats would bring tourism into the town
- Restoration of Mere seen as essential but concern about funding and level of enabling development that will be required- this project could have a catalytic effect on regeneration of town
- The heritage of the town could draw increased number of visitors and extend season eg: 1900 Life Boat, Lost Towns project. A heritage walk linking key attractions would help link the town's existing offer
- Potential exists to link attractions and provide organised tours of town
- The Naze needs to be better linked with the rest of the town- need to address the gap in seafront in between
- The range and choice of accommodation needs extending- there is no luxury accommodation or campsites. Camping could attract a wider demographic
- Insufficient activity and attractions exist on the seafront
- The existing Tourist Information Centre, when open, is very good. However, it needs to extend its

opening hours

- The Living Naze project could be incorporated into the thinking of the Regeneration Framework
- Potential exists to use the Columbine Centre as a conference centre. This would assist in extending the high season and support more and higher quality visitor accommodation
- There is concern about lack of funding for tourism from District Council and County Council. Activities such as Carnival are dependent on volunteers

Business and Employment

- Local policy does not reflect the strategic policy on area regeneration with greater emphasis on Jaywick
 - Nothing is happening to encourage business development- business incentives such a reduction in rates or grants would help kick start enterprise in the area
 - There is a need to promote a new generation of businesses
 - The lack of a bank is a key issue for business both in terms of deposits, but also in terms of tourists not being able to get money out to spend in the local economy
 - The projected housing growth will require associated employment opportunities for incoming residents. It is difficult to see where this will come from
 - Concern was expressed about the impact of new Tesco store on local businesses
 - Skilled labour is in short supply in the town
 - There has been a loss of industrial sites as employment areas have become residential sites
 - Old industrial sites and premises are out of date and poorly located
 - The Backwaters is a major employers but the silting up of the channel is having a significant detrimental impact on boat related employment in the town
 - There is a need to establish or build upon existing business networks
- The market stalls are struggling due to parking, fewer stalls and thus critical mass, problematic lease arrangements and lack of customers. Opportunities should be explored to hold it on a weekend or in an improved setting or even location and to introduce specialist markets
 - Growth in care homes could be explored to help boost local economy
 - Potential exists to develop cultural and creative industries and promote local artists

A place to live

- Walton is a nice place to live because of its environment but the town needs people and greater critical mass to make it vibrant- job opportunities, facilities and activities are required to keep them in town
- The profile of the town and the benefits of living in Walton need to be promoted
- Significant need exists for activities and facilities for young people. There is a perceived problem of youths hanging around at night - the key issue is how to attract young people who do not attend youth clubs eg: opportunities for making music
- Lack of police presence is perceived as a particular problem- concern about anti-social behaviour.
- The lack of activity in the evening time in Walton is a real issue both in terms of the town as a place to live and the local economy. Effective CCTV monitoring is required to help reduce crime and anti-social behaviour
- Problems of rubbish undermine the quality of the environment
- Run-down buildings such as the Albion and Pier Hotel should be refurbished with appropriate uses identified
- Greening the town could dramatically improve the feel of the place and make it a much more attractive place to live
- The swimming pool is very important and the extension should be supported
- There is a lot of poor quality unfinished housing- much of new housing is unoccupied. Need to

sort out existing supply before proposing more development outside town

- New housing must reflect the vision for the future- moving away from seaside vision to one based on culture/ environment
- There should be consideration of an empty homes strategy to maximise existing buildings
- Strong feeling that the district's affordable housing should be accommodated elsewhere in order to rebalance the town and support regeneration- need mix of housing and to match housing to job opportunities
- Health facilities are stretched
- Concern was expressed about the suggestion in the baseline review that there is an over-supply of open space. The view expressed was that there was a shortage of good quality public open space and recreation facilities

Pupils from Tendring Technology College

A number of key messages came out of the more informal session run with pupils from Tendring Technology College. In general, the group felt that the town does not provide enough activities for young people and that as a result, they often felt alienated and unwelcome. The overall view was that the town lacks variety and interest and that the environment is generally poor. However, they suggest a number of improvements to address their issues, including better signed footpaths and cycleways around the Backwaters and the Naze, more public art and murals (involving young people in design and creation of these), more activities including opportunities for access to the water and watersports such as sailing, improving the appearance of the environment and a better range of the shops.

There was a general view that a youth centre for under 16 year olds would be very popular and that young people would be prepared to take a more active role if they had support for providing new activities. They identified a lack of pride in the town a need to address this in planning for the future. The group were keen to continue their involvement in the plans as they develop and the exhibition of the proposals to be held in late August. A number of the issues raised by the group related to the problems that members of

the group had encountered in trying to get activities for young people off the ground in the past, indicating there is an interest in helping to develop and deliver projects in the future.

Key messages from the session may be summarised as follows:

What the group liked about Walton

- The swimming pool
- Park
- The long beaches
- The pier
- Peace and quiet
- The art and murals
- Shops

What the group disliked about Walton

- The town in general
- Poor range of shops
- Lack of things for young people to do
- Lack of variety and boring
- Tourists and the rubbish and traffic they create
- Too crowded
- Seagulls
- The existing youth centre- dominated by older groups and younger people not welcome
- Nothing to do when its raining
- Poor environment and rubbish

How the group would like Walton to change

- Re-plan the town again
- A better range of shops
- A cinema
- Ice skating, a roller world or bigger skate park
- Theme park
- New youth centre for under 16 year olds
- Fair to be kept for a longer period
- Improve bus stops
- Shops to stay open longer
- Indoor activities which can be used in bad weather
- Improve the park and provide a better range of facilities

- Use empty shops

Conclusions

A number of common themes emerged from the focus groups, in particular:

- The need to build on the town's historic and environmental assets to make Walton a more attractive place to live and visit
- Concern about the range and quality of the retail offer and constraints on availability of free and accessible parking to support local businesses
- The importance of extending the visitor season and attracting a wider range of visitors through new attractions and facilities and improved marketing and branding
- The need to improve connections between different parts of the town and to create a more integrated place
- The importance of supporting existing businesses and creating new employment opportunities including the provision of suitable employment sites and premises and access to skills and training
- The importance attached to the restoration of the Mere and the potential for it to become a new focus of water based activity
- The importance attached to the protection of the Naze
- Concern about the quality of the environment and impacts of anti-social behaviour
- The need to provide a mix of housing to create a thriving and sustainable community
- The importance attached to the provision of facilities for young people

1. Building a strong year round economy- diversifying and extending the local economy to create new business and employment opportunities,
2. Creating a unique destination which maximises its environmental and heritage assets- realising the largely untapped potential of Walton presented by its natural environment and heritage to create a destination unlike any other in the region
3. Making Walton a place where people will choose to live- a town with a good range of housing, retail, community and leisure facilities which will attract younger people and families and encourage them to stay
4. The consultation has highlighted the importance attached by stakeholders to managing growth in relation to the environment. A fourth objective has therefore been proposed.
5. Ensuring a sustainable future for Walton- maintaining a balance between economic growth and environmental management

Three draft objectives were discussed with the Walton Community Forum and the business community focus groups. The groups generally endorsed the objectives, with the word heritage added into objective 2 to ensure the potential presented by the town's heritage was given full consideration in the preparation of the Regeneration Framework.

Stage 2 Stakeholder Workshop Findings

The Regeneration Framework team facilitated a stakeholder workshop on 22nd July. The session looked at the Strategic Objectives and the emerging intervention/project options set out above with a view to:

- Identifying the priority projects that will make a real difference
- Setting out any alternative projects
- Strategic fit of projects
- Scale of intervention required for the town

The key message from the event was that there is a need to focus on short-term deliverable projects, building on existing assets and then laying the foundations for medium and perhaps larger scale interventions later on. Concerns about lack of public funding means there is a need to create and improve attractions and retail environment to increase spend.

Other key messages that require further consideration include:

- The need to place emphasis on economic development- increasing visitor and resident spend: generating funding and revenue
- Modern business premises are needed to attract investment- focus on tourism will not increase skills pool
- The need for indoor leisure/recreation facilities to maintain a 365 day economy
- Schools, skills and housing opportunities are interrelated and as such, social infrastructure will need to go hand in hand with any housing development
- Car parking is a key issue: Opinions were mixed on Station Yard car park as a development opportunity, need to consider Church Road car park (subject to constraints relating to contamination). Support for town centre parking as part of redevelopment of Martello site
- The Mere is focus of town but concerns were expressed about restoration costs- need to maintain access to businesses through joined up scheme

- General view that Martello should be developed but retaining a tourism function and enhanced town centre were also highlighted as important
- There is a need to check limits to use of Columbine site in terms of restrictive covenants. There was general agreement that it is a key site for additional indoor/outdoor activities
- Concerns expressed about the impacts of development around the Mere on the environment arising from increasing number of berths in The Backwaters. There was a view that there is a need to make the town the focus for boating rather than Titchmarsh marina
- Importance of viability and delivery was stressed and the need to establish partnerships as sound basis for moving forward. A framework for vision/ funding should be established
- Community development strategy and framework to support volunteering in the town and help drive through interventions

More detailed points from each of the groups are set out below. They indicate both areas where there is agreement and where differences in opinion occur.

Group 1

The focus of this group was on the smaller scale projects to realise improvements to existing assets and bring more people to the town.

- Protection of The Naze and Crag Walk should be the priority- what will Walton be called when The Naze goes?
- Support for string of pearls concept along the seafront, but this needs to be phased
- Importance of signage and improved access to existing assets, the use of MP3 players for guided walks was a good idea
- Car parks at station and Town Centre/ Martello with bus linking station, The Naze and Town: could consider eco-friendly train as in Clacton
- Support for additional recreational facilities- climbing/boulder wall and new indoor facilities around Columbine Centre
- Redevelopment of Martello and Mere could include camping/ youth facilities
- Shower units on the beach would be welcome
- Support for Lost Town project/ art strategy linked to local community
- Martello site brought forward as a sustainable community, which could accommodate increases in residential but balanced with visitor accommodation linked with Mere.
- Columbine area as a new hub for activities
- Questioned whether public art was really necessary in Walton, such was its natural beauty

Group 2

The focus of this group was on employment and economic development as well as sustainable residential development.

- Start low – small scale interventions
- Support for Crag Walk scheme
- Priority should be given to improving employment prospects- support for concept of starter units at Station Yard car park
- Employment starter units would be very beneficial as well as focus on increasing skills and employment prospects of local residents
- Importance of signage and marketing and branding strategy
- Need phased redevelopment of Martello, including extended town centre car park
- Need to improve environment around station
- Support for string of pearls strategy along the seafront
- Preference for restoration of boating lake, rather than large scale intervention in The Mere.
- Importance of improving flood defences
- Preference for focus on commercial development rather than residential development
- Preference for lower scale intervention moving into medium level intervention.
- Need to focus on derelict sites before moving onto other areas
- Pier should focus on visual improvements and improved signage.
- Martello site should be left alone

Group 3

This group supported more residential and maximising the development potential around the Mere.

- Restoration of the Mere is vital to capture tourists. Other key interventions include improved signage, access and information; redevelopment of the Martello; extended use of the Columbine Centre site with new indoor facilities; Crag Walk
- Need a joined up approach to funding and to avoid piecemeal development
- The Mere requires a high level intervention
- Education/skills/employment need addressing
- Support for creative use of vacant shops and shopfront improvements
- Station Yard performs an important function as a car park and should be retained
- Support for string of pearls concept - importance of linking heritage centre with the town
- Columbine Centre and adjoining land should be focus of a priority project- including facilities for water based sports
- Need to link in with Haven Gateway Green Infrastructure plans
- New uses or activities for the pier should be explored, subject to funding
- Support expressed for public art to boost the distinctiveness of the town but the priority should be to build on natural assets, including views
- Consideration should be given to resurrecting the Living Naze project in some form (perhaps the visitors/eco-centre)
- Support was expressed for extension of Tendring Way- a network of footpaths and bridleways to open up the coastline
- Residential development will result in increased spend in town and support economic development objectives

Group 4

This group were keen to emphasise the impacts of development and growth on the environment and an incremental approach to regeneration based on the natural assets of the town.

- The shop front enhancement scheme not seen as a priority given work to date, but potential for more creative use of vacant shops
- Support was expressed for residential development on Station Yard site
- The Pier is a vital element of Walton's offer and consideration should be given to the future use of Pier Hotel, public realm and façade improvements
- There is a need to improve the public realm around the station and linkages with wider area/ routes from station
- The condition of sea walls needs to be addressed on grounds of aesthetics and climate change
- The Columbine should be enhanced as a hub of activity- tennis courts, bowls, climbing with links to the Naze and town
- Reinstatement of the Mere needs to be handled sensitively- need to mitigate effects of development/ growth on environment
- Concern was expressed about the deliverability of Walton Quay but it was acknowledged as important to provide access for boats to the town
- Focus should be on quick wins to build on assets and lay foundations for medium scale interventions
- There was support for visitor centre at the Naze- potential ecological/environmental and educational benefits
- The environmental offer needs to be complimentary to tourist offer
- There is a need for an improved range of visitor accommodation

Stage 3 Public Exhibition & Questionnaire

Public exhibition/consultation findings

Two public exhibitions were held in Walton in September. The first at Walton Library and the second at the launch of the James Stevens No 14 lifeboat at the Titchmarsh Marina. A questionnaire was made available for people to record their thoughts on the emerging proposed interventions. The majority of people chose to talk to the consultant team instead of completing the questionnaire. Furthermore, a number of groups wrote letters to set out their views.

33 questionnaires were returned. As such, the results represent the views of a small number of people in Walton and should not be used as the sole guide to the support for various interventions. However, they can be seen as a useful indicator of opinion among residents. There is general support for all the Strategic Objectives, with strongest support for building a year round economy.

In terms of other feedback, a significant number of people who came to the exhibitions keen to ensure traffic and car parking were addressed in the Regeneration Framework. Moreover, many people, while welcoming the proposals, were concerned about where the money to deliver them would come from. There were a significant number of people who raised concerns about the town quay project, both in terms of viability and potential ecological impact.

Further consultation with local landowners and Natural England in relation to the Backwaters has highlighted significant concerns with any proposals to increase movement through and on the Backwaters would be potentially damaging to the delicate eco-system and would be strongly resisted. Natural England's role is to protect the protected areas within the Backwaters and additional boat movements created either through the establishment of a town quay or through enhancements to Foundry Quay are viewed as a significant risk. This view has been confirmed by the Little Oakley and District Wildfowlers Association and the Walton-on-the-Naze & District Wildfowlers Association, who represent significant land interests in the area. The town quay project has therefore not been included in the final list of interventions. The Foundry Quay intervention will need further consultation among all interested stakeholders before a view can be taken.

The Frinton and Walton Heritage Trust provided feedback on the exhibition, highlighting the need for sensitivity to Walton's heritage across all development and in particular when considering the proposals which relate to the Pier, the Pier Hotel and the Martello tower. The group emphasised the need for Walton to achieve more recognition for its historic position in Tendring. New development at the Mere, along the seafront and the proposed branding and marketing strategy should help to build on this aspiration moving forward.

The findings, discussion and comments from the workshop and the public exhibition have all been used to inform and develop the strategy for regeneration.

36 people responded to the questionnaire. The results are set out below.

1. Please rank the strategic objectives in order of priority to you:

Strategic Objective	Priority (1 high to 4 low)				
	1	2	3	4	No Response
Building a strong year round economy	65%	13%	13%	9%	0%
Creating a unique destination which maximises its environmental and heritage assets	39%	18%	17%	22%	4%
Making Walton a place where people will choose to live and realise their potential	48%	17%	9%	22%	4%
Ensuring a sustainable future for Walton	48%	31%	13%	4%	4%

2. Let us know what you think about the proposed interventions set out in the exhibitions (please tick one box per intervention):

Intervention	Excellent	Good	Poor	Don't know
Urban beach	30%	43%	4%	22%
Creative use of vacant shops	48%	39%	4%	9%
Shopfront grant scheme	48%	43%	0%	9%
Bad weather activities at Columbine	35%	61%	0%	4%
Branding and marketing strategy	35%	35%	4%	26%
Hotel and chalets at Martello Caravan Park	39%	39%	4%	17%
Improve pier façade and surrounding area	57%	30%	4%	9%
Extend the town market	30%	61%	4%	4%
New workspace at Station Yard Car Park	30%	43%	9%	17%
Redevelop Pier Hotel	52%	30%	4%	13%
Introduce free WiFi	26%	39%	9%	26%

Building a strong year round economy

Intervention	Excellent	Good	Poor	Don't know
Crag Walk scheme	70%	17%	0%	13%
String of pearls along seafront	35%	39%	4%	22%
Improve access to Foundry Quay	30%	48%	4%	17%
Paint beach huts	17%	52%	13%	17%
Improved paths and new signage	65%	26%	4%	4%
Restoration of the Mere	78%	17%	0%	4%
Establish key link from beach to the Mere	35%	57%	4%	4%
Improve arrival at station & links to town	65%	30%	0%	4%
Upgrade toilet facilities	52%	43%	0%	4%
Develop town quay	43%	26%	13%	17%

Creating a unique destination which maximises its environmental and heritage assets

Intervention	Excellent	Good	Poor	Don't know
Courses & placements in renewable energy sector	26%	48%	4%	22%
Improve youth centre	43%	43%	0%	13%
New homes at Martello Caravan Site	13%	43%	22%	22%
New development adjacent to the Mere	22%	35%	13%	30%
Taster & full courses linked to Walton's economy	30%	17%	13%	39%
Residential at Station Yard Car Park	35%	17%	13%	35%

Making Walton a place where people will choose to live and realise their potential

Intervention	Excellent	Good	Poor	Don't know
Car parking strategy	43%	39%	4%	13%
Green tourism business schemes	30%	52%	4%	13%
A new larger car park Mill Lane Car Park	48%	22%	13%	17%
Transport and social infrastructure improvements outside town	48%	39%	4%	9%
Flood defences and shoreline management	78%	13%	4%	4%

Ensuring a sustainable future for Walton



Stage 3 public consultation



PRESS RELEASE

Release Date: 8 May 2009

Have your say on the future of Walton

Atisreal Property consultants have been appointed by Tendring District Council's regeneration company, INTend, to prepare a regeneration framework for Walton.

An essential part of the work is to engage with residents, businesses, visitors and key partners right from the start of the process.

'Over the next six months we will be assessing and developing a masterplan and implementation strategies to rejuvenate the town', said John Bowles, Project Director of Atisreal.

'We will start distributing postcard response forms at key locations in the town, starting at Walton Market next Thursday, inviting people to respond to the statement **'It's my town and I want...'**

The consultants will also be holding a range of focus group and workshop sessions in July. A further consultation will be held during the peak visitor season in August on a range of possible options for the future development of the town and opportunities to maximise the potential of Hamford Water.

The final report and recommendations on possible options is to be submitted by the end of October this year. The report will look at how investment can be encouraged and year round employment opportunities created.

Working on the project with Atisreal will be the international design practice EDAW and built environmental specialists WSP.

'We want to make sure everybody has a chance to contribute to our work and we aim to build upon the work that the local community has been doing in recent years', said John Bowles.

'We aim to highlight the diverse range of unique opportunities that Walton has to offer and its potential to establish itself as one of the major destinations for residents and visitor in Tendring.'

The project is being managed on behalf of the Council by INTend and is funded by the Haven Gateway Partnership.

Notes to Editors

1. INTend is the trading name of Tendring District Council's regeneration vehicle Tendring Regeneration Ltd. The Company has been established to deliver major regeneration projects. More details available at www.in-tend.org
2. The work is being funded with a grant of £100,000 from the Haven Gateway Growth Point programme
3. Further background details, are available from Mike Bateson, Company Secretary 01255 686102.



BNP PARIBAS REAL ESTATE

PRIVATE AND CONFIDENTIAL
[Name and Address]

Elaine Leigh
Graduate Surveyor
BNP Paribas Real Estate
90 Chancery Lane
London WC2A 1EU

Tel: 0207 338 4187
Switchboard: 0207 338 4000
Fax: 0207 404 2028
Email: elaine.leigh@bnpparibas.com

Your ref:
Our ref: IBC/ELX/WALTON

3 June 2009

Dear [Salutation]

WALTON-ON-THE-NAZE BUSINESS FOCUS GROUP MEETING

BNP Paribas Real Estate and EDAW, as instructed by INTend (the company responsible for the regeneration of Tendering), have concluded the first part of the programme that will see the delivery of a Masterplan for the regeneration of Walton-on-the-Naze. The team will be presenting the findings of the Baseline Report to a small invited group from the business community in a focus group meeting next **Thursday 11th June 2009 at the Columbine Centre from 2pm until 4.30pm.**

We welcome your attendance at this meeting as a representative of local business, where we will initially present the Baseline Report findings prior to asking for your feedback on the findings of the report and your input into the key issues that the regeneration of Walton needs to address. We wish to ascertain your aspirations for the future of Walton which will help us to define the strategic objectives to be incorporated in the Regeneration Framework (and Masterplan).

Please can you confirm your attendance by any of the means indicated at the top of this letter, and we look forward to meeting you next week.

Kind Regards,

Elaine Leigh

BNP Paribas Real Estate Advisory & Property Management UK Limited

Registered office: 90 Chancery Lane, London WC2A 1EU
Registered in England No. 4176965

www.realestate.bnpparibas.co.uk



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**BNP PARIBAS
REAL ESTATE**

PRIVATE AND CONFIDENTIAL
[Name and Address]

Ian Cunliffe
Surveyor
BNP Paribas Real Estate
90 Chancery Lane
London WC2A 1EU

Tel: 0207 338 4068
Switchboard: 0207 338 4000
Fax: 0207 404 2028
Email: ian.cunliffe@bnpparibas.com

Our ref: IBC/WALTON

6 July 2009

Dear [Salutation]

Walton-on-the-Naze Regeneration Framework: Realising the Vision

Invitation to Stakeholder Workshop

INTend (the body created by Tendring District Council to deliver its regeneration projects) has commenced work on preparation of a Masterplan for Walton-on-the-Naze which will provide a 10 year regeneration framework for the town. A team led by BNP Paribas Real Estate and EDAW has been appointed to work with INTend and its partners in developing the objectives and vision for the town and preparing the comprehensive framework and action plan which will provide the basis for future development and change.

The Regeneration Framework will identify a broad range of projects and interventions which will help to deliver the objectives for regeneration of the town. Consultation with stakeholders and the local community is critical to this process. Early stages of the project have involved the distribution of post cards to gather views on the key issues facing the town and a series of focus group meetings with the Walton Community Forum, local businesses and pupils from Tendring Technical College. This has informed the formulation of strategic objectives and draft options which will now be refined and developed through further consultation.

We would like to invite you on behalf of INTend to a stakeholder workshop to explore how to take forward these objectives and to critically examine the emerging options. The details of the workshop are as follows (lunch to be included):

Walton-on-the-Naze Regeneration Framework: Stakeholder Workshop

Date: Wednesday 22 June 2009
Time: 11.30 am – 3.30 pm
Venue: Columbine Centre

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PRESS RELEASE

PLANS DRAWN UP TO IMPROVE WALTON'S ECONOMY

New draft plans have been put together in a bid to improve a seaside town's economy – and residents are being urged to give their feedback on the options. A team of consultants has worked alongside the local community in Walton over the past few months to come up with proposals which are aimed at building on the area's natural and historical assets.

The goal is to shape the future development and regeneration of the town to build on and improve what's on offer to resident and visitors alike.

Now the team is ready to put the proposals on public display.

They will be on view on Thursday September 3, 2009 at Walton Library/Market from 9.30am to 3.30pm, and then on Saturday September 5, 2009 at Titchmarsh Marina at the official launch of the James Stevens No 14 Lifeboat from 9am to 2.30pm.

The master plan team has been led by BNP Paribas Real Estate (formerly Atisreal) and Edaw who have brought together new and existing ideas to form the various options now on the table.

Carlo Guglielmi, Cabinet Member for Community, Partnerships and Renewal at TDC, said it is vital that residents and other stakeholders continue to play their part in the process.

"We want them to come forward and look at the options and give us their views before we finalise the plans in the autumn," he said.

John Bowles, Project Director of BNP Paribas Real Estate, said that they had been impressed with the response of the people of Walton so far.

"Walton has a great deal to offer and it is reassuring to have experienced the enthusiasm and desire to both preserve and promote the town's natural and physical assets," he said.

Postcards and consultation forms were sent out and there was an excellent response.

"It is very clear that there are many proposals for initiatives and projects which could assist in the regeneration of Walton," added Tom Bridgman, Associate Director at Edaw.

"Having consulted with the public we have rationalized and consolidated our findings into prioritised options for the town."

The team will be looking for further feedback from the displays and postcards will again be provided to promote a response. The baseline report completed at the beginning of the project is available online at www.intend.org.

The whole project is being managed by TDC's regeneration firm INTend and funded by the Haven Gateway Partnership.

13/8/09

NEWSDESKS For further information on this press release contact Nigel Brown, Tendring District Council's Communications Manager on 01255 686338.



Tendring
District Council



OPEN INVITATION

WALTON REGENERATION FRAMEWORK – PUBLIC DISPLAY OF PROPOSALS FOR WALTON

New draft plans have been put together to improve Walton's economy and Members, stakeholders, residents and businesses are being asked to give their feedback on these options.

A team of consultants have worked alongside the local community in Walton over the past few months to come up with proposals which are aimed at building on the area's natural and historical assets. The aim is to shape the future development and regeneration of the town to build on and improve what is on offer to resident and visitor alike.

The proposals will be on public display at the following venues:

Walton Library/Market – Thursday 3rd September 9.30am – 3.30pm

Titchmarsh Marina at the official launch of the James Stevens No 14 Lifeboat – Saturday 5th September 9.00am – 2.30pm (The lifeboat launch will be at 1.00pm)

The regeneration framework team has been led by BNP Paribas Real Estate (formerly Atis Real) and EDAW who have brought together new and existing ideas to form the emerging options.

The team will be looking for further feedback from the displays and postcards will be provided to promote a response.

The whole project is being managed by TDC's regeneration firm and funded by the Haven Gateway Partnership.

For further information please contact Alison Jennings, INTend Project Manager on 01255 686734



Tendring
District Council



OPEN INVITATION TO TENDRING DISTRICT COUNCIL MEMBERS

Dear Member,

WALTON REGENERATION FRAMEWORK – PUBLIC DISPLAY OF PROPOSALS FOR WALTON

New draft plans have been put together to improve Walton's economy and residents and Members are being asked to give their feedback on these options.

A team of consultants have worked alongside the local community in Walton over the past few months to come up with proposals which are aimed at building on the area's natural and historical assets. The aim is to shape the future development and regeneration of the town to build on and improve what is on offer to resident and visitor alike.

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