



**COASTAL COMMUNITY TEAMS  
ECONOMIC PLAN**

No.	Heading	Detail	Information
<b>Key Information</b>			
1	Name of CCT	N/A	Jaywick Coastal Community Team
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	Alison Gibbs Delivery Transitions Place Operations Essex County Council  Telephone: 03330 131 247   Mobile 07827 882 500 Email: <a href="mailto:alison.gibbs@essex.gov.uk">alison.gibbs@essex.gov.uk</a>
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	Ian Davidson - Chair CCT Chief Executive, TDC Paul Price - TDC Corporate Director Clare David -Planning Development Manager, TDC Cllr Paul Honeywood - Housing Portfolio Holder, TDC Cllr Mick Page ECC Julie Ellis – Director for Delivery Transition, ECC Alison Gibbs – Project Lead, ECC Keith Moore - Environment Agency Gill Elkins - Jaywick & Tudor Residents Forum Ray Hansen - Jaywick & Tudor Residents Forum Stephen Baldry - HCA Mark Holder -DCLG Cllr Roy Raby -Golf Green Ward
3 (b)	CCT Membership	Other partners and/or stakeholders to be involved.	Other partners will be invited to attend as required, such as JV partners, legal advice, Housing Finance Institute, community engagement consultants etc.
4	Accountable Body	Local Authority Contact name & details	Paul Price , MA BSc CIHCM Corporate Director Tendring District Council Town Hall Station Road Clacton on Sea Essex

			<p>CO15 1SE 01255 686430</p> <p>Does the Accountable Body have a representative on the CCT membership? <b>Yes</b></p>
5	Local Area	Provide brief geographical description of the locality and a brief history if relevant.	<p>Jaywick is a seaside village near Clacton on Sea, Essex. Jaywick is a unique location, being within the most deprived Lower Super Output Area LSOA in the UK (018A). The area known as Brooklands was originally developed in the 1920s as a holiday destination for Londoners taking advantage of the superb beach and outlook. The chalet style housing was developed for this purpose. Over time the housing has become permanently occupied and being a deprived area is cheap to both rent and buy but in many cases is in serious disrepair.</p> <p>There are several “unknowns” with regards to additional measures which may be necessary to provide flood resilience for services (eg electricity sub stations and sewerage) – this may add to any build costs. Previous site history might give rise to poor ground conditions/contamination as it may contain unsafe and/or unsuitable materials.</p> <p>The area is vulnerable to flooding. 53 residents perished in the 1953 North Sea Floods and residents were evacuated due to an unexpected tidal surge In December 2013. Although protected by a sea wall, it is acknowledged that there is a high likelihood that, as a consequence of rising sea levels, a major flooding event can be anticipated in the foreseeable future. Despite this, relocating Jaywick’s residential properties to higher ground has been assessed as not desirable as residents are unwilling to move and it is unaffordable.</p>
6	Context – community (suggested maximum 300 words)	Description of local community with demographics.	<p>In common with many other coastal areas Jaywick experiences challenges with remoteness, ageing and transient population and economic challenges. Changing demands and balancing needs of a diverse range of residents is proving a significant drain on public resources, in addition due to its heritage of being originally primarily a holiday village, it has significant housing challenges.</p> <p>Recent media interest such as “Benefits by the Sea” exacerbates Jaywick’s poor reputation and impacts on inward investment via Developers, Enterprise and Tourism.</p> <p>Despite this, in many areas there is an air of community spirit not seen very often and the negative media is focusing those residents on working together to promote the positives and act as a community to take ownership of the small projects that could enhance or positively benefit the area.</p> <p>The Residents’ Forum secured c£10k of funding from the Big Lottery to develop community engagement. This</p>

			<p>funding was used to commission an independent piece of work to ascertain the priorities of the local residents. They took the views of 350 local residents and a summary of this work is attached.</p>
7	Context – economy (suggested maximum 400 words)	Local economy, e.g. business, tourism, manufacture, etc, 'Starting point'	<p>In September 2015 Jaywick was identified as the most deprived neighbourhood in England according to the Index of Multiple Deprivation. This was also the case in 2010. The rate of unemployment in Jaywick is higher than the national average and higher than Essex as a whole. The rate of claiming any benefit (which includes in work benefits) is more than 25% higher in Jaywick than the national average.</p> <p>Jaywick has a high level of residents with either no qualifications or qualifications equal to 1 or more GCSE at grade D or below. 34% of residents in the Tendring area have no qualifications, compared to 22% in England.</p> <p>This area has very few local businesses and job opportunities in the local area are minimal. The local bus service into Clacton does not commence until 7am which does not facilitate onward travel to areas of higher employment.</p> <p>The average income is low and residents have little disposable income to put into the local economy. This combined with the area not being part of an existing “through route” and with no passing traffic the likelihood of new commercial outlets, businesses or enterprises moving into the area is low.</p> <p>The 2011 census identifies that as a proportion of those employed in Jaywick, 19.9% of the population were employed in the care or leisure industry, compared to a national average of 9.3%. “Professionals” amounted to 5.1% of the Jaywick population in employment. England’s average was 17.5%.</p> <p>Regeneration is complex due to the complexity of social, structural, economic and environmental factors that shape this community. The complexity of the issues means there is no single formula for success and will require an integrated solution. Resolution of many issues will not be quick and previously there have been many attempts to create a positive way forward which have failed.</p> <p>Tourism for example could be a strong economic driver and provides one strand of economic activity which could make an important contribution but many others will be required.</p> <p>Part of this project will focus on the natural beauty of Jaywick. Its beautiful coastline and sandy beaches are a wonderful asset to the area and these assets could become</p>

			<p>a key driver to maximise tourism as both a holiday destination as well as family day trips to the beach. Promoting the beach for leisure facilities such as windsurfing, as well as an excellent beach for children etc, will encourage growth in the local facilities. This project will look to the successes of other resorts along the British coastline and will learn from and draw on those successes to help structure the tourism offer for Jaywick. In the short term this be a café on the beach road, and longer term initiatives could include erecting beach huts along the front.</p> <p>Jaywick has a significant art community. This community could be facilitated to expand across the area, generating local income and interest via art and craft workshops and exhibitions. With the appropriate resources and funding there is a possibility of rejuvenating Jaywick as an arts centre, which could maximise the potential of the area's natural beauty and significant heritage.</p> <p>The historic Jaywick Martello Tower is a thriving arts centre, running art courses &amp; competitions, exhibitions, media events and activities for local residents and tourists. It actively encourages and promotes the significant existing arts community. This community could be facilitated to expand into the area generating local income and interest via art and craft workshops and exhibitions. With the correct resources and funding there is a possibility of rejuvenating Jaywick as an arts centre, which could maximise the potential of the area's natural beauty and significant heritage..</p> <p>A Key element of the Regeneration Project will be the physical build/transformation of the area as well as generating sustainable employment and socio-economic change. Both of these elements will be visible and measureable which will ensure that every stage of the process will be monitored and scrutinised.</p>
8	Related initiatives	What else is going on in the community of economic importance, e.g. BID, LEP, CIC, CCF, CRF	<p>The Housing Finance Institute has agreed to work with the CCT to develop a viable economic plan to create the environment to bring forward development of the built environment as well as to continue the community development which has been galvanised following the Visioning work. This work is at an early stage but given the profile of the HFI and the connections it has across business, development and finance sectors plans should be both realistic as well as forward thinking.</p> <p>As a parallel and related work stream a bid has been made to the SELEP – RGF growth fund 2 for £500,000 gap funding to improve viability for the purchase of the</p>

			<p>Mermaid or other suitable site to enable development to progress in the shorter term – the outcome of the bid will be known in April 2016.</p> <p>£200,000 has been secured from the Home and Communities Agency Starter homes programme and site preparation has been commenced.</p> <p>Following on from the work undertaken with the community by “Planning for Real” which produced the Jaywick Vision document attached to this Plan, further dialogue is happening with both the National Lottery and the Rank Foundation about how these organisations can support further community development work and how the media profile of Jaywick can be improved. This dialogue, although at an early stage, is both encouraging and positive.</p> <p>Spun Gold TV are currently completing filming in Jaywick as part of a programme commissioned by Channel 4 to counter some of the negative media coverage which Jaywick has received over the last year. It is anticipated that this more balanced coverage of how Jaywick is developing and the various initiatives which are underway will have a positive impact in terms of investor confidence in the area.</p>
9	Ambition	<p>A positive statement of the aims and objectives of the plan and a description of what it will achieve.</p> <p>Description of ‘what success will look like’.</p>	<p>Success in Jaywick would be moving towards becoming a sustainable community and is no longer identified as the “Most deprived area of Britain” by reference to the English Indices of Deprivation.</p> <p>Key objectives to deliver this could include:</p> <p>Funding for housing secured and development of new flood resilient and high quality housing commenced.</p> <p>Improved roads, transport &amp; other local initiatives continue to improve the environment.</p> <p>The overall Regeneration Project continues to engage residents, encourages pride in the community and enhances the area.</p> <p>Deprivation statistics will improve ie increased job opportunities, better housing, well-being of the community and residents take ownership of local issues as appropriate.</p> <p>Key aims: There are tangible economic regeneration and employment opportunities for Jaywick residents, supported by housing investment in regeneration areas</p> <p>Aspirations are raised; the new housing meets the needs of an ageing population; provides housing suitable for a flood-</p>

			risk area and the highway infrastructure is improved												
10	Needs of the community and intentions of the team to meet them.	Identify the socio-economic needs of the community and the opportunities to meet them. Each element should be Specific, Measureable, Achievable, Realistic and Timed.	<p>These are identified in the attached <i>Residents' Vision</i> report and action plan. However, Key 'quick wins' identified by the community from the plan include:</p> <ul style="list-style-type: none"> <li>• A small grant scheme or community chest to support community groups</li> <li>• More reporting by residents of anti-social behaviour/crime to ensure adequate levels of policing</li> <li>• Create Happy Club where all people will have a voice to be heard</li> <li>• Promotion of 'Jaywick Sands' and 'Take Pride in Jaywick Day'</li> <li>• More litter picking and patrols</li> <li>• Improve appearance/security of Sunspot site</li> </ul> <p>Longer term actions include:</p> <ul style="list-style-type: none"> <li>• A supermarket in Brooklands (possibly on Sunspot site with flats as enabling development)</li> <li>• Flood resilient housing – including self-build</li> <li>• Landlords taking greater responsibility for the appearance and quality of their properties (possibly through enforcement measures)</li> <li>• Increased beach facilities; life-guards, toilets, showers and water-sports</li> <li>• Employment and self-employment opportunities</li> <li>• Measures to address sale of alcohol and support for those with addiction</li> </ul> <p>The CCT team will continue to work with the community to take forward the actions identified in the plan – working with other agencies and groups as appropriate.</p>												
11	Analysis	Describe the strengths, opportunities, weaknesses and threats in meeting the needs at 10 (a).	<p>A number of key engaged and enthusiastic residents, involvement of most residents following negative stereotyping, "most deprived" and negative media may help with attracting some sources of funding, developers keen for joint venture, natural beauty of vicinity. Motivation of TDC, ECC, other partners and residents to make progress.</p> <p>Challenges include lack of funding, unrealistic requests, government legislation, local &amp; national businesses reluctant to invest, failure to secure joint ventures, localised vandalism, continuing anti-social behaviour</p>												
12	Data – <i>while an essential element of the plan, it could be included in a 'daughter' document.</i>	Provide evidence to support the intentions of the plan. This will include statistical data but broader data should also be	<p><i>(Further data set out within Vision document)</i></p> <table border="1"> <thead> <tr> <th></th> <th>Jaywick</th> <th>Tendring</th> <th>Essex</th> </tr> </thead> <tbody> <tr> <td>Population density (number of persons per hectare)</td> <td>11.2</td> <td>4.1</td> <td>4</td> </tr> <tr> <td>% of households with No Cars or Vans</td> <td>49.2</td> <td>23.4</td> <td>18</td> </tr> </tbody> </table>		Jaywick	Tendring	Essex	Population density (number of persons per hectare)	11.2	4.1	4	% of households with No Cars or Vans	49.2	23.4	18
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		included. Data used should be specific, relevant and transparent. It is sufficient to reference evidence held elsewhere.	Employment All usual residents aged 16 to 74: Not in employment	67.3	43.5	33.2
			Skills Highest Level of Qualification, 2011: No qualifications	54.1	34.3	23.9
<b>Delivering the Plan</b>						
<b>13</b>	Key projects and/or bodies of work.	High level description of discrete pieces of work showing CCT role, indicative partners and timescales.	To develop and support a regeneration strategy to move towards a sustainable environment. The CCT will work collectively and with other agencies and resident groups to identify opportunities for growth and development including new build initiatives, and innovative ideas to promote tourism etc. CCT have directly commissioned the Housing Finance Institute to work alongside the CCT to develop an economic and social model to address community needs			
<b>14</b>	Short term goals/actions	What will the team achieve in the next 6 months? Should demonstrate 'quick wins'.	To secure funding to enable planning and development projects to commence and as necessary Joint Venture agreements in place.  Already secured £200,000 Starter homes funding to commence site preparation for 10 new starter homes.  To impact on appearance of the area with resurfacing of roads. This will in turn, increase residents' pride in the area and impact on the overall appearance.  To maintain momentum of work already begun in Jaywick – listening to the views of local agencies, groups and residents and combining these with the Residents' Vision for Jaywick to establish their priorities and identify projects that can be taken forward which will improve the local environment, local facilities, inward investment or increase opportunities for employment through vocational and IT courses etc.			
<b>15</b>	Performance measures	For first 6 months – to be SMART	Secure HCA Starter Homes funding and commence site preparation works – complete. Plan and funding for initial new developments agreed. Road resurfacing continuing to schedule. ECC and TDC to agree a combined revised Vision, identifying viable action plans from the Residents' Consultation piece and prioritising and facilitating/actioning as appropriate. Vision document jointly agreed between all partners with appropriate timescales and actions			
<b>16</b>	Medium term goals/actions	For 6mths to 5 years	Planning applications approved & small number (10 – 100) of new builds delivered. Roads resurfaced (including drainage) and project completed. A small number of new retail outlets established.			

			Existing residents are beginning to move into new builds – “existing holiday type homes” sites acquired (50) and regeneration of area underway. An improved local environment and better use of existing natural facilities.
17	Performance measures	For 6mths to 5 years – to be SMART	Between 10 and 100 new homes built Existing roads within area resurfaced and drainage installed
18	Long term goals and actions <b>Optional</b>	Strategic plans beyond 5 years – include performance measures where appropriate.	“Holiday type homes” are no longer used as permanent homes or are demolished within 20 years and area rejuvenated with combination of new flood resilient builds, retail outlets, leisure facilities and tourist attractions. Jaywick is no longer “the most deprived area” according to the Indices of Great Britain.
19	Barriers	Identify any barriers to delivering the plan and if you have contingencies to manage them.	The switch from support of rented accommodation to home ownership is a barrier to development given the significant viability issues inherent in Jaywick. If new build is public sector funded this may give rise to issues around Right to Buy and possible levy set out within Housing and Planning Bill – issues have been raised with Government to seek exemption for exceptional regeneration sites. The current economic situation may impact on the funds available to commence, continue and sustain the redevelopment of the area. Funding is a significant barrier. Currently examining whether there is any scope to reduce significant ongoing public sector revenue costs by switching to some type of payment by results cost minimisation – possibly by capital funding. The “mind set” and life style of just a small number of residents could impact on any ongoing or completed projects by localised vandalism, antisocial behaviour and environmental issues such as rubbish dumping. Failure to establish inward investment will continue to impact on employment opportunities and the establishment of facilities in the area. Properties for sale will continue to be acquired by private landlords which could encourage a transient population who have no commitment or ongoing interest in the area. Continued roll out of Universal credit and implementation of Energy act may act as a disincentive for private landlords.
20	Resources	Who and what will be required to deliver each element of the plan. Include ‘in kind’ services, volunteers, etc.	Continuing commitment from TDC, ECC and other partner agencies to maintain momentum to deliver the key components of the Jaywick Vision and to provide & support sustainable growth initiatives.  Commitment from local agencies, groups and residents to take ownership of smaller initiatives that do not require ECC/TDC input, support and/or funding.

		demonstrate how local expertise will be utilise and/or grown.	<p>Possible involvement of HFI in identifying a funding model which may bridge viability issues for initial builds until market conditions change and market resolves viability gap.</p> <p>Possible continued support from the National Lottery and also from the Rank organisation to support ongoing community engagement.</p> <p>Identify and seek discussions with other national funders such as the Heritage Lottery Fund to see if there are opportunities to support the Economic plan.</p>
21	Costs	Detail of costs of each element of plan.	<p>Build out of existing sites c £50m</p> <p>Engagement of HFI c £5 - £8k</p> <p>Road resurfacing and drainage £5m</p> <p>Initial gap funding c £5m</p>
22	Value	What is the value of the plan to the local economy?	Difficult to quantify at this stage but given that a conservative estimate is that annually c£20 – 30m is currently spent by public services on dealing with the issues in Jaywick, if the reliance on public services could be reduced the economic potential is significant
23	Funding	Identification of funding streams and how costs of project(s) will or could be met.	<p>£200k Starter Homes funding from HCA</p> <p>£1.9m from HRA (TDC)</p> <p>£5m from ECC for new roads</p> <p>Currently evaluating options for European funding (ESF), bid submitted for funding from SELEP for viability gap funding for site acquisition</p> <p>Working with HFI to develop viable funding model.</p> <p>Identify whether to bid for further starter home funding and opportunities with the forthcoming round of Coastal Community Fund.</p>
24	Maximising resources and costs	Describe how this will be minimised, e.g. shared services, use of technology, avoidance of bureaucracy, etc.	The CCT will adopt a joined-up approach working with existing agencies, groups and Council officers to maximise input and to prevent duplication of effort ie we will know what's going on and share premises, resources and knowledge. Expertise will be drawn in when required and funding identified and monitored through the CCT.
<b>Communications</b>			
25	Consultation	Describe existing results of consultations and planned consultation exercises.	<p>Consultation Event obtaining the views of residents for priority work on roadways and on housing regeneration - February 2015</p> <p>Jaywick vision – an independent piece of work funded by the Big Lottery to collate residents' priorities for the area. September - November 2015</p>

			Project lead, Councillors and Officers from ECC and TDC having regular and ongoing discussions with residents, agencies and partners to collate views, identify key resources and identify and support realistic projects and initiatives  Attendance and feedback to Jaywick Forum
26		Describe plans to involve and inform partners and other bodies, including accountable body, CCA and DCLG.	The CCT will discharge their obligations in communicating the plan to the DCLG within agreed timescales. DCLG are standing members of the Jaywick CCT. Other partner agencies, including the HCA are members of the CCT
27	Communication with community	How will the community and stakeholders be involved and informed of progress and outcomes	Community representatives are members of the CCT. Also via ongoing engagement with the Jaywick Forum, press releases, engagement events. Work with outcome of Vision piece ie take into account the priorities of residents.  The Economic Plan and other ongoing work is included on the Jaywick section of the Great British Coast website.  <a href="http://www.coastalcommunities.co.uk/coastal-teams/jaywick/">http://www.coastalcommunities.co.uk/coastal-teams/jaywick/</a>
<b>CCT Logistics</b>			
28	Management of team	How the team will operate, frequency of meetings, centrality of team to projects, etc. How the team is representative of the community.	The Jaywick CCT will meet in the Jaywick Community Hall on a monthly basis. The Secretary of the Jaywick Residents' Forum is a permanent member of the CCT. On behalf of the Residents, the Secretary will contribute to discussions and decisions and feedback to all members of the Forum.
29	Support structure	Network of support built to enable CCT to deliver the economic plan	ECC and TDC are fully committed to the CCT and the regeneration of the area and will utilise its Officers and Services to support and facilitate initiatives using their specialist knowledge.  The CCT will also utilise the knowledge of local groups and residents to ensure that the plan is fully communicated as well as via direct communication at public meetings
30	Costs	Running costs of CCT itself	Hire of room and refreshments – minimal Commissioning of expert advice or pieces of work – HFI costs to be agreed for bespoke service c £8000.
31	Sustainability	Long term plan	The regeneration of Jaywick will be an ongoing iterative

		for team and how this will be managed.	process that will span several years, possibly up to 20 years. The CCT team will be invited to continue as the core group overseeing the ongoing regeneration of the area. It will continue to be led and supported by the Council's until such time as the group decide that this is no longer necessary.
<b>32</b>	Areas of Specific Interest	Provide areas of on which you would wish to join a working group or network (virtual or otherwise), e.g. arts, tourism, housing, piers, sport, transport, heritage, marketing, etc.	Arts Tourism Heritage Business Enterprise Housing Transport