



**COASTAL COMMUNITIES INITIATIVE**

# CANVEY ISLAND TEAM

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**ECONOMIC PLAN**

**March 2017**

**DRAFT**

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# Key Information

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## 1 Name of CCT

The name of the Coastal Community Team is the ***Canvey Island Team***

## 2 Single Point of Contact (SPOC)

***Mark Evershed***

***Regeneration Delivery Manager***

***Castle Point Borough Council***

***Kiln Road***

***Thundersley***

***Benfleet***

***Essex***

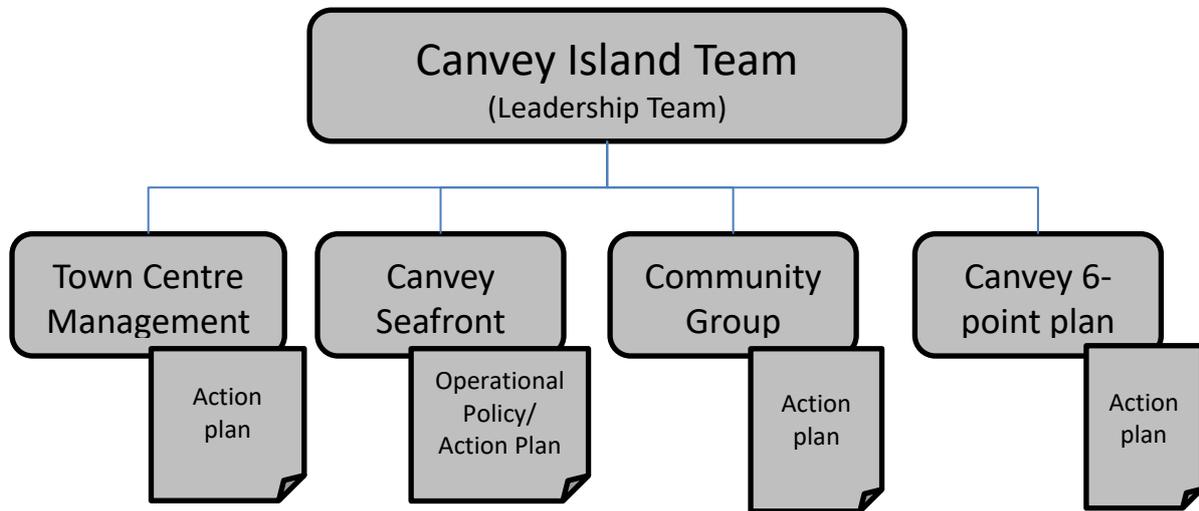
***SS7 1TF***

***01268 882305***

***mevershed@castlepoint.gov.uk***

### 3 CCT Membership

#### 3.1 CCT Leadership Structure



## 3.2 CCT Membership

Membership of the CCT is tailored to the four sub-groups as follows:

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### Community Group:

- Canvey Town Council	Government
- Castle Point Association of Voluntary Services	Community
- Castle Point Borough Council	Government
- Canvey Youth Project	Community
- Extended Schools Service	Community
- CISCA House	Community
- Canvey Big Local	Community
- Island Boys and Girls Club	Community

### Town Centre Management Group:

- Essex Police, Local Policing & Partnership Team	Government
- Essex County Council (incl. Transport Strategy and Engagement)	Government
- Castle Point Regeneration Partnership	Partnership
- Castle Point Borough Council	Government
- Canvey Island Town Council	Government
- Sainsburys (Knightswick Centre)	Business
- Boots (Canvey Island)	Business
- Grout B Ltd	Business
- Pinnacle Group	Business
- Wilson Wood Properties Ltd	Business
- M&Co	Business
- All Glammed Up	Business
- Knightswick Shopping Centre	Business
- The Oysterfleet Hotel	Business
- Castle View School	Education

### Canvey Seafront Group:

- Councillor Ray Howard – Chairman	Government
- Councillor Barry Palmer – Ward Councillor	Government
- Councillor Janice Payne – Ward Councillor	Government
- Councillor Dave Blackwell – Leader, Canvey Island Independence Party	Government
- Scott Petty – Island Leisure Fun Park	Community
- Derek & Suzanne Gray – Monico Leisure	Business
- Simon Mathews – Oyster Bay Wine Bar	Business
- Shane & James Parkin – Parkin Palace, Movistar	Business
- Eddie Parkin – Parkins Palladium	Business
- Liz Swann – Concord Café	Business
- Barry Campagna – Canvey Baywatch	Community
- John Webb – Canvey Bay Watch	Community
- Colin Letchford – Friends of Concord Beech	Community
- Adele Ruskin, Elaine De Can – Canvey Island Town Council	Government
- Trudie Bragg – Castle Point Borough Council	Government
- Ryan Lynch – Castle Point Borough Council	Government
- Stuart Jarvis – Castle Point Borough Council	Government
- Mark Evershed – Castle Point Borough Council	Government
- Tom Peck – Environment Agency	Government
- Tanya Ferry – Environment Agency	Government

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**Canvey 6 Point Plan (Flooding) Group:**

- **Essex County Council**
- **Castle Point Regeneration Partnership**
- **Castle Point Borough Council**
- **Anglian Water**
- **Environment Agency**
- **Canvey Island Town Council**

**Government**  
**Government**  
**Government**  
**Business**  
**Government**  
**Government**

## **4 Accountable Body**

***Castle Point Borough Council***

***Mark Evershed***

***Regeneration Delivery Manager***

***01268 882305***

***mevershed@castlepoint.gov.uk***

Does the Accountable Body have a representative on the CCT membership? **Yes**

## 5 Local Area

Canvey Island is a locality within the Borough of Castle Point. The Island was formed from reclaimed land in the Thames Estuary in the 17<sup>th</sup> Century and therefore sits below sea level, protected by an extensive network of flood defences. The development of these defences were originally guided by the Dutch and as a result the area still retains a subtle Dutch influence.

Between 1911 and 1951, Canvey Island was the fastest growing seaside resort in Britain. Being just 30 miles from Central London, the area provided an accessible destination for London day trippers and holiday makers. The significant and rapid growth of Canvey Island during this period lacked adequate forward planning and investment in the necessary infrastructure. As a consequence, the infrastructure that exists has suffered from over sixty years of general deterioration through a lack of investment, particularly in the provision of modern facilities and in the public realm. By example, in 2014 severe weather highlighted the limitations of the existing surface water drainage of the island.

Canvey Island has three main areas of commercial activity; the seafront, the town centre, and the West Canvey business parks. Each of these areas faces its own specific challenges and will be considered in more detail in later sections. In addition the Island has several large natural open space areas of national environmental importance.

The Island's population of approximately 38,000 is accommodated in densely developed residential accommodation with lower proportions of green space than the broader Castle Point Borough (44% of the land area is greenspace compared to 51% of Castle Point). Much of this green space is concentrated in the western side of the Island which further emphasises the lack of green space and high density development within the residential and commercial areas. Historically residential provision was undertaken on a piecemeal basis and not strategically planned leading to a lack of appropriate facilities and infrastructure. Much of the facilities and infrastructure that does exist is now reaching the end of its operational life.



*Image showing the location of Canvey Island in the Thames Estuary*



*Enlarged View of Canvey Island*

## 6 Context - Community

Canvey Island has a population of approximately 38,000 people who care passionately about 'their island', love it as a place to live, but consider that it does not get the attention and investment it deserves. A key objective in the creation of the Canvey Island Team is to help the community build capacity to better articulate and become more sophisticated in seeking resources to overcome the issues that local people want to see resolved on their Island.

Against a basket of socio-economic criteria much of Canvey Island is performing well with unemployment low and strong employability rates. However, the Island does suffer from particular issues and pockets of local deprivation with some wards ranked amongst the most deprived areas in the Country<sup>1</sup>. In particular the residents of West, Winter Garden and Central wards exhibit poor levels of educational attainment, low income and high health deprivation. These wards also have above average levels of obesity, below average life expectancy and high levels of teenage pregnancy. Meanwhile, the areas in the vicinity of Canvey's employment area and the town centre suffer from a low quality living environment. Crime is higher than elsewhere in the Borough of Castle Point, with the deprived wards having particular issues.

Low educational attainment is a key issue across the Island. A disproportionate number of residents in the area do not have any formal qualification. 36% of residents aged 16 or over do not have any formal qualification (compared to 22% nationally).

The housing stock on Canvey is predominately in private ownership and is in the main modern and well maintained. Properties on Canvey tend to be smaller than average with 42% of houses being 1 or 2 bedrooms compared to 37% in Castle Point and 39.6% in England. This is also consistent with the fact that Canvey has a slightly higher proportion of lone parent households (11% compared to 9% in Castle Point)<sup>2</sup>. A key issue is that Castle Point has low levels of affordable housing and there is a need for accommodation that cannot be met through market housing.

Being below sea level, islanders are fully aware of the challenges that come from living with the risks of flooding. Perhaps surprisingly, the risk is less from the threat of the sea breaching the defences (as these are modern and well maintained), but rather from the need to control and remove surface water due to inadequate and poorly maintained infrastructure. The drainage infrastructure of Canvey is in critical need of investment to mitigate against the risk of flooding and to prevent loading of insurance premiums, costly building adaptations and as a brake on inward investment onto the Island. A multi-agency working group has devised a 6 point plan to help mitigate the threat of flooding and to seek the necessary appropriate investment.

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<sup>1</sup> Government's Indices of Deprivation

<sup>2</sup> Office of National Statistics Local Neighbourhood Statistics Number of Bedrooms, 2011 (QS411EW)

Canvey Island Town Council is a driver for local involvement in shaping the future of the island and undertakes various activities across the island to achieve community cohesion. Of particular note is the programme of quality events that the Town Council have introduced over the last few years such as the Armed Forces Day parade and the Christmas Lights switch on. There are also a plethora of community groups active in the area that fulfil a vital role in the supporting community life although provision for young people is lacking and there is currently no active youth club on the Island.

In the last decade Canvey has seen significant investment in public facilities on the island although there is still much to be done. The educational experience of secondary school pupils has been transformed by modern facilities at the new Castle View and Cornelius Vermuyden Schools, whilst the fantastic Canvey Skills Campus will enable 16-18 year olds to gain vital vocational training targeted at the requirements of local businesses. Health provision was modernised through the development of a Canvey Primary Care Centre, whilst the recent redevelopment of the Waterside Farm leisure centre will better able Islanders to live active lifestyles. Further investment in facilities will be undertaken as and when the opportunities arise. In particular the principal community building, The Paddocks, in Canvey Town Centre is at the end of its operational life and the provision of a modern Community centre is at the feasibility stage.

At the same time the seafront is undergoing a renaissance as it adapts from a former holiday destination to a family friendly day-tripper destination. The public, private and voluntary sectors are all playing their part in the seafront transformation. The Council has invested in the public realm, the iconic tidal pools, car parking and other facilities. This has encouraged the private sector to redevelop underutilised properties and for new leisure businesses to be attracted to the Central seafront. Finally the day to day operation of the seafront has been giving a step change in quality and appearance by active volunteering groups that exhibit a pride in showing off Canvey to best advantage and providing a unique seafront experience. Further funding is needed to continue this journey and position Canvey seafront as a premium location for family friendly leisure.

In contrast to the seafront, the town centre is stuck in a time warp. The economics of development have not allowed for a much needed transformational scheme to be delivered. The lack of investment has left the town centre having a tired environment with outdated designs, unappetising streetscapes and ineffective traffic management resulting in a poor experience for visitors and a catalyst for anti-social behaviour. This has led to a general cycle of decline in the vibrancy and prosperity of the area which in turn has impacted the quality of retail mix and leisure offering. As a result the town centre is an ineffective heart of the local community. A Town Centre action group has recently been formed to seek to reverse the current spiral of decline. Rather than seeking a single transformational scheme, which has proven uneconomic, piecemeal improvements are now being considered and appropriate resources sought.

Canvey has a real opportunity to reinvent itself and create a new era of opportunity for residents, visitors and businesses. Just a short travel time from Southend and easily accessible from London, Canvey has the potential to position itself as a family-friendly day-trip destination. Canvey seafront provides a particularly relaxed destination for younger families compared to some of the larger coastal centres.

Whilst much has been delivered already on the Island, there remains a significant need for further targeted investment on the bespoke needs of Canvey. The establishment of the Island Team will respond to this need. With four sub-groups focused on the opportunity areas of the Community, Seafront, Town Centre, and Flooding, the Team will be able to take action to deliver impactful outcomes. The make-up of these teams includes representatives from across the community with the ability, skills and expertise to inform and deliver the work of the group.

## 7 Context - Economy

Canvey Island has seen its economic prosperity rise and fall dramatically over the last century. For many years, the Island hosted a significant petrochemical industry beginning with the construction of its first oil terminal in 1936. In 1959, the Island was the site of a pioneering Anglo-American project to transport liquefied natural gas however further development was limited with the discovery of oil and gas in the North Sea. In 1964 a £15 million oil refinery was poised for construction on the Island but the refinery was never built. Then in 1972 Occidental Petroleum began construction of an oil refinery, together with access roads, oil-storage tanks, a river jetty and a concrete chimney but work was halted in 1975 following the oil crisis of 1973-4 and OPEC's increase of oil prices. As a result of this and significant community concerns, the site never became operational.

Today, apart from a relatively small LPG installation and some nationally critical pipeline infrastructure, most of the petrochemical industry has disappeared. The main economy of Canvey Island nowadays is concentrated in three areas – the Canvey Town Centre, the Seafront and the Charfleets Industrial Area.

Traffic access to the Island is limited with only two main routes onto and off the Island. Better road access would be required if the area were to be able to attract significantly more visitors onto the island for leisure or business purposes. The nearest railway station is Benfleet Station.

### 7.1 Canvey Town Centre

Canvey Town Centre is located in the centre of the island and is easily accessible for most islanders. Its function is to not only to meet the shopping needs of residents but also to provide a range of community and leisure services that a modern lifestyle dictates. The shopping experience consists of a high street with about 80 retailers and a small enclosed shopping centre of about 29 units including a Sainsbury's supermarket that acts as an anchor tenant. However the food, beverage and leisure offer is lacking compared to competing shopping centres in respect of community facilities the town centre hosts a library, secondary school and a modern primary care centre

The bulk of the built form in the town centre is dated from the 1960/70's era or earlier which is both aesthetically and functionally poor. The streetscene has remained the same for a generation and consists mostly of a linear layout of small shopfronts with floorspace of less than 1000sqft. The lack of units with larger floor space in both the high street and the shopping centre is an inhibitor to the attraction of larger retailers.

In addition, the quality of the public realm is poor and unsightly with damaged pedestrian barriers, and redundant lamp posts.

Convenient car parking is available. The shopping centre provides 277 car parking spaces whilst a further 130 spaces are provided on the outskirts of the area in the Council's Oak Road car park and approximately 120 in the Paddocks Car Park.

The town centre is about three quarters of a mile north of the seafront which creates a fracture between the two activity centres and creates challenges to link the two areas for pedestrians.

The town centre is located at the nexus of a series of highways that facilitate north/south and east/west connectivity. As such much of the town centre traffic is through traffic and the roads (designated priority 1 and priority 2) handle relatively high volumes of traffic. The road layout within the Town Centre includes several one-way sections and multiple access junctions. Overall this creates significant traffic management challenges and leads to a poor pedestrian and shopping environment.

## **7.2 Industrial Estate to Business Parks**

The Charfleets Industrial area currently provides the available accommodation for businesses wishing to locate on the island. This area contains a wide range of commercial, light and medium industrial businesses. The area is fully built out, though a lack of master-planning has resulted in a chaotic layout with poor access, low quality infrastructure and constricted parking. With a few exceptions, the built form in this area is generally of a poor quality although it does attract businesses seeking relatively cheap accommodation compared to other locations nearer to London. As result the estate has low vacancy rates and buoyant activity. Although dated, as resources permit, there have been targeted investments to improve the visual appearance of the estate, enhanced gateways and modernised drainage infrastructure.

The much needed supply of modern business accommodation is about to be provided through the development of two new business parks: Thames View 130 and Gateway 130. Each of these new developments will create approximately 22,000 sqm and lead to an estimated 2,500 jobs. Construction of Thames View 130 is expected to commence in 2017 and early demand for space has been strong. The new business parks are expected to help solve a problem for Canvey by providing quality business accommodation. This is expected to release pressure on Charfleets to allow capacity for future redevelopment opportunities.

The Island Team expects to monitor progress and ensure timely completion of the new business parks.

### 7.3 Central Canvey Seafront and West Canvey Nature Reserves

The seafront area of Canvey is located about three quarters of a mile from the Town Centre and provides attractions for local families and visitors. The Central seafront is where the principal leisure companies are located and includes an area from Thorney Bay to Maurice Road. Compared to larger coastal areas such as Southend, Canvey Island provides for a more relaxed and a young family friendly destination. With attractions including a Fun Park, amusement arcades, and several restaurants/café's. The area also has recreational areas such as Bumble Bee Park, Seafront Beds and the Labworth Memorial Gardens. Over the last few years, the Seafront area has benefited from a number of commercial property investments and improvements to public realm. Recent public investments have included the refurbishment of the iconic heritage asset that is the tidal pool as well as an extension to the Thorney Bay Car Park. Additional initiatives driven by local volunteer groups have also helped to improve the area. As a result, the seafront area is seeing renewed prosperity with several quality businesses establishing themselves. More investment is needed to continue these improvements, add more infrastructure and to further cement the positioning of the area as a family friendly destination.

In addition to the main drivers of the local economy, Canvey also has a number of additional natural assets that make it attractive to tourists and visitors and has recently seen the opening of the Canvey Wick nature reserve and the RSPB owned West Canvey Marshes. Indeed Canvey Wick Nature Reserve (a former oil refinery and brownfield site) has been shortlisted in the Nature Reserve of the Year category in the BBC Countryfile Magazine Awards 2017 in recognition of its impressive biodiversity and transformation. These areas provide a unique opportunity for Canvey to re-invent itself as an eco-tourism destination.

## 7.4 Economic Challenges

Much of the local economy is underpinned by the local community which lives, works and enjoys the area. The following table summarises the key economic challenges and current position:

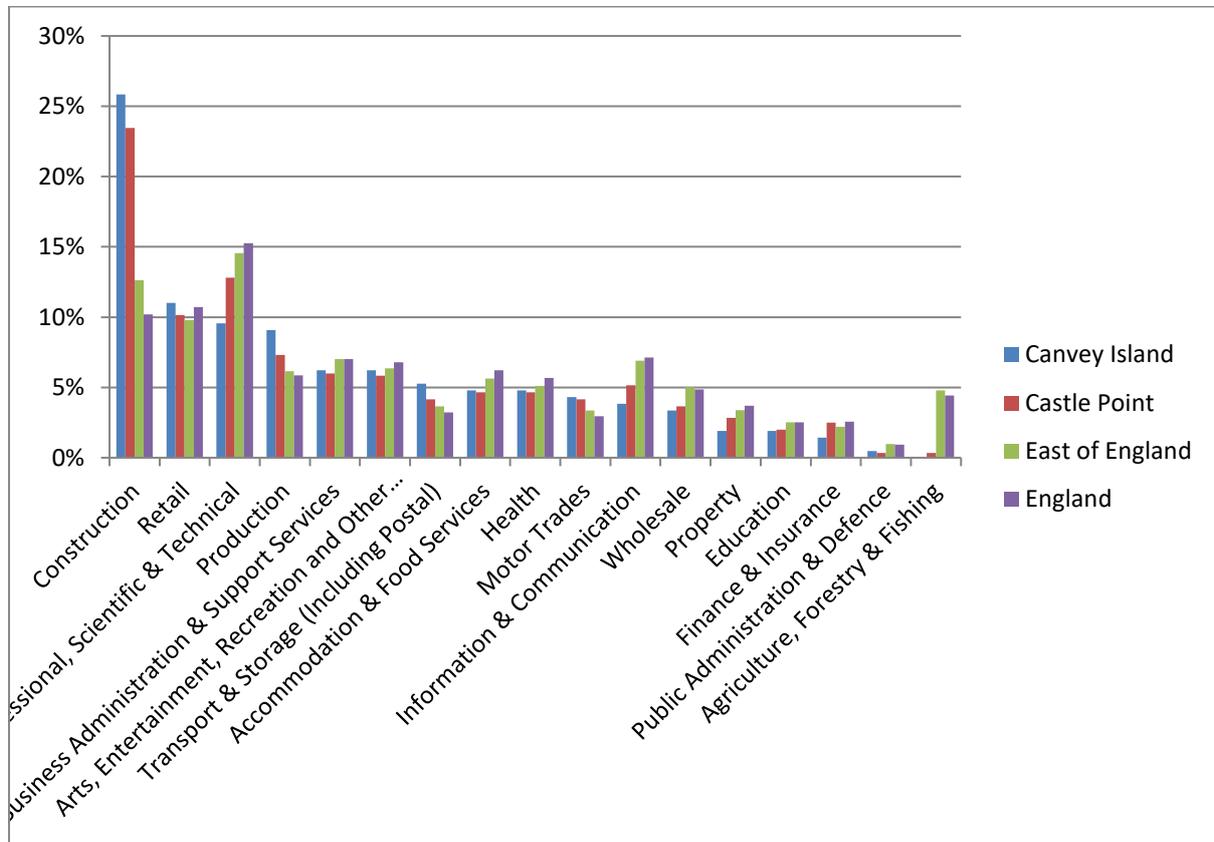
<b>Main Challenge</b>	<b>Position Statement</b>
<p><b>Risk of Flood</b> Canvey is at constant risk of flooding from severe weather events. This creates a reticence for business investment due to implications for insurances, and extra costs due to required building adaptations.</p>	<ul style="list-style-type: none"> <li>- Sea defences are good.</li> <li>- 6-Point plan developed to respond to risks</li> <li>- Flood mitigation solutions need investment</li> </ul>
<p><b>Aging Infrastructure</b> Poor infrastructure and particularly public realm in all areas (Town Centre, Seafront, and Charfleets)</p>	<ul style="list-style-type: none"> <li>- Early steps taken in Seafront Area</li> <li>- New industrial areas under development</li> <li>- Schemes for town centre being planned</li> </ul>
<p><b>Linkages</b> Improved linkages between seafront and town centre area could create economic opportunities Road network on and off the Island creates traffic issues and constrictions</p>	<ul style="list-style-type: none"> <li>- Fracture between town centre and seafront presents a challenge</li> <li>- Poor town centre creates lack of visitor 'product'</li> </ul>
<p><b>Skilled Workforce</b> Local industry requires a skilled workforce to increase productivity and help attract investment.</p>	<ul style="list-style-type: none"> <li>- Skills Campus Developed</li> </ul>
<p><b>Out of Town Retailing</b> Other retail centres provide convenience and a high quality shopping experience that is difficult to match</p>	<ul style="list-style-type: none"> <li>- Improved public realm in Canvey Town centre will create a more positive shopper experience</li> </ul>

## 7.5 Economic Statistics

At a more detailed level the make-up of the local economy and the local workers that serve it can be considered very much blue collar. Construction is the prime industry on Canvey. Compared to the East of England and the national economy, Canvey has a much higher number of businesses operating in the Construction sector (26% in Canvey compared to 13% in the East of England and 10% nationally). This is offset by a much lower proportion of businesses operating in the professional, scientific and technical sector (10% in Canvey compared to 15% in the East of England and 15% nationally). The number of businesses operating in the information and communication sector is also much lower than the national figure (4% in Canvey

compared to 7% in the East of England and 7% nationally). The economic profile also creates challenges with diversity.

The following graph shows the comparisons:



*Comparison of Number of Business Units by Broad Industry Sector*

Local Units by Broad Industry Group: Urban/Rural, 2013	Canvey Island	Castle Point	East of England	England
	Parish	Non-Metropolitan District	Region	Country
All VAT and/or PAYE Based Local Units	1045	3005	256120	2234320
Construction	270	705	32320	227870
Retail	115	305	25080	239315
Professional, Scientific & Technical	100	385	37280	340960
Production	95	220	15770	130940
Business Administration & Support Services	65	180	17975	156495
Arts, Entertainment, Recreation and Other Services	65	175	16255	151740
Transport & Storage (Including Postal)	55	125	9350	72110
Accommodation & Food Services	50	140	14395	138820
Health	50	140	13095	126695
Motor Trades	45	125	8610	66160
Information & Communication	40	155	17700	159475
Wholesale	35	110	12835	108485
Property	20	85	8640	82595
Education	20	60	8450	56135
Finance & Insurance	15	75	5620	57230
Public Administration & Defence	5	10	2480	20520
Agriculture, Forestry & Fishing	0	10	12265	98775

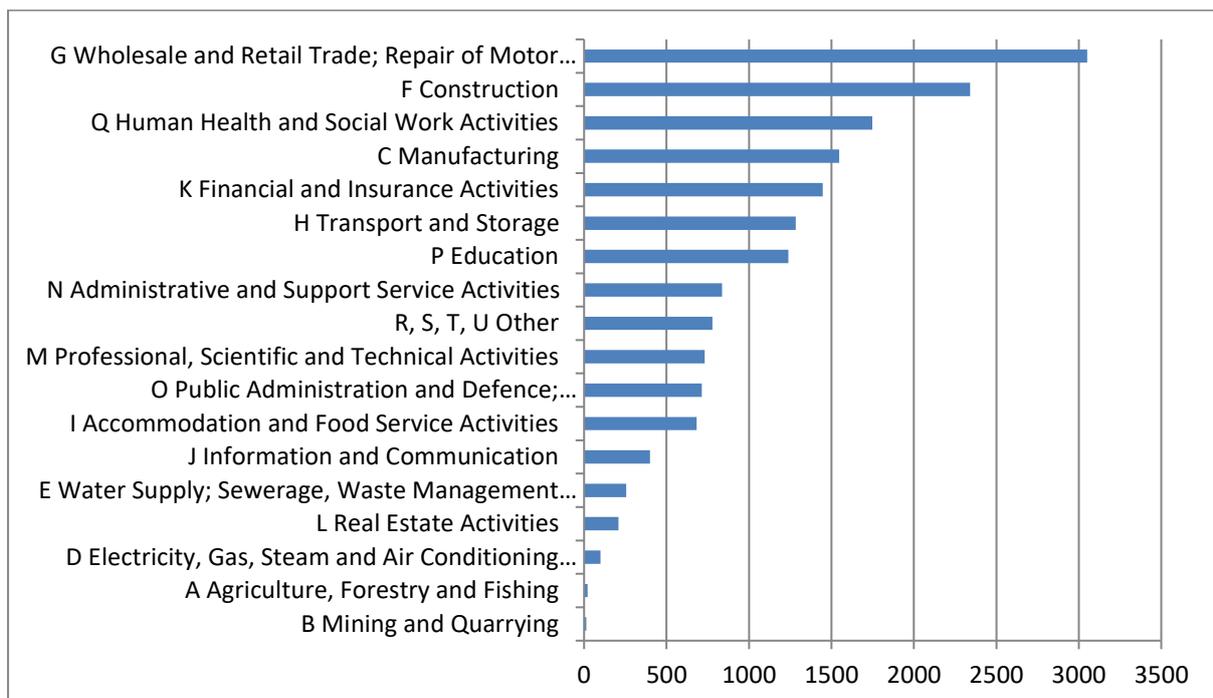
*Number of Local Business Units*

In terms of economic activity, Canvey has high number of retired residents which resulting in a lower proportion of residents being active in the workforce (66% of residents are active in the workforce in Canvey compared to 72% in the East of England and 70% nationally).

Economic Activity (QS601EW)	Canvey Island		Castle Point		East of England		England	
	Parish		Non-Metropolitan Distric		Region		Country	
All Usual Residents Aged 16 to 74	28248		64626		4245544		38881374	
Economically Active; Total	18752	68%	44060	68%	3038090	72%	27183134	70%
Economically Active; Employee; Part-Time	3991	14%	9525	15%	606944	14%	5333268	14%
Economically Active; Employee; Full-Time	10004	35%	23519	36%	1696374	40%	15016564	39%
Economically Active; Self-Employed with Employees; Part-Time	84	0%	217	0%	16043	0%	148074	0%
Economically Active; Self-Employed with Employees; Full-Time	463	2%	1231	2%	81659	2%	715271	2%
Economically Active; Self-Employed Without Employees; Part-Time	567	2%	1505	2%	116198	3%	990573	3%
Economically Active; Self-Employed Without Employees; Full-Time	1844	7%	4225	7%	232348	5%	1939714	5%
Economically Active; Unemployed	1217	4%	2289	4%	161631	4%	1702847	4%
Economically Active; Full-Time Student	562	2%	1569	2%	126893	3%	1336823	3%
Economically Inactive; Total	9496	34%	20546	32%	1207454	28%	11696240	30%
Economically Inactive; Retired	5354	19%	12525	19%	609778	14%	5320691	14%
Economically Inactive; Student (including Full-Time Students)	796	3%	1852	3%	196147	5%	2255831	6%
Economically Inactive; Looking After Home or Family	1585	6%	3086	5%	190552	4%	1695134	4%
Economically Inactive; Long-Term Sick or Disabled	1189	4%	2036	3%	133500	3%	1574134	4%
Economically Inactive; Other	572	2%	1047	2%	77477	2%	852450	2%

### Economic Activity of Residents

The number of residents employed in each sector is shown in the following graph and reflects the nature of employment in Canvey. The largest sectors by employment are the wholesale and retail trade, repair of motor vehicles, construction, human health and social work activities, manufacturing, financial and insurance activities, transport and storage, education, administrative and support service activities, professional, scientific and technical activities, public administration and defence, accommodation and food service activities, information and communication, water supply; sewerage, waste management, real estate activities, electricity, gas, steam and air conditioning, agriculture, forestry and fishing, mining and quarrying.



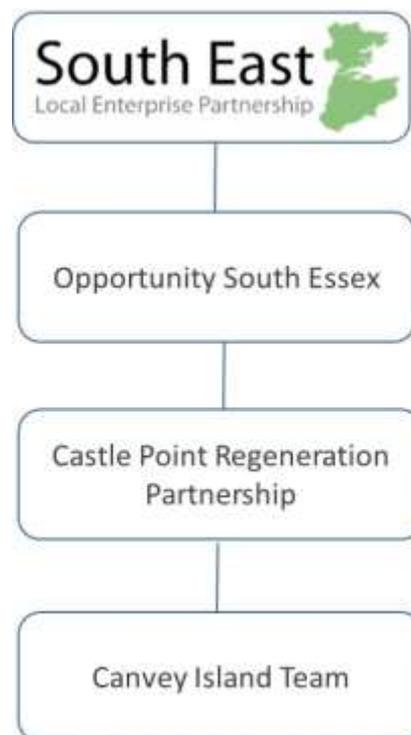
	Canvey Island	Castle Point	East of England	England
	Parish	Non-Metropolitan District	Region	Country
All Usual Residents Aged 16 to 74 in Employment	17392	41443	2849512	25162721
G Wholesale and Retail Trade, Repair of Motor Vehicles and Motor Cycles	3050	6770	466687	4007570
F Construction	2340	5173	245284	1931936
Q Human Health and Social Work Activities	1748	4167	327457	3121238
C Manufacturing	1546	3562	247992	2226247
K Financial and Insurance Activities	1447	3929	142716	1103858
H Transport and Storage	1283	2505	150814	1260094
P Education	1236	3551	282949	2490199
N Administrative and Support Service Activities	836	1810	137902	1239422
R, S, T, U Other	779	1889	143321	1257385
M Professional, Scientific and Technical Activities	731	2248	192755	1687127
O Public Administration and Defence, Compulsory Social Security	714	1998	159924	1483450
I Accommodation and Food Service Activities	683	1451	133925	1399931
J Information and Communication	399	1093	111192	1024352
E Water Supply; Sewerage, Waste Management and Remediation Activities	255	442	20502	175214
L Real Estate Activities	206	561	41257	367459
D Electricity, Gas, Steam and Air Conditioning Supply	100	213	11186	140148
A Agriculture, Forestry and Fishing	22	59	30198	203789
B Mining and Quarrying	13	22	3451	43302

### *Employment by Industry*

Whilst figures for Canvey are not available, similar employment profiles for Castle Point shows the lower value of these sectors being reflected in the average hourly pay of workers in Castle Point which is £10.95, significantly lower than the national average of £13.64. This leads to a lower disposable income for Castle Point residents.

## 8 Related Initiatives

The physical regeneration work in the Borough (which includes Canvey) comes under the remit of the Castle Point Regeneration Partnership, consisting of a mix of local stakeholders and working to the Regeneration Framework. The partnership includes representatives from Castle Point Borough Council, Essex County Council, the Environment Agency, Homes and Community Agency, National Health Service, RSBP and Seevic College. The scale of projects from the Regeneration Partnership tend to fall beneath the required scale for the South East Local Enterprise Partnership (SELEP) to be actively involved. In addition, Opportunity South Essex is positioned between the Regeneration Partnership and SELEP as shown in the following diagram:



To align the people element to the regeneration agenda, the Castle Point and Rochford Employment, Skills and Business (ESB) group includes representatives from across education, business, not-for-profits and government and works to instigate and develop partnership working with education, training, business support providers and local employers to address areas highlighted in Castle Point Borough Council and Rochford District Council strategic plans.

Canvey does not have a local chamber of commerce or business association; nor does it benefit from a Business Improvement District (BID).

Business support in the area is provided by the BEST Growth Hub, located in Southend. BEST provides free support to local businesses across Essex. BEST is funded via the South East LEP.

The Castle Point Borough Council also has a small regeneration team.

In terms of local community groups, there are a number of groups active in the area although there remain challenges around capacity building and project delivery skills in some areas. Canvey Baywatch and the Friends of Concord Beach are two very engaged groups focused on the seafront area. In addition, there are several other community groups representing the interests of particular groups including:

- Castle Point Action for Voluntary Services (CAVS)
- CISCA
- Age Concern Canvey
- Canvey Island Youth Project
- Island Boys and Girls Club (Smallgains)
- Local Action Group (learning disabilities)
- Scouts, guides etc
- Canvey Schools Partnership
- Archive Group
- U3A
- Salvation Army
- Canvey's Big Local Lottery

These groups are all represented within the CCT via the appropriate sub-groups.

# CCT Plan

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## 9 Ambition

For many years Canvey has suffered from a lack of strategic planning and associated investment. This has resulted in a gradual decline as the area has fallen behind others in terms of its community facilities and infrastructure - with its aging infrastructure creating additional risks and discouraging private investment.

Much is being done currently to address issues and recent years have seen the Castle Point Regeneration Partnership take a number of steps forward including creation of award-winning nature reserves at West Canvey Marshes and Canvey Wick, the Waterside Farm leisure facilities, a new school (Castle View), the Canvey Enterprise Centre and the construction of the Canvey Primary Care Centre.

Furthermore, there are currently two business parks underway that will create an estimated 2,500 jobs each. These are already demonstrating an appetite for private investment that can amplify investments made by the public sector and deliver lasting outcomes for the area. There is also an extension to the nature reserve planned. Phase one of the seafront works is also underway with a beach recharging scheme about to commence.

In some areas the community have already taken an active role in driving forward improvements such as at the seafront, but there are further opportunities in other areas such as the town centre for the community to take a more active role.

More is planned for the future as significant challenges remain. For flooding, there is a need to remedy aging 1960's infrastructure and update it to the 21<sup>st</sup> century. For the community, there are deficits in community infrastructure and youth provision. For the town centre, significant improvements are needed to the public realm. For the seafront, existing efforts to evolve the area from a 1960's holiday destination to a 2020 day-tripper experience need to be built upon to lift the area to the next level.

The new Canvey Island Team will drive these changes by securing investment to meet the community's aspirations; targeting additional areas of need across the four main priority areas of need of Canvey Town Centre, the seafront, community facilities and flood mitigation that have thus far not been able to be addressed. One of the major challenges is that progress can only be made as opportunities for funding arise. This has placed constraints on the scope of works and the change that has been achieved to date.

Success will be the creation of a thriving, inclusive, modern community with opportunities to live, work and enjoy time in the area. This will also see further

opportunities to attract private business investment into the area leading to enhanced and sustained prosperity.

Championing the delivery of these outcomes will be the new Canvey Island Team. The membership of the new Island team is far reaching (a provisional membership list has been included) and involves representatives from a wide range of community, government, businesses, and education groups. The members have a strong interest in Canvey and have been selected to be able to affect change and to lead support at the grassroots level.

## **10 Needs of the Community and Intentions of the team to meet them**

The Canvey community is seeking a safe, prosperous, pleasant and inclusive environment. This includes mitigation of flood risks, a vibrant, convenient and amenable town centre and appropriate community facilities. There is a need to broaden the economic base by leveraging regeneration opportunities both in the town centre and in other linked areas such as the seafront. Success will be measured in a number of ways including:

- Perception surveys from residents, visitors and local businesses
- Business rates revenue generation
- Retail vacancy rate

The CCT will seek the support of the Association of Town and City Management (ATCM) and the Coastal Communities Alliance for help with developing these measurement methods in more detail. It is expected that with 'hard' intervention by investment, the local community will add value through their support and by leveraging it for maximum benefit.

In line with the identified needs of the community, the aims of the CCT have been split into the four subgroups that are considered necessary to make the best impact.

### **10.1 Town Centre**

The town centre is tired and run down and in urgent need of regeneration. The Centre is suffering from many years of under-investment, the impact of which has been:

- Degeneration of the public realm areas with inconsistent street furniture, poor upkeep and maintenance
- Poor diversity of retail mix leading to a lack of quality independent stores and in turn a lower level of footfall
- An environment that is inconsistent with modern visitor and consumer behaviours and expectations

- A lack of differentiation that is insufficient to attract shoppers and visitors.
- An area that falls short of the high standard of some of the area's tourism assets such as the West Canvey Marshes, Canvey Wick and the nearby Hadleigh Country Park.

Derived from this context, the Town Centre sub-group has defined the following objectives for its work within the CCT, namely:

- To improve the town centre's facilities, retail offering and streetscape
- To promote the town's attractions and events
- To encourage more people to visit the town centre and buy local
- To develop a Town Centre Management Group action plan

In responding to these objectives, the main areas of focus for activities have been defined as follows:

- Diversification of the retail mix
- Improvement of the public realm
- Revitalisation of the Town Centre
- Delivery of quality events and tourism experiences
- Improved traffic and parking
- Reduction of anti-social behaviour
- Improved marketing and communications
- Increased funding

## 10.2 Seafront

The seafront area (defined for the purposes of this plan as the area between Thorney Bay and Maurice Road) has benefited from investment in recent years such as a refurbished iconic tidal pool and an extended Thorney Bay Car Park. which has helped to improve some areas of public realm and encourage private investment. However, the area remains in need of further investment to bring the area to a standard that will cement its position as a quality day-trip destination for families. In particular, the following needs are defined:

- To improve the seafront facilities including the leisure and hospitality offering for families
- To remedy subsidence and walkway surface on the seaward walkway
- To further support the activities of local community groups that are already working to improve the area (such as Concord Beach and Canvey Baywatch)
- Where required to recharge the beaches
- To promote the seafront area as a family friendly destination
- To encourage more people to visit the seafront and potentially visit the town centre

### 10.3 Flood mitigation

Canvey is at risk from surface water flooding through storm events. Aging infrastructure and a lack of investment is increasing this risk. The aim of the flooding sub-group (called the 6-Point Plan Subgroup) will be to address these issues. The main areas of focus for the subgroup are as follows:

- Property Level Flood Protection
- Canvey Lake
- Increasing capacity of drainage infrastructure
- Building resilient and informed communities
- Innovation in flood management technologies
- Investment in green surface water storage

The 6-Point Plan Subgroup has already developed a comprehensive plan that outlines a requirement for over £24.5m to implement flood mitigation initiatives. An IUD (Integrating Urban Drainage) study has also been completed which was a multi-agency initiative that helped model drainage infrastructure on the Island and thereby support cost benefit analysis of interventions.

### 10.4 Community

Community infrastructure helps to create social capital and build inclusive and cohesive communities. Canvey has three main community assets namely Waterside Farm Leisure Centre, Small Gains Hall and the Paddocks. Waterside Farm and Small Gains Hall have both benefited from recent investment, but the Paddocks Community Centre is aging and at the end of its operational life. The Paddocks are Canvey's main community facilities and are located in close proximity to the town centre. The site includes a community centre and a primary care centre. The local community does not have adequate or appropriate alternative infrastructure to ensure a positive and cohesive community outcomes therefore redevelopment is necessary.

## 11 Analysis

The analysis has been considered at the general level as well as for each of the specific areas of focus of the sub-groups that make up the Canvey Island Team.

### 11.1 Overall Analysis

#### Strengths

- Opportunity for impactful growth and regeneration in Canvey
- Proximity to London and the associated large consumer and visitor market (also a threat)
- Strong community cohesion on the Island with a strong desire for change
- A beautiful natural environment including award winning reserves and the estuary
- A recently redeveloped leisure centre (Waterside Farm) with a range of facilities
- Recently improved education and skills facilities including Canvey Skills Campus, Castle View School and Cornelius Vermuyden School.
- Recently improved health investment in the primary care centre at the Paddocks

#### Weaknesses

- Complexities associated with the proposed projects (including funding, land ownership, multiple levels of government)
- The requirement for significant levels of funding to support projects beyond the means of the local authority
- Risks associated with delivery
- Requirement for landowner participation/agreement for several projects
- General low skills and education attainment of residents
- Poor and degraded infrastructure including constricted road access to the Island
- Poor and degraded community facilities

#### Opportunities

- Potential to grow Canvey as a tourism 'day tripper' destination and local retail centre, leveraging trends for increased domestic travel and tourism
- Evolution of seafront to create a point of difference as a family friendly destination
- Better leveraging of education and skills facilities to improve skills of the local community
- Benefits associated with being part of the Thames Estuary - one of Europe's biggest regeneration projects
- Potential to build upon community strengths and local pride

## **Threats**

- Macro-economic and political factors
- Disengagement of the community through lack of project achievement to date or ownership
- Flooding events

## **11.2 Flooding**

### **Strengths**

- Existing sea defences (i.e. the sea wall) are good quality
- Strong partnership exists already between key stakeholders
- A 6-Point plan has already been developed and agreed by stakeholders
- Integrated Urban Drainage (IUD) study completed
- Some government investment already achieved

### **Weaknesses**

- Risk of major surface water flooding if an extreme weather event occurs before actions are implemented (weather events in July 2014 clearly demonstrated the issue)
- There is a potential for remedial projects to impact the local community during construction (e.g. odours associated with dredging Canvey lake)

### **Opportunities**

- Reduced flooding risk will create certainty and encourage business investment
- Reduced community angst
- Canvey Lake project has the potential to create another tourism asset
- Reduce insurance premiums for local businesses and people will increase prosperity
- Canvey Lake is a unique asset that can form a key element of the drainage infrastructure

### **Threats**

- Extreme local weather events
- Lack of resources to implement
- The Environmental Agency may be deflected to focus on other geographic areas if a weather event happens elsewhere

## 11.3 Town Centre

### Strengths

- A diverse mix of both national and local retail offerings including a major supermarket that attracts convenience shoppers
- An appetite for change and improvement
- Close proximity to the seafront area
- Key stakeholder is the Manchester Pension fund that owns the shopping centre (both strength and weakness)

### Weaknesses

- Any scheme will require alignment of views of multiple landowners
- Previous investment proposals have not eventuated or delivered
- The main shopping centre requires investment
- Car parking constraints
- Poor public realm quality
- The leisure offer is weak
- Some retail sectors are not well represented (e.g. clothing, technology)

### Opportunities

- Projects will help to create a thriving town centre to service the needs of local residents and visitors
- Opportunities for the local (business) community to work together to create package of solutions
- New retailers seem interested in investing in the town centre if the appropriate environment is available

### Threats

- Macro economy trends (including competition from on-line retailing)
- Competition from out-of-town retailing at West Canvey and investment in sub-regional parks (e.g. Lakeside)
- Can be difficult to engage with shop managers and landowners

## 11.4 Community

### Strengths

- Several strong and active voluntary groups that provide good foundations on which to develop
- Existing success with new leisure facilities at Waterside Farm and refurbished Small Gains Hall
- Strong and successful community organised events
- Ownership of the Paddocks facility is held by Castle Point

## **Weaknesses**

- Lack of quality community facilities
- Lack of representation and facilities for Young people

## **Opportunities**

- Redevelopment of Paddocks site to create new and improved facilities

## **Threats**

- Paddocks is at the end of its operational life but community groups rely on it to provide valuable services so any redevelopment would potentially impact services
- Community goodwill will evaporate if needs are not met or nothing emerges from the process – investment needs to deliver for community goodwill

## **11.5 Seafront**

### **Strengths**

- Canvey Seafront has already taken strong steps to progress from a 1960's holiday destination to 21<sup>st</sup> Century visitor destination
- Differentiated from nearby areas as a family friendly destination
- Previous government schemes have stimulated private sector investment and the creation of new facilities
- Several empowered community groups (including Friends of Concord Beach and Baywatch)

### **Weaknesses**

- Visitor facilities are still lacking
- Directional signage is poor
- Additional investment is needed on the seaward side of the seawall –walkways in need of repair in places; groynes reinstated and recharging of beaches)
- Accessibility needs improvement
- Some built form is still poor

### **Opportunities**

- Underutilised land that is in the ownership and control of Council
- Further opportunities to cement position as a family friendly destination and attract day-trippers
- Ideally placed to take advantage of 'staycation' and local tourism growth trends

### **Threats**

- Visitation to the area is seasonal and weather dependent
- Nearby competition (e.g. Southend)
- Private sector inability or unwillingness to invest

## 12 Data

The Canvey Island Team has been set-up with a structure consisting of four subgroups; the Town Centre, Seafront, 6-Point Plan (Flooding) and Community. These subgroups were formed to consider specific priorities relating to their area of focus. They include engagement from a full range of stakeholders appropriate to each area and with the specific knowledge relevant to the focus of the sub-group.

Since establishment, the subgroups have met to explore, discuss and agree the priorities for their area. The priorities have been further prioritised by the sub-groups into action plans with short, medium and long term goals.

The Canvey Island Team expects to conduct further consultation with the broader community to assess the prioritisation of the actions arising from the sub-groups.

For further more detailed data that underpins the intentions of the plan, please see section 6 and 7 relating to the Community and Economic context for Canvey. A daughter document will also be available providing further details.

# Delivering the Plan

## 13 Key projects and/or bodies of work

The key projects taking place in Canvey are listed in the following table. Projects highlighted in green are already taking place, and those highlighted in yellow for part of the considerations for the CCT.

Project	CCT Role	Partners	Status/Timing
<b>Business Parks:</b> 1. Thames View 130  2. Gateway 130	Advocacy	Inner London Group Castle Point Regeneration Partnership	Commence: 2017/18 End 2020  Commence: 2019 End 2022
Canvey Retail Park	Advocacy	New River Retail Group Castle Point Regeneration Partnership	Commence: 2017 End: 2018
Canvey Lake	Community forum Viewpoint for wider perspective	Castle Point Borough Council Essex County Council Castle Point Regeneration Partnership Anglian Water Environment Agency Canvey Island Town Council	Subject to funding
Canvey Town Centre (Public Realm)	Retailer Forum Business Needs Stakeholder Role	Castle Point Borough Council Essex County Council Canvey Island Town Council Knightswick Centre Manchester Pension Fund Property Interests & Tenants	Subject to funding
Canvey Town Centre (Town Square)	Retailer Forum Business Needs Stakeholder Role	Castle Point Borough Council Essex County Council Canvey Island Town Council Knightswick Centre Manchester Pension Fund Property Interests & Tenants	Subject to funding

Paddocks Redevelopment	Community Forum Community Needs Stakeholder Role	Castle Point Regeneration Partnership Castle Point Borough Council Community Users Canvey Island Town Council PCT	Subject to funding
Labworth Seafront Renaissance Scheme	Community Forum Community Needs Stakeholder Role	Castle Point Regeneration Partnership Castle Point Borough Council Community Groups (Friends of Concord Beach and Baywatch)	Subject to funding
Additional Flood Mitigation: <ul style="list-style-type: none"> <li>- Property Level Flood Protection</li> <li>- Increasing capacity of drainage infrastructure</li> <li>- Building resilient and informed communities</li> <li>- Innovation in flood management technologies</li> <li>- Investment in green surface water storage</li> </ul>	Oversight	Castle Point Regeneration Partnership Essex County council Environment Agency Anglian Water Canvey Island Town Council	Subject to funding

## 14 Short term goals/actions

In the next six months, the Canvey Island Team through its subgroups expects to achieve the following short-term goals:

- Scope up the main projects (incl. design & feasibility)
- Undertake further community consultation to prioritise
- Reduce risks of delivery via engaging with stakeholders
- Seek alternative funding sources to contribute to project
- Submit main funding application for CCF for priority project

Meanwhile, at a more detailed and practical level, the team expects to achieve the following outcomes within each subgroup:

### **Revitalisation of the Town Centre**

- Revisit the Canvey Island Public Realm Strategy to inform scope and scale of delivery packages
- Organise a general clean-up of town centre (incl. paving and litter)
- Undertake an audit of damaged pedestrian barriers in the town centre
- Remedy weeds and litter in the area of the petrol station
- Identify and resolve CCTV issues
- Reinstate Pub watch and Shop watch security schemes
- Create CCT communication channels including a project newsletter and website

### **Continue Seafront Renaissance**

- Investigate the need to recharge the beaches at Canvey Seafront
- Investigate the potential for groyne enhancement
- Develop a Canvey Central Seafront Masterplan (to include improvements to car parking, disabled access, community facilities and walkway remediation)
- Rationalise land ownership on the seafront
- Grow relationships with local seafront community groups

### **Minimise Risks of Flooding**

- Complete modelling work associated with flooding infrastructure
- Assess and agree priorities for intervention and infrastructure
- Advocate the business case for resources with central government
- Review options for Canvey Lake in light of modelling

### **Redevelopment of the Paddocks as a Community Hub**

- Continue Feasibility work in connection with Paddocks redevelopment

Furthermore, there are a number of actions already underway including:

- Provision of first phase infrastructures for Thames View 130 Business Park
- Refurbishment of Canvey PCT at Paddocks – part of the Success Regime
- Refurbishment of Canvey sea walls and flood gates by CH2M on behalf of the Environment Agency
- Development of a management plan for extended Canvey
- A local highways study
- Flooding 6-point plan presented to Government

## **14.1 Performance Measures (Short Term)**

The success of the Island Team over the first six months will be measured by the completion of actions from the Economic Plan, namely:

### **Revitalisation of the Town Centre**

- Defined set of delivery packages for the Town Centre Public Realm schemes
- General clean-up of town centre completed
- Audit of damaged pedestrian barriers in the town centre completed
- Weeds and litter in the area of the petrol station removed
- Pub watch and Shop watch security schemes reinstated
- CCT communication channels created

### **Continue Seafront Renaissance**

- Beaches at Canvey Seafront recharged
- Options for groyne enhancement defined
- Canvey Central Seafront Masterplan developed
- Land ownership on the seafront rationalised
- Leverage relationships with local seafront community groups

### **Minimise Risks of Flooding**

- Modelling work associated with flooding infrastructure completed
- Priorities for intervention and infrastructure defined
- Business case for resources presented to central government
- Options for Canvey Lake reviewed in light of modelling

### **Redevelopment of the Paddocks as a Community Hub**

- Feasibility work in connection with Paddocks redevelopment completed

## **15 Medium Term Goals/Actions**

The success of the Island Team for the period of 6 months to 5 years will build upon the outcomes from the short-term actions and achieve the following goals. In particular this period will seek to secure funding for the main projects identified in the economic plan and commence development. Further goals are outlined as follows:

### **Revitalisation of the Town Centre**

- Embark on public realm improvements
- Implement new Town Centre Markets
- Explore the opportunity to offer favourable tenancy terms to reduce number of vacant units in Canvey Town Centre
- Repair unsightly pedestrian barriers
- Organise community action days
- Remove obsolete street furniture
- Introduce more short-stay parking
- Investigate options for a Trader Sponsorship Scheme

### **Continue Seafront Renaissance**

- Implement an appropriate Labworth Seafront Renaissance Scheme
- Improve signage on the seafront area
- Create improved access and facilities for the seafront
- Resurface the Labworth car park
- Create new leisure attractions

### **Minimise Risks of Flooding**

- Secure funding for Canvey Lake Project
- Commence development for Canvey Lake scheme

### **Redevelopment of the Paddocks as a Community Hub**

- Commence redevelopment of Paddocks site.

### **Other:**

- Complete Thames view 130
- Gateway 130 progressing
- Progress Link to Lake Project
- Investigate further development opportunities

## **15.1 Performance Measures (Medium term)**

Over the medium term, the success of the Island Team will be measured in a number of ways including:

- Continued participation in Island Team activities
- Retail vacancy rate
- Commencement of development on key projects
- Funding amounts applied for and secured
- Delivery of actions from the Economic Plan

More specifically the measures will be as follows:

### **Revitalisation of the Town Centre**

- Public realm improvements underway
- Town Centre Markets operational
- Reduction in the number of vacant units in Canvey Town Centre
- Unsightly pedestrian barriers repaired
- Community action days undertaken
- Obsolete street furniture removed
- More short-stay parking introduced
- Options for a Trader Sponsorship Scheme investigated

### **Continue Seafront Renaissance**

- Labworth Seafront Renaissance Scheme implemented
- Signage on the seafront area improved
- Access and facilities for the seafront improved
- Labworth car park resurfaced
- New leisure attractions created

### **Minimise Risks of Flooding**

- Funding for Canvey Lake Project secured
- Development commenced for Canvey Lake scheme

### **Redevelopment of the Paddocks as a Community Hub**

- Redevelopment of Paddocks site commenced

### **Other:**

- Complete Thames view 130
- Gateway 130 progressing
- Progress Link to Lake Project
- Investigate further development opportunities

## Long Term Goals/Actions

### **Revitalisation of the Town Centre**

- Complete public realm improvements
- Achieve sustainable Town Centre Markets
- Create improved traffic flow and parking

### **Continue Seafront Renaissance**

- Complete Labworth Seafront Renaissance Scheme
- Achieve self-sustaining community involvement

### **Minimise Risks of Flooding**

- Complete Canvey Lake Project

### **Redevelopment of the Paddocks as a Community Hub**

- Complete redevelopment of Paddocks site.

## 16 Barriers

The main barriers to delivering the economic plan are as follows:

- **Community Buy-in**

The community has been disappointed in the past from visionary schemes and projects that have failed to come to fruition. Therefore it will be important to be realistic with the local community and to involve them in any decision making processes.

- **Securing funding**

Securing sufficient funding will be critical to delivery of this plan. All the priority projects require funding and would not be deliverable without it. The CCT will continually monitor funding opportunities to identify appropriate funding sources. To maximise the chances of securing funding, economic models that leverage government funding with private sector funding will be explored.

- **Private Sector Involvement**

Many of the schemes involve multiple landowners, particularly for Canvey Town Centre Public Realm. It will be necessary to seek the support of most, if not all, landowners to achieve a satisfactory project. Where a landowner objects it may jeopardise the project. This is particularly the case in Canvey Town Centre, where the boundaries of retail properties protrude in front of the property making public realm works complex. Any projects that affect local businesses or tenants must be considered to quantify impacts, and minimise their extent and duration

- **Users of Facilities**

For the Paddocks redevelopment it is likely that local community groups that use the facility will be impacted during development. This should be managed appropriately to minimise the extent and duration of the impact.

- **Statutory Compliance**

The schemes are significant in scale and therefore subject to extensive risks associated with the costs of regulatory compliance that may affect the scope of the outcomes achievable. For example, the Canvey Town Centre project involves major highway routes.

## 17 Resources

Castle Point Borough Council will be the accountable body for the Coastal Community Team and will ensure financial discipline, probity and rigidity. The Regeneration Team will provide oversight and manage administration for the CCT.

The four sub-groups that make up the CCT will involve local volunteer representatives with particular relevant expertise to the areas of focus of the sub-group.

As each sub-group will take responsibility for delivering its own detailed action plan (and associated projects and actions), it is expected that further bespoke groups will form as required to take responsibility for specific projects and actions as appropriate. In terms of the specific projects prioritised by the sub-groups, it is expected that teams are likely to include:

- Scheme management team including representatives from ECC and CPBC
- Architect/designer
- Works contractor

The activities of the sub-groups will come under the oversight of the Island Team and will be governed in line with this economic plan.

## 18 Costs and Funding

The costs for each of the top 3 projects will be defined in detail as part of the detailed planning processes.

A summary of expectations at this stage is included as follows:

<b>Project</b>	<b>Estimate Cost</b>	<b>Contribution mix</b>
Canvey Island Town Centre - Public Realm (£1.5m) - Town Square (£1.5m) - Other (£2m)	£5 million	Private Sector: £4 million Other funds sought: £1.0million
Labworth Seafront Scheme	£2million	CPBC: £0.3million Private Sector: £0.7m Other funds sought: £1million
Canvey Lake	£2million	Environment Agency: £0.8m Other funds sought: £1.2m
The Paddocks - Community Centre (£3.5m) - Public Realm (£0.5m) - Civic Realm (£1.0m)	£5million	CPBC: £4million Other funds sought: £1million

## 19 Maximising Resources and Costs

The overall management of the CCT by the Castle Point Regeneration Team will keep up front costs to a minimum as this will form an in-kind contribution from the Council. This will include the use of CPBC technology.

As a local authority, the Regeneration Team is familiar with the need for a balance between delivery efficient outcomes whilst maintaining due consideration to probity and rigidity.

# Communications

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## 20 Consultation

The Coastal Community Team builds on a long term history of engagement with the local community. The formation of the CCT has included several meetings with key representatives from the focus areas of the seafront, community, town centre and flooding. These meetings have formed part of the consultation process to identify short, medium and long term prioritised actions.

Moving forward we expect to consult further with the community in order to secure support, prioritise projects and ensure projects deliver to the needs of the community. In doing this consultation, we plan to undertake the following activities:

- Develop a website that includes contact details for feedback
- Build a database of local people for consultation including an email list
- Implement market research schemes including a 'voting' system for local people to vote on their priority projects and suggest ideas of their own
- Grow social media activities to promote the activities of the team

The initial funding awarded by the Department for establishment of the CCT will be used to aid with this.

## 21 Involvement with Stakeholders

The CCT expects to engage with partners and other bodies including the accountable body, DCLG and CCA. A representative from the DCLG has already toured the island on an awareness raising visit.

For general communications the team expects to develop a website and maintain a mailing list that can be used to update all project stakeholders.

Regular meetings of the Island Team as well as the four subgroups will be organised to explore progress and where appropriate invite guests.

As the project grows, we also expect to use social media to engage with all stakeholders. We will also utilise existing channels to grow engagement (such as our mailing database).

Representatives from the CCT expect to participate in the Coastal communities Alliance and attend the associated conference.

Regular updates will also be provided to the Regeneration Partnership.

## **22 Communication with Community**

The development of a website will enable information about the progress and outcomes of the CCT activities to be promoted. The regular broadcasting of social media updates will also support broad communication about the activities. In addition the team expects to maintain an email list that can be used to communicate and distribute updates and newsletters.

The CCT will seek to engage with the West Canvey community Forum and the East Canvey Community Forum and provide regular updates at these meetings as a standing agenda item.

## **23 Communications Contact**

*Mark Evershed*

*Regeneration Delivery Manager*

*Castle Point Borough Council*

*Kiln Road*

*Thundersley*

*Benfleet*

*Essex*

*SS7 1TF*

*01268 882305*

*mevershed@castlepoint.gov.uk*

# CCT Logistics

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## 24 Management of Team

The CCT will meet quarterly. Meetings will be located centrally in Canvey (if no suitable venue can be found meetings will be held at Castle Point Borough Council offices).

The CCT consists of members from across the community including business, government, education and not-for-profit sectors. These members are involved via the four sub-groups that take responsibility for the town centre, community services, flood mitigation, and the seafront area. Each subgroup has a chairperson and support officer which enable the views of each subgroup to be represented appropriately within the CCT.

Castle Point Borough Council will take the role of secretariat until such time as the group has evolved to a self-funding model.

## 25 Support Structure

The CCT is supported through a number of channels namely:

1. The Regeneration Partnership.  
The objectives of the Regeneration Partnership are aligned to the objectives of the CCT.
2. The Castle Point and Rochford Employment Skills and Business Group  
The objectives of the Employment Skills and Business Group are aligned to the objectives of the CCT.

## 26 Running Costs

The following costs are expected for running the CCT over the next 24 months:

Item	Budget & Source
<ul style="list-style-type: none"> <li>Meeting venues &amp; Catering</li> </ul>	Nil (in-kind from local hospitality provider)
<ul style="list-style-type: none"> <li>General Staff Administration</li> </ul>	Nil (in-kind from local hospitality provider)
<ul style="list-style-type: none"> <li>Stationary</li> </ul>	Nil (in-kind from Castle Point Borough Council)
<ul style="list-style-type: none"> <li>Travel and Subsistence</li> </ul>	Nil (meetings to be held in Canvey or nearby)
<ul style="list-style-type: none"> <li>Establishment of comms (i.e. website)</li> </ul>	£tbc (CCF establishment funding)
<ul style="list-style-type: none"> <li>Launch Event</li> </ul>	£tbc (CCF establishment funding)
<ul style="list-style-type: none"> <li>Public Consultation</li> </ul>	£tbc (CCF establishment funding)
<ul style="list-style-type: none"> <li>Attendance at Coastal Communities Conference: £tbc (CCF establishment funding)</li> </ul>	£tbc (CCF establishment funding)

## 27 Sustainability

The CCT is currently managed within the Regeneration Team of Castle Point Borough Council. For the next 12 - 24 months, it is expected that the administrative costs of running the team will continue to be absorbed within the existing operational activities of the team.

These costs include:

- Officer time for general administration (estimated at 1-2 hours per week)
- Provision of office/desk space and general software/IT/communications
- General office stationary

Meetings of the CCT are held locally in Canvey or at Castle Point Council Offices and therefore there are not expected to be any travel and subsistence expenses.

The team will continue to seek funding opportunities that may support the objectives of the team and the implementation of projects. It is expected that the successful delivery of these projects will include opportunities to progress growth and sustainability of the CCT.

As the team develops it is expected that elements may evolve to a self-managed and funded model. For example, the Town Centre Group may evolve or be subsumed by a local Chamber of Commerce. The Seafront Group may evolve to become its own entity fusing common interests between community, government and local businesses. The community group may become focused around the new Paddocks facilities. Meanwhile, the flooding group will transition to sit within the responsibilities of the Environment Agency.

## 28 Areas of Specific Interest

Specific areas of interest for the Canvey Island Team include:

- Town Centre Regeneration
- Seafront Regeneration
- Flood Mitigation
- Visitor Economy
- Tourism and Heritage

## 29 References:

TBC – for draft use only:

<http://neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=11121616&c=canvey+island&d=16&e=5&q=6423421&i=1001x1003x1004&m=0&r=1&s=1488804602806&enc=1&dsFamilyId=2577>

Health:

<http://neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=11121616&c=canvey+island&d=16&e=6&q=6423421&i=1001x1003x1004&m=0&r=1&s=1488815094431&enc=1&dsFamilyId=2503>

Bedrooms

<http://neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=11121616&c=canvey+island&d=16&e=7&q=6423421&i=1001x1003x1004&m=0&r=1&s=1488816143759&enc=1&dsFamilyId=2556>

Lone Parents

<http://neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=11121616&c=canvey+island&d=16&e=14&q=6423421&i=1001x1003x1004&m=0&r=1&s=1488816773118&enc=1&dsFamilyId=2549>

**For Draft Reference only to be deleted.**

<b>Island Team</b>		
Cllr Smith	Chair	Castle Point Borough Council
Mark Evershed	Lead Officer	Regeneration Delivery Manager Castle Point Borough Council
<b>Town Centre Management Group</b>		
Cllr Smith	Chair	Castle Point Borough Council
Mark Evershed	Lead Officer	Regeneration Delivery Manager Castle Point Borough Council
<b>Canvey Seafront Group</b>		
Cllr Howard	Chair	Castle Point Borough Council
Trudie Bragg	Lead Officer	Head of Environment Castle Point Borough Council
<b>Community Group</b>		
Melanie Harris	Chair	Head of Licensing & Safer Communities Castle Point Borough Council
	Lead Officer	Castle Point Borough Council
<b>Canvey 6-Point Plan Group</b>		
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