A Coastal Community Team Economic Plan For Shoeburyness
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Appendix A – Shoeburyness Coastal Community Team Key Information and Contacts
1. Executive Summary

This is the second Economic Plan for the Shoeburyness Coastal Community Team, the first having been submitted to Government in early 2016. Since that time there has been significant progress on a number of the priorities with Southend-on-Sea Borough Council increasingly recognizing the importance of investing and promoting the east of the Borough. The Shoebury Coastal Community Interest Company, established in 2016 now provides some additional local capacity as a constituted not-for-profit body that can take on grant funding and manage projects where possible. This is significant progress and will make a difference in particular to the delivery of the Cart & Wagon Shed project (and the wider programme of interpretation and activities that go with that particular project).

The Vision has been updated recognizing the need to sharpen the focus on the CCT, with 4 Key Themes. Project are set out under each of the 4 Key Themes and there is a reflection on the progress made since 2015 when the Shoeburyness CCT was first established.

The Vision and Four Key Themes against which all priorities and projects are identified are:

‘Shoeburyness is promoted and recognised as an important coastal destination and community, with quality heritage, environmental and cultural assets which support local business and Borough-wide tourism while improving community resilience and self-determination.’

Key Theme 1: Improve promotion and marketing of Shoeburyness as a destination
Key Theme 2: Develop the heritage, cultural and environmental offer and improve interpretation
Key Theme 3: Achieve enhancements to public open space and parks
Key Theme 4: Improve sustainable transport connectivity and awareness of all transport options to the east

The Shoeburyness CCT is represented by a number of local groups, strategic partners and businesses including Shoeburyness Residents Association, Garrison Residents Association, Southend-on-Sea Borough Council, The Shoebury Society, Shoeburyness Watermen’s Association, MoD, Uncle Tom’s Cabin Café and the Shoeburyness and South Essex Branch Royal Artillery Association.

Key projects include the successful delivery of the Cart & Wagon Shed project which will provide an important new heritage and community space at Gunners Park, improving the visitor experience to the area while providing much-needed new community facilities.
2. Chair’s Introduction

The introduction of Coastal Community Teams across England back in 2015 provided Shoeburyness with a big opportunity. The Government expressed an interest in Shoeburyness having a Coastal Community Team, noting particularly the close proximity of the New Ranges and MoD/QinetiQ operations to local communities, beaches and parks. However, on convening the first meeting in St Peters Church South Shoebury Community Hall on the 6th November 2015, it was clear that there was significant enthusiasm as well as frustration relating to a number of different opportunities and potential projects that were not being taken forward. Shoeburyness was largely absent from local strategy documents including tourism and economic development. There was a clear sense that Shoeburyness was not getting the strategic and funding attention is needed to make the most of the area for the benefit of residents, businesses and visitors (including potential visitors). Continued debate at regular meetings led to the publication of the first Economic Plan in January 2016, with an initial focus on promoting a ‘Coastal Park’ concept that provided a coherent narrative for all of the area’s assets and how they combined to make a compelling case for investment and improved promotion. Although the CCT has moved on from the ‘Coastal Park’ concept, much progress has been made in terms of funding, partnership working and influence on local strategies.

The membership of the CCT has remained healthy which has led to important debates and agreements on priorities which are reflected in this 2020 draft of the Economic Plan. We are keen to present a positive image of Shoeburyness and the opportunities that still exist, aware of the Government’s continued interest in towns, localism and coastal regeneration. This document directly supports the Southend 2050 Vision and provides context for new Southend Borough-focused strategies. Progress against key projects including the Cart & Wagon Shed and Shoebury Common North have demonstrated the willingness of Southend Borough Council to engage and allocate funding, and this only supports our efforts to help secure further funding in the future.

The challenges related to the Covid-19 pandemic and resultant nationwide response have had a direct impact on projects and events in Shoeburyness, including the capital works on the Cart & Wagon Shed and the postponement of the Estuary 2020 Festival which would have put Shoeburyness at the centre of a major arts and cultural festival. Estuary 2020 will now be in 2021 and we must make the most of the attention that the area receives from this and other future events and programmes.

Brian Sandford – Chair of Shoeburyness Coastal Community Team and Director of Shoebury Coastal CIC

John Budge – Vice-Chair of the Shoeburyness Coastal Community Team and Director of Shoebury Coastal CIC
3. What is the Shoeburyness Coastal Community Team?

The Team and its Purpose
The Coastal Community Team for Shoeburyness was established in September 2015. As is explored in more detail below, the CCT has been set up in response to the Government’s interest in coastal regeneration and the broader localism agenda. The CCT was not established to replace other local groups and organisations – it is fundamentally focused on collaboration, the sharing of knowledge and building local capacity to meet the challenges and opportunities.

The purpose of the CCT is to identify opportunities and challenges that relate to Shoeburyness as a ‘Coastal Community’. As a collaborative body the CCT will not directly take on all of the projects identified in this Economic Plan. The CCT can however as an effective local partnership and advocate for important projects and actions, providing the all important local support. The CCT is well placed to promote the area’s assets and play a role in identifying initiatives and projects which celebrate cultural heritage, local distinctiveness and support the development of local business and economic resilience.

Background to the Origin of CCTs - The Government Strategy for Coastal Regeneration 2015
In 2015 the Government announced the ambition to help Coastal Community Teams get established across England. The purpose of these teams was to:
- Encourage greater local partnership working in coastal areas
- Support the development of local solutions to economic issues facing coastal communities
- Establish a network of teams across England who can work together and with Government to tackle issues facing coastal communities
- Encourage the sustainable use of heritage/cultural assets to provide both a focus for community activities and enhanced economic opportunities

It was anticipated that the priorities for Coastal Community Teams could include enhancing the accessibility of public areas, providing more community facilities, promoting the visitor economy, and creating links to support the growth and performance of the retail sector. However, the Coastal Teams were free to develop their own priorities based on an assessment and understanding of local need, and this is what the Shoeburyness CCT has done.

‘By bringing together local businesses, local leaders and volunteers, Coastal Community Teams can help tap into their local heritage and make the most of our stunning seaside assets to make a success of the tourist trade. The teams can also help ensure local people have the skills and opportunities so that they benefit from the new jobs and investment too.’ (Minister for Coastal Communities, July 2015).
Updated Position – Ministry for Housing, Communities & Local Government and Coastal Community Team January 2020

As of January 2020 the Ministry for Housing, Communities & Local Government (MHCLG) integrated the work of the Coastal Team with that of the Cities and Local Growth Unit, thereby ensuring a more joined-up approach in recognition that the challenges that many coastal areas face are similar to those of town and cities across England. The Cities & Local Growth Unit is a joint focus between MHCLG and the Department for Business, Energy and Industrial Strategy (BEIS). This means a broader Government focus on Coastal areas and the Unit will continue to engage with existing Coastal Community Teams as part of a focus on ‘inclusive growth’.

What is the Purpose of the Economic Plan?
The Economic Plan is intended to be a summary of the priorities for the area of Shoeburyness, focusing on the coastal area. What is contained in this Economic Plan has been informed over the last four years through regular meetings of the team, focused project sessions and discussions and meetings with partner organisations.

Why Shoeburyness?
Shoeburyness is an important coastal area with a wealth of heritage relating to its past as a military ranges and garrison. The military build-up was because of its coastal location and relative remoteness (although still clearly accessible from London). Shoeburyness has beaches, wonderful coastal views, interesting built heritage at the Garrison and Gunners Park as well as other important buildings. The area is still home to the MoD and their contractor QinetiQ at the New Ranges.

What is the Coastal Community Team Area?
The area covered by the Shoeburyness Coastal Community Team include both Shoeburyness Ward and West Shoebury Ward (Southend Borough Council Wards). These are two most easterly Wards within the Borough and together have a population of 22,283 (2016 figures). This population figure is likely to have increased over the last few years due to development and the Garrison for example.

The Coastal Community Team for Shoeburyness has been established to identify and develop projects and to tackle key issues relating to the area as a coastal location. This means that the majority of the focus will be on the areas to the south of both Wards (the coastal area). This includes areas such as Gunners Park and the Garrison, Shoebury Common and Beach, East Beach and the main retail areas of Shoebury High Street, West Road and Ness Road. Issues such as transport and wider connectivity west and north are important and will impact on the wider area.
The area of Shoeburyness has a number of retail centres and range of distinct urban zones. The most significant feature is the Garrison, the development of which is nearing completion following its sale by the MoD to developers in 2000. There are three local retail centres, Shoebury High Street, West Road and Ness Road all within or close to the area of South Shoebury. Shoebury High Street links the Garrison to areas further north including Shoeburyness Station. West Road provides more local shops and services for the area known as Cambridge Town and Ness Road can be seen as the most central and prominent of the local centres with a number of cafes, restaurants and small businesses. Further North the area has a major ASDA supermarket attracting shoppers from across the Borough and the Rochford area. The rest of South Shoebury has a character that is similar to other areas of the borough in terms of urban form including Thorpe Bay with a simple grid pattern and some attractive residential streets.

The Garrison Development area was once known as the Old Ranges (see Section 4) and was occupied by the MoD until 1998. The last major unit left in 1976 and the Garrison HQ was closed and eventually sold for development in 2000. The area however is still home to the MoD and their contractors QinetiQ who occupy the areas further north including the New Ranges site (which is within the Shoeburyness Ward) and north into Foulness Island (part of Rochford District). These areas are still used as a ranges under a long-term agreement with the MoD, providing Test and Evaluation services for munitions. This activity requires there to be a number of local bye-laws for public protection so access to the New Ranges and further north is largely restricted. The historic use of the Old Ranges as a firing range means that the beach area around the Garrison (Old Ranges) is not open for public access with unexploded ordnance a threat to public safety. This stretch of the foreshore is also still retained as part of the active firing Range.
Other Coastal Community Team Areas
There is one other Coastal Community Team in the Southend Borough - Leigh-on-Sea which is to the west of the Borough. The Leigh-on-Sea CCT supported the establishment of the North Thames Fisheries Local Action Group (NTFLAG) in 2017 and this became a core focus with funding from through the European Maritime and Fisheries Fund (EMFF) managed by the Marine Management Organisation in England. The Leigh-on-Sea CCT has therefore achieved a significant impact albeit through support for a formal NTFLAG Board which oversaw the allocation of over £500,000 of direct funding and a significant amount of match funding as well – all focused on supporting the future of Old Leigh Port.

In 2017 a joint meeting was held between representatives of both the Leigh-on-Sea and Shoeburyness CCTs, specifically to discuss tourism and promotion opportunities through the new Destination Southend Tourism Strategy that was being produced by Southend-on-Sea Borough Council (SBC). This collaboration is important as a key economic opportunity for the whole Borough of Southend is to attract longer visits (not just day visitors), and key to this is to present a wider offer that covers all of Southend’s assets east, west, central and beyond (and potentially into Castle Point and Rochford as well). Now in 2020 SBC are working on an update to Destination Southend and continued reference to the opportunities in both Leigh-on-Sea and Shoeburyness.
4. Introduction to Shoebury Coastal CIC

Shoebury Coastal Community Interest Company (CIC) was established in 2016 to provide some much-needed locally focused capacity for the Shoeburyness Coastal Community Team, in particular to take forward the Cart & Wagon Shed project at Gunners Park – the major opportunity project for the CCT and the wider coastal community. The CCT remains an informal partnership of local organisations and therefore does not have the ability and formal structure required to receive funding and be an accountable body for publicly funded projects.

The Shoebury Coastal CIC is a not-for-profit organisation which provides the means for the CCT to take on projects where there is no other partner able to do so. The Directors have been drawn from the Shoeburyness & South Essex Branch Royal Artillery Association, Shoeburyness Residents Association and the Shoebury Society, and all have represented their organisations on the CCT.

Following the decision to directly fund the internal works to the Cart & Wagon Shed at Gunners Park, Southend-on-Sea Borough Council (SBC) agreed to work collaboratively with Shoebury Coastal CIC to secure a sustainable future for the building as a heritage and community space, offering heritage interpretation, space for community groups, café and space for other small not-for-profit organisations. Shoebury Coastal CIC will take a lease of the building from SBC and manage the building directly, looking to secure funding for interpretation, archiving and activities.

Shoebury Coastal CIC are keen to play an active part in developing activities and events in partnership with a range of local organisations and groups.

Registered Company Number - 10423630
5. The purpose of the Economic Plan

When the first Shoeburyness CCT Economic Plan was published in 2016 it was the first partnership focused study of its kind relating to Shoeburyness for many years (possibly ever). It represented an opportunity for local communities, businesses and public sector partners to collaborate to improve the economic and cultural vibrancy and diversity of the area, garnering Government and local support for investment in priorities that would support this. This has happened with Government support for the development of plans for the Cart & Wagon Shed and Local Authority investment at Shoebury Common North and in the Cart & Wagon Shed.

Supporting Ever Closer Partnership Working

New projects and priorities emerge, and the CCT has a function to support good ideas and offer challenge where necessary. It is also very much about the sharing of information and knowledge which is so important when seeking community consensus. This updated Economic Plan therefore is a clear reference point for what the CCT sees as the current priorities, and how those represented would like to take things forward.

Partnership working at the local level is central to the concept of Coastal Community Teams. The Shoeburyness CCT continues to develop its identity as a group, and to engage proactively on the issues that are identified as being most important and where it can have an impact. Many of the key local organisations are part of the CCT such as well-established resident associations, as are the Local Authority and business representatives.

Profile and Influence

It is a Government requirement that all CCTs in England have an Economic Plan as a reference point for any future Government support and investment. It also provides profile for the Shoeburyness CCT nationally with the Economic Plan accessible on the Government sponsored Coastal Communities Alliance website. The CCT also provides an excellent local forum for organisations wanting to engage with local groups on key issues.

Future Funding Opportunities

Establishing the Coastal Community Team for Shoeburyness has supported local partners to identify clear priorities and secure funding for projects. This economic plan, with the Vision and Key Themes will assist in presenting a clear and coherent case to major funders including Government, Coastal Communities Fund, National Lottery Heritage Fund, Arts Council, and many smaller trusts and foundations. Coordinating funding opportunities and priorities across Southend Borough with the Local Authority, other CCTs and community groups will also be important.

Often the purpose of public sector funding is to unlock economic potential locally and encourage private sector funding into the area. All of the projects identified through the Shoeburyness CCT are intended to improve the area for visitors and residents, and encourage a greater level of spend locally. The CCT will be an advocate for the local economy and will work to identify where public sector funding can contribute to securing private investment.
6. Strategic and Policy Context

The Shoeburyness Coastal Community Team Economic Plan sits within a policy context that is relevant to projects and issues identified as important by the CCT. In this section we identify a some of the most relevant policies and strategies that set the scene for coastal areas and in particular any future policy and funding decisions that may impact on Shoeburyness CCT priorities.

**Southend 2050**

The Southend 2050 Vision was published by Southend-on-Sea Borough Council (SBC) in 2019. It was based upon extensive consultation and engagement with organisations, groups and individuals across the Borough over a two-year period, and it is intended to set the context for all future investment and actions that relate to SBC. Essentially it sets out a positive ‘vision’ for how the Borough of Southend will be as a place to live, work and visit in 2050 in order to identify the right priorities to make this a reality. A Road Map to 2023 is also set out which highlights immediate priorities. It is not intended to be an SBC strategy document – rather a shared vision that all partners can engage with. It is also intended to be dynamic in that it is updated on a regular basis to ensure that new opportunities are included.

Shoebury Garrison in particular is mentioned in the introduction to the Vision:

‘...whilst the growth of London and its transport network has made the capital feel closer than ever, we cherish our estuary identity – a seafront that still entertains and a coastline, from Shoebury Garrison to the fishing village of Old Leigh, which always inspires. We believe it’s our contrasts that give us strength and ensures that Southend has a vibrant character of its own’.

Southend 2050 has five Themes which will guide all future investment and priority setting over the next few years. These are:

- **1. Pride and Joy**: ‘People are proud of where they live – the historic buildings and well-designed new developments, the seafront and the open spaces. The city centre has generated jobs, homes and leisure opportunities, whilst the borough’s focal centres all offer something different and distinctive. With its reputation for creativity and culture, as well as the draw of the seaside, Southend-on-Sea is a place that residents and visitors can enjoy in all seasons. Above all we continue to cherish our coastline as a place to come together, be well and enjoy life’

There is also reference to Southend ‘becoming more than just a day-trip location. We must also continue to take advantage of our growing popularity, as a “staycation” destination’. This is an important reference for the Shoeburyness CCT as developing the heritage and cultural offer of the area will directly support this aspiration. ‘Improvements at Shoebury Common North’ are also referenced demonstrating the importance of ensuring this area is utilized by local communities and visitors.
Shoeburyness has a wealth of ‘historic buildings’ as well as a ‘well designed new development’ and it has some of the borough’s most important areas of the ‘seafront and open spaces’. The Cart & Wagon Shed will offer an ‘all season’ experience for visitors and communities.

One of the ‘Outcomes’ for 2023 references ‘the variety and quality of our outstanding cultural and leisure offer has increased’. Developing active interpretation of the heritage at Gunners Park will support this as will the Cart & Wagon Shed as a new centre for visitors.

Another ‘Outcome’ for 2023 states ‘there is a tangible sense of pride in the place and local people are actively, and knowledgeably, talking up Southend-on-Sea’. More people across all communities in the area and beyond being aware of the heritage and environment of Shoeburyness will directly support this outcome. Currently, despite increasing awareness, there is much more to be done to build this understanding and knowledge.

- **2. Safe and Well**: Public services, voluntary groups, strong community networks and smart technology combine to help people live long and healthy lives. Carefully planned homes and new developments have been designed to support mixed communities and personal independence, whilst access to the great outdoors keeps Southenders physically and mentally well.

‘Accessing the great outdoors’ is clearly relevant to aspirations for Gunners Park with the Cart & Wagon Shed a key part of promoting the area, and this could well include a health and wellbeing focus to complement the core heritage and community offer. Organisations such as Shoebury Coastal CIC and many other active community focused organisation in the area are part of delivering on the ‘Safe and Well’ agenda, representing local community interest and working collaboratively on solutions.

- **3. Active and Involved**: Southend-on-Sea has grown, but our sense of togetherness has grown with it. That means there’s a culture of serving the community, getting involved and making a difference, whether you’re a native or a newcomer, young or old. This is a place where people know and support their neighbours, and where all share responsibility for where we live.

Shoeburyness CCT and Shoebury Coastal CIC are key to this Theme in Shoeburyness, ensuring that there is a clear focus on key projects that local communities can engage with and support, and this includes volunteering. The Cart & Wagon Shed will become a hub at the centre of the community providing much-needed local and accessible space for community activities, meetings and a range of positive activities.

‘We will work in partnership, creating and strengthening long term, sustainable relationships so that communities feel equipped and empowered to do more for themselves.’ Shoeburyness CCT has been supporting and strengthening local decision making and self-determination for the last few years, resulting in the progression of key projects which local communities have supported as volunteers.
- **4. Opportunity and Prosperity**: Southend-on-Sea and its residents benefit from being close to London, but with so many options to build a career or grow a business locally, we’re much more than a commuting town. Affordability and accessibility have made Southend-on-Sea popular with start-ups, giving us the edge in developing our tech and creative sectors, whilst helping to keep large, established employers investing in the borough. People here feel valued, nurtured and invested in. This means they have a love of learning, a sense of curiosity, and are ready for school, employment and the bright and varied life opportunities ahead of them.

A vibrant Shoeburyness is important to achieving this Theme, with key projects attracting new visitors and spend into the local economy and supporting business. The Cart & Wagon Shed project will help to achieve this as well as providing some space for smaller community and wellbeing focused organisations. Families and school groups will visit Shoeburyness ever more in the future, taking inspiration from the heritage, environment and the range of active community-focused organisations working for the benefit of the area.

- **5. Connected and Smart**: Southend is a leading digital city and an accessible place. It is easy to get to and easy to get around and easy for residents, visitors and businesses to park. Everyone can get out to enjoy the borough’s thriving city centre, its neighbourhoods and its open space. Old people can be independent for longer. Local people also find it easy to get further afield with quick journey times into the capital and elsewhere.

Shoeburyness is one of the key coastal areas and ‘neighbourhoods’ with important open spaces including Gunners Park. Ensuring that Shoeburyness is properly promoted as a destination for visitors, particularly during the peak season, has been important for the CCT and this includes promotion of car parking spaces available as well as improving cycling promotion and infrastructure. Greater awareness of the accessibility of East Beach and Gunners Park from the train station at Shoeburyness is also important.

Southend 2050 is an important strategic reference point for Shoeburyness CCT and it will be important that local projects and activities support the Themes and the 2023 Road Map.

**Boosting Coastal Productivity, An Economic Prospectus for the South East Coast – South East Local Enterprise Partnership**

‘Boosting Coastal Productivity’ is the strategy document for the South East Local Enterprise Partnership (SELEP) – the organisation with responsibility for setting out clear priorities for Government and private sector support across Essex, Kent and East Sussex. SELEP has one of the longest coastlines in England with a wide range of coastal towns and villages, many with significant levels of social and economic disadvantage and low productivity. ‘Boosting Coastal Productivity’ is the response to this, setting out a high-level vision for coastal areas and identifying where actions can be taken. Much of what the strategy contains is big
picture, with few references to individual areas although there is clear recognition of the importance of culture, tourism and heritage – all key to Shoeburyness CCT priorities.

‘As European funding streams come to an end, our coastal towns will work with SELEP to convene a Place Shaping Board, involving partners from Arts Council England, National Lottery Heritage Fund and Historic England. This board will help to focus and coordinate key support services to effectively plan how we improve our seafronts and town centres.’

It is important that Shoeburyness CCT is aware of developments through the Place Shaping Board and is able to effectively represent the interests of the area at this level. Grant making organisations including the National Lottery Heritage Fund and the Arts Council are likely to be important funders in the near future, with a need for investment in both capital and revenue at the Cart & Wagon Shed for example.

‘Culture and Creativity has been key to our improvement over recent years in a number of our towns. The sector supports our economic performance, and our ability to attract new visitors and residents.’

Attracting new visitors to Shoeburyness, through projects such as the Cart & Wagon Shed, Shoebury Common North and improved promotion and signage will contribute to this.

‘We are keen to support the evolution of the visitor economy into a higher value, all year proposition by helping to drive up skills and move away from low value seasonal work.’

This is an essential outcome for the Borough of Southend, and improving Shoeburyness as a visitor destination asset to complement the what other areas have to offer is a key part of this. Longer staying visitors spend more in the local economy benefitting businesses across the Borough including in Shoeburyness.

Southend Growth Strategy 2017-22

The Southend Growth Strategy 2017-22 was published before the Southend 2050 strategy, so is likely to be less significant in 2020 than it was. However, it covers the key area of opportunity for economic growth which is relevant to Shoeburyness CCT. The Shoeburyness Coastal Community Team is recognised as an important community organisation that the Council will engage with to deliver its economic growth priorities. This shows progress from previous economic strategies which had very few references to Shoeburyness at all.

There is a recognition that regeneration and economic development needs to be ‘culture-led’, something that works well for the Shoeburyness CCT vision and key projects including the Cart & Wagon Shed.

‘The culture-led regeneration of Southend’s unique communities is a key component of attracting new residents and businesses to the area. Projects such as: Better Queensway and the Coastal Community Teams in Shoebury and Leigh will create housing and transform spaces for residents, visitors and those moving to the area. Ensuring the optimum utilisation of cultural and geographic asset....’
The ‘unique communities’ is a reference to a strong place-making agenda which values the impact that all of the areas of Southend can have on improving the economic outlook of the Borough as a whole. Shoeburyness has a clear and developing offer to visitors and communities and fits well with the Objective of ensuing ‘unique community identities are incorporated and enhanced within project development.’

There is also a reference to ‘Local Opportunity Focus’ which includes ‘investment in coastal communities’ –

‘...geographical considerations to drive maximum benefits for local businesses and communities with regards to skills, jobs, investment, housing and health are essential. Investment in coastal communities, town centre development and economic hubs will be central to success.’

**Southend-on-Sea Infrastructure Delivery Plan 2015**

This document sets the context for future investment needs linked to future development in the Borough, this includes issues such as health, education, flooding and transport investment. Within the document a number of priorities are identified for future investment. There are a number of references to Shoeburyness, in particular recognising it is an area of the Borough likely to see development over the next few years (as set out in the current Core Strategy DPD).

In relation to the CCT’s transport priority the document states:

Under 6.8 Southend-on-Sea’s Transport Priorities:
‘Ensure provision of sustainable transport services to support the regeneration of Shoeburyness and other new developments in the Borough.’

**RSA Heritage Index 2016**

In 2014 the Royal Society of Arts (RSA) published their Heritage Index which set out to explore, in partnership with the Heritage Lottery Fund, which Local Authority areas of the UK were well provided for in terms of heritage and, most importantly, which areas were succeeding in terms of community engagement with that heritage. Southend does well on the overall ‘league table’ for 2016, in 22nd place out of 325. However the league position varies depending upon the individual criteria scores. For example in terms of heritage ‘assets’ which includes natural open space, Southend comes out in 7th place. But in terms of ‘activities’ which reflects on community engagement with the heritage, Southend comes out at 256 in the table. This shows a massive disparity between the heritage that is potentially accessible and there for communities and visitors to engage with, and the actual levels of engagement (and therefore understanding). This is summarized by Southend being in 8th place in terms of heritage ‘potential’.

For ‘Historic Built Environment’ Southend in terms of its assets is placed 64th, but for activities it is way down in 311th place. The Historic Built Environment is not something that everyone would associate with the Borough of Southend compared to many other areas, but Shoeburyness is full of it.
The Shoeburyness CCT is well aware of the opportunity for communities and visitors to engage with the heritage of Shoeburyness, and the Garrison and Gunners Park in particular, as well as being aware of the lack of current understanding and engagement. Shoeburyness therefore represents a major opportunity here and projects such as the Cart & Wagon Shed will be critical to support wider engagement and interpretation, and this in turn will improve the overall visitor offer for the whole of Southend Borough.

In the accompanying report to the Heritage Index the RSA reflect on Southend’s opportunities:

‘In Southend, as well as its unique pier the town is part of the story of the Thames ecological renaissance: it has natural assets as important as those present in National Parks yet low levels of participation. It is also part of the Thames Gateway – one of the fastest developing parts of the country with new housing and a growing population. So there is potential for growth.

To capitalise on the opportunity for Southend, councils and communities should work together across district boundaries and promote and support access to heritage – including targeting new residents and visitors arriving through the growing airport at Southend.’

Destination Southend – Tourism Plan

In 2017 Southend-on-Sea Borough Council published a Borough-wide ‘Tourism Strategy and Destination Plan’ on behalf of the Southend Tourism Partnership - an independent body supported by the Council representing a range of stakeholders involved in the hospitality, entertainment and tourism sectors. For the first time in such a strategy, Shoeburyness was recognised as a key area with the ambition to make the most of the area’s assets to support a broader tourism offer. There was significant engagement with both Leigh-on-Sea and Shoeburyness CCTs, and this is reflected in the document.

‘This tourism strategy includes clear actions and references to both Shoeburyness and Leigh-on-Sea as destinations in their own right but part of the overarching Borough of Southend-on-Sea. Both contribute to the diversity of offer for visitors and help to widen the tourist experience and economic impact. What is good for the local economy and tourism sector in Leigh and Shoeburyness will add value for the whole economy and tourism sector in Southend.’

‘Shoeburyness’s offer for visitors is less well defined than that of Leigh’s. There is a clear need to promote the area better both to incoming visitors and local communities. Gunners Park is becoming more popular as a destination, and investment in the Garrison has helped to preserve the unique heritage of the area as well as supporting the local economy. What is lacking is a sense of a destination point for visitors, communities and schools, and this is something that the Shoeburyness CCT has been focusing on through the efforts to progress the Cart & Wagon Shed into a Heritage Centre. Potential impact from improved heritage interpretation of the military and more ancient heritage of the area will be developed during the lifetime of this strategy...’
'Improving and promoting the wider green space offer of Shoeburyness (as well as the beaches) is also important to a rounded visitor offer, and understanding how important it is to promote travel by train and bicycle to Shoeburyness is also important. The area also has many car parks which are relatively under-utilised compared to Southend’s central sites at peak times.'

The Destination Southend strategy establishes Shoeburyness as a priority with the Cart & Wagon Shed in particular a defined project that can support deliver on the wider Borough aspirations for an improved visitor offer. In 2020 Southend Council is working on an updated version of ‘Destination Southend’, again through the Southend Tourism Partnership. It will be important for Shoeburyness to again be represented which will support investment in the area and provide important context for improved promotion of the area’s assets.

England Coast Path

The Government announced in 2015 the intention to fund the completion of the entire England Coast Path Network. Essex (including the Borough of Southend) has one of other longest coastlines in the UK and is therefore a key area for the lead organisation Natural England. The Path will be implemented in defined stages with technical reports being produced for sign-off by Government following extensive environmental analysis and engagement with a wide range of stakeholders including landowners.

The area of the Coast Path that covers the Shoeburyness area is in the ‘Southend-on-Sea to Wallasea Island’ stretch. This stretch has its own technical study and recommendations which was published in late 2019. The Coast Path, when completed, has the potential to draw more visitors to coastal areas and encourage exploration of the wider estuarial areas linking the Thames, Roach and Crouch estuaries.

Gunners Park is clearly referenced in the ‘Features of Special Interest’ section – ‘Public attractions include Gunners Park nature reserve, a rich wildlife area with panoramic sea views (managed by Essex Wildlife Trust in partnership with Southend-on-Sea Borough Council). An existing well-marked pedestrian route links Gunners Park to East Beach, a popular bathing/picnic spot….Much of the former Shoebury Garrison site has been converted for residential use and the proposed route passes many iconic buildings and landmarks’.

A challenge for the continuous Coast Path concept is navigating around MoD sites which have specific byelaws prohibiting unrestricted access.

‘Between Barge Pier and East Beach the proposed Southend-on-Sea to Wallasea Island route follows the coast closely, with few areas of excepted land (e.g. private houses). Northwards beyond East Beach the MOD fence defines a large area of excepted land on MOD Shoeburyness which is subject to military byelaws. An inland route….would be necessary here to connect Southend to the rest of the Essex coast.’

The ‘inland route’ is proposed to connect Shoeburyness via Great Wakering to Oxenham Farm on the Roach via Blackgate Road and Wakering Road. From Oxenham Farm the proposed path follows the course of Potton and Barlinghall Creeks along to the main Roach
Estuary as far as Rochford and back round up to Wallasea Island. Linking Shoeburyness to the wider Roach Valley trail could encourage enthusiastic and serious walkers to Shoeburyness, potentially as a starting off point for this part of the Coast Path, something that could be promoted from the Cart & Wagon Shed for example.

‘This would offer a continuous waterside route along the Roach for the first time and allow walkers to enjoy the unique character of the estuary while bringing a welcome boost to tourism and local businesses. It also offers the potential for further extensions along the Crouch and Thames estuaries linking eventually to the open coast.’

The main improvement area is along the southern stretch of the Roach Estuary (section 3 on the map below), and improving this will enable Natural England to complete a significant estuary walk linking Shoeburyness, Great Wakering, Rochford, Paglesham and Wallasea Island – much of this area already promoted as the ‘Roach Valley Way’ – although very much unknown by most.

‘North of Oxenham Farm the creeks and channels of the River Roach are well served by public footpaths along the crests of seabanks via Rochford as far as the Wallasea Island causeway. Some of these paths form part of the Roach Valley Way, a promoted route linking Rochford, the Pagelshams and Hockley. There are also paths linking inland at intervals along the seabank. There is one significant gap in the existing access provision along the Roach, along the south bank east of Rochford’
7. Economic Trends and Ward Overview

This section provides a brief overview of the local economy and some information on the Wards that cover the Shoeburyness CCT area – Shoeburyness and West Shoebury.

Ward Profiles
Below is some basic information on the two wards Shoebury West and Shoeburyness.

Shoeburyness Ward
- The population of Shoeburyness Ward in 2011 was 11,159, representing a 11.9% increase from 2001 to 2011. In 2018 the figure was 12,000 showing a continued increase.
- The highest growth rate in the 2001 – 2011 period occurred in the 30 to 44 age category, the same as for Southend Borough
- A slightly lower percentage of residents were recorded as retired (13.9%) compared with 14.1% for Southend as a whole

West Shoebury Ward
- The population of West Shoebury Ward in 2011 was 10,280 representing a 2.6% increase from 2011. In 2018 the figure was 10,432 showing a slight continued increase.
- The highest growth rate occurred in the 45-59 age category during the 2001 – 2011 period.
- A slightly larger percentage (15.6%) of West Shoebury Ward residents were recorded as retired compared to 14.1% in Southend as a whole

Social Indicators
The information below demonstrates that there are relatively high levels of deprivation in both wards, with Shoeburyness showing the highest level for education, employment and health relative to national and Southend-on-Sea averages (2015 figures).
**Business Profile of the Shoeburyness CCT area**

The main business centres of most relevance to Shoeburyness Coastal Community Team are the three main retail ‘high street’ areas – West Road, Ness Road and the High Street. With improvements to public spaces, new visitor and community attractions including the Cart & Wagon Shed, and the benefit of new promotions/marketing, these key local centres should benefit indirectly – essentially more people discovering Shoeburyness as part of their visit to Southend or South Essex (this includes people from within Southend exploring Shoeburyness). Another retail area is around Asda (which includes a broader shopping experience around the core supermarket).

There is currently no business representative group for Shoeburyness, although Southend Borough Council have expressed an interest in helping one to develop. This was a key aspiration of the previous Shoeburyness CCT Economic Plan, however a refocusing on ensuring that the whole of Shoeburyness benefits from new and improved assets and improved promotion/marketing and events will have benefits for local business without the CCT having to get directly involved in the process of establishing local business groups (capacity challenges would restrict this). A Business Improvement District (BID) is probably unlikely given the scale required, but a more informal group that could advocate effectively for the area would probably be beneficial for business outcomes.

**Shoeburyness High Street**

There are 14 individual retail units in the High Street and one public house (the Shoeburyness Hotel). There is a good range of attractive shop-fronts and all business are independently owned. A key opportunity for this most distinctive of the four retail areas (if Asda is included) is its close proximity to the railway station. One of the key issues for Shoeburyness CCT is to ensure that any new visitor offer in at Gunners Park (primarily the Cart & Wagon Shed) can attract visitors to visit by train, and for them to then walk down the High Street on their way (with the opportunity to visit local business and hospitality).

The shops include three newsagents, pharmacy, bakery (recently been re-launched as the ‘Garrison Bakery’), Tattoo parlour, cafe, photographer studios, fish and chips, Chinese takeaway and a hairdresser. Vacancy rates are reasonably low. There is also residential along the High Street. The High Street is wide and creates a clear sense of space with the street parking on offer not dominating the space as it can with other local centres. Investment in the bakery, café and Shoeburyness Hotel demonstrates a level of economic confidence in the area, and it is clear that the High Street has the best chance of becoming a local centre for the affluent Garrison residential area, as well as having clear potential for attracting visitors from across the wider area.

It is interesting to see how the Shoeburyness Hotel, as the closest business to the Garrison development, has adapted over the last few years in a clear attempt to encourage residents of the Garrison to visit. It appears to have worked well with a balance of restaurant and bar with a high standard of décor.
Although not on the High Street, the Old Garrison Pub (on Campfield Road) is a popular destination for visitors from across the wider area with a large outdoor area (including playground) as car parking. This is a different offer to the Shoeburyness Hotel.

**West Road**
West Road has the largest number of businesses of all the local centres, including larger local retail chains. 40 units in total with approximately 20% vacant it includes a number of charity shops, a Spar and a Co-Operative, opticians, a number of cafes, fish and chips, dental surgery, four hairdressers, wedding shop, arts and crafts/haberdashery, pharmacy, dry cleaners, carpet shop, locksmith and an ice-cream producer. West Road also includes one of the most popular Indian Restaurants in Southend – the Polash.

The main thoroughfare is one-way with parking on both sides ensuring there is a good supply of parking for visitors albeit with a sense of cars dominating what is a fairly narrow road. Given the range of businesses in the area it clearly attracts local residents from across the local area, including local populations with more limited mobility. It is not an area however, that visitors to the area will ‘happen’ upon like is possible for Shoeburyness High Street, as West Road is not a through road (like Ness Road) and is not near the train station. There is some signage from Ness Road, but it is largely hidden in the residential area.
West Road – Primary retail area of the three local centres

Ness Road
Ness Road can be seen as the most central of the local centres, and is actually very close to West Road although far more prominent to visitors and those passing through the area. Many people will pass along Ness Road as it is effectively the eastern end of the main seafront road that links areas of Southend-on-Sea together from Chalkwell and Westcliff through to Thorpe Bay and Shoeburyness. Due to frequency of passing traffic and the availability of street parking, Ness Road appears the most lively of local centres in Shoeburyness.

Ness Road has a total of 35 units with only one vacant unit, most of the shops being independent and of a smaller size. A Nisa currently occupies the largest retail space at the junction with Campfield Road in what was once one of the most notable buildings in the area, the ‘art deco’ Picture Palace that was demolished and then rebuilt in 2013 with flats above and retail below.

Shops on Ness Road includes Estate Agents, Bookkeeper, cafes, fish and chips, locksmith, off-licence, Chinese takeaways, hairdressers, vape shop, solicitors, cobbler and pawnbroker.

Brief overview of Industrial Areas
Shoeburyness is home to two industrial estates that occupy a large amount of land to the north and south of the railway line, and provide good employment for the local and wider population. It is unlikely that the CCT will engage significantly with larger businesses and business districts including the industrial estates.

Vanguard Way Industrial Estate
Vanguard Way is a medium sized industrial estate with 79 units of various sizes. Accessibility from the major road network is relatively poor and to reach the estate by road requires travelling through predominantly residential areas. Direct access to the estate can only be gained from one point. The access was improved a few years ago through the installation of
a large roundabout. The large Gasometer on the estate is being demolished and land to the west and is bounded on all sides by either residential development or local roads. It is adjacent railway lines and sidings to the south beyond which lies the Towerfield Road Industrial Estate.

**Towerfield Industrial Estate**

Towerfield Road is a medium sized industrial estate with a total number of 44 units of various sizes. Accessibility from the major road network is relatively poor and requires travelling through predominantly residential areas. Direct access to the estate from both the north and south is acceptable although there are no dedicated traffic lights and no roundabouts. The estate is bounded on all sides by either residential development or local roads and it is adjacent railway lines and sidings to the north. A mixture of post-war and modern units, almost all of the stock on the estate falls within the B1(c) “light industrial” land Use Class (93%). There are also small numbers of B2 “general industry” and Sui Generis units.

![The two industrial estates in Shoeburyness are defined in blue either side of the railway line.](image)

**QinetiQ in Shoeburyness**

QinetiQ is a major employer in the Shoeburyness area with 283 direct employees and a large number of contractors employed temporarily (65 in total) on major contracts including sea wall work and power network upgrades. They operate from the New Ranges site in Shoeburyness and Foulness Island (further to the north/east into the Rochford District) through a contract with the MoD. This figure of 348 in total was correct at January 2016, but the employment figures fluctuate and indeed there are signs in 2019-20 of changes in relation to how the space on the New Ranges is structured and an apparent reduction in staff numbers.
8. Organisations Represented in the CCT

The Coastal Community Team for Shoeburyness is well established and has been meeting on a regular basis since October 2015. It has made significant progress in this time, identifying priorities and project, collaborating with a range of organisations to take them forward, offering constructive input and challenge to Southend Borough Council where required. All of this has been built upon the excellent local knowledge and experience of the CCT partners.

Shoeburyness CCT is supported on an ongoing basis by the Cultural Engine CIC – a Southend-based social enterprise that put the CCT together originally in 2015 (supported by Southend Borough Council). Shoebury Coastal CIC was established (as set out earlier in this document) to provide the legal and administrative capacity to take on key projects on behalf of Shoeburyness CCT, primarily the Cart & Wagon Shed. Shoebury Coastal CIC and Cultural Engine CIC collaborate where necessary to consider funding, strategy and project development.

The Shoeburyness CCT continues to develop over time attracting new members with relevant local knowledge and interest in the area. Currently the CCT is formed from representatives from the following organisations:

**Shoeburyness Residents Association**
Established in 1949, the SRA was set up to preserve and improve the quality of life for the people of Shoeburyness. The SRA is non-political and has been influential over the years with important local issues, campaigning for and against many projects and developments. A magazine is issued twice a year – the ‘Shoebury Resident’ and the SRA holds very well attended public meetings to hear talks and host discussions on a range of issues relevant to the area.

**Garrison Residents Association**
The GRA represents every resident of the Garrison Estate. The GRA is a proactive organisation set up to promote and protect the common rights and interests of its residents within the greater Shoeburyness area.

**Southend-on-Sea Borough Council**
Southend Council are the accountable body for Shoeburyness CCT with the area of Shoeburyness being within the Southend Borough Boundary. The Council is represented on the CCT by up to four local Shoeburyness councillors, and attended by officers as well where relevant/necessary.

**Shoebury Society**
The Shoebury Society holds information about the history of the wider Shoebury area and has been intimately involved with the Garrison and the preservation of its archives and artefacts since 1986. The Shoebury Society hosts events, publishes information and booklets on the history of Shoeburyness and comments on planning applications.
Shoeburyness and South Essex Branch Royal Artillery Association
The Association was established in 1920 (the Shoeburyness Branch was established in 1929) with many members having served at both the New and Old Ranges when the Regiment was based in the area. The Association hold regular meetings locally and host regular events. In 2019 the Association also took on custody and responsibility for the Shoeburyness Archives, collected from 1979 by Major Tony Hill MBE. The collections hold important information on both the Old and New Ranges including photographs, drawings and maps, documents, books and records of military activity, as well as a wide range of artefacts.

Uncle Tom’s Cabin (Café)
Located at Shoebury Common South and close to the beach huts and Shoebury Common Beach, Uncle Tom’s cabin is a popular local café which has been key feature of the offer locally for many years.

Shoeburyness Waterman’s Association
Shoeburyness Waterman’s Association (SWA) provide affordable recreational boating maintenance facilities to its members, the majority of whom are constituents of the local community and surrounding area. The association has a membership of 85 and within this number, individuals own a fleet of 77 small recreational motor vessels and yachts. It provides recovery, storage and launch services employing its three main assets. Two tractors and a boat trailer.

Ministry of Defence (MoD)
The MoD are a major landowner in the area including the New Ranges and Foulness Island. Although the MoD do not directly operate the ranges (this is done through QinetiQ), they retain a small staff presence on the site and are responsible for overseeing local byelaws.

As well as the core member of the Shoeburyness Coastal Community Team there are a number of organisations who attend as visitors on a fairly regular basis, and who are kept involved through the circulation of information, minutes etc. These organisations may have a direct influence on specific projects or concepts emerging from the CCT.

- QinetiQ - QinetiQ operates the Ranges site at Shoeburyness on behalf of the Ministry of Defence (MoD) under a long-term partnering agreement. QinetiQ provide defence test and evaluation and training support services from New Ranges and Foulness Island.
- Essex Wildlife Trust - EWT is Essex’s leading conservation charity with more than 34,000 members across the county, managing and protecting over 8,200 acres of land on 87 nature reserves, 2 nature parks. EWT also manages 10 visitor centres. The aim of the Trust is to protect wildlife for future and for the people of Essex. The Trust have a contract with Southend Council to manage key areas of Gunners Park and have a full-time Warden who oversees a large group of volunteers.
- Southend National Coastwatch Institution (Southend NCI) Watch Station - Operates a Watch Station from a cabin just inside the perimeter fence of the MoD site at the far eastern end of Shoebury East Beach. It is part of a national, charitable institution run by volunteers whose primary purpose is to maintain a watch upon all users of inshore waters and the coast in the vicinity of Shoebury East Beach such as kite-surfers, swimmers and...
small boat users. It seeks to ensure their safety. In cases of need the Coastguard will be contacted who in turn may task the lifeboat. Southend NCI is an accredited part of national Search and Rescue arrangements and always welcomes new volunteers. NCI's patron is the Princess Royal.

- St. Andrew Church Shoeburyness – Ancient church building which dates back to the year 1100 and is active within the local community
9. A Brief History of Shoeburyness

The history of Shoeburyness, and the coastal areas around the Garrison in particular, are an important element for Shoeburyness CCT. This history underpins the core vision and projects including the Cart & Wagon Shed and wider interpretation that will increase local, regional and national interest - and with it visitors and spend in the local area. The heritage of Shoeburyness, ancient and more recent military, is key to the wider history of Southend, but it is not generally well understood or appreciated. This creates an opportunity of course to improve the overall heritage and tourism offer of the Borough of Southend to visitors, and projects like the Cart & Wagon Shed are important to this.

This section is not intended to provide a comprehensive history or story of Shoeburyness as a place. Rather this section will highlight some interesting facts about the area which is useful when understanding the Vision that is presented in the next section, as well as setting context for projects, many of which directly stem from, or are inspired by the past.

Ancient History
Shoeburyness has had strategic importance since prehistoric times being located on raised land at the mouth of the Thames Estuary. There is clear evidence of Iron Age settlement still clearly visible in the landscape at the Garrison with ramparts that may have formed a semi-circle, open to the sea, which offered protection to the settlers. There is clear evidence of human activity within them, including traces of houses, post holes and ditches.

The Romans were also present in Shoeburyness with a fortified settlement which was attacked by the British in AD50, but which is thought to have survived into the 4th century. Its exact position is unknown but a Roman building may have existed in close proximity to the former Officer’s Mess building on the Garrison.

In the 6th century Saxon invaders re-established a settlement at Shoeburyness which later became a base for Danes who were seeking to challenge the Saxon Kingdom. It is likely that the Danes used the Iron Age ramparts as a fortification.

Throughout the medieval and post-medieval periods Shoeburyness was an isolated rural area with very few inhabitants.

Shoeburyness’ Military Past
During the 1840s Royal Artillery ranges near Woolwich became increasingly difficult to use owing to their proximity to the heavily used shipping route along the Thames. Shoeburyness was chosen for a new testing and practice Station. It offered an isolated site, extensive land and foreshore for firing, easy access by river from Woolwich and a coastal location for the transport of heavy artillery. Following five years of temporary summer use, development as a permanent Station started in 1854 in response to the Crimean War. The War led to a rapid expansion in testing and practice firing for the army and navy. With the adoption of rifled guns and the commissioning of armoured ships, the race was on to develop more powerful guns as well as more effective coastal defences and armour.
The Crimean War also highlighted the need for a dedicated School of Gunnery for the Royal Artillery to standardise training with the new weaponry. The new School was established at Shoebury in 1859, in a greatly enlarged area of 200 acres, extending to Ness Road.

The inherent danger of the Station’s work was shown when an accidental explosion in 1885 killed seven personnel. Public subscription in memory of those killed paid for a new Married Soldier’s Hospital, Campfield Road (now a public house). A memorial is also on the site of the explosion. Improvement of weaponry led once more to the need for longer and more isolated firing ranges. From 1889 experimentation and testing began to be transferred to the New Ranges, north of East Beach, and the Garrison increasingly specialised in training. The Garrison’s development had a profound impact on Shoebury, transforming it from a scattered rural community into a Garrison town. Development around the East Gate in the High Street was small scale until the arrival of the railway in 1884.

‘Cambridge Town’ around the West Gate created slum conditions with unmade roads, no sewers and no piped water. Shoebury Urban District Council was set up in 1895, in part to improve conditions.

During WW1 Lt. Col. Richardson’s pioneering War Dog School was located at Shoeburyness, playing a key role in training and supplying dogs for important roles on the front line in France and Belgium. Intensive activity during the World Wars was separated by inter-war decline and the final separation of experimentation and testing from the Garrison. It also saw a reduction in the Garrison’s size with Campfield Road and part of Chapel Road becoming public roads.
Visible from the Garrison are other military features of this period: the Cold War Defence Boom at East Beach, which replaced the 1939-40 timber boom; the wreck of a section of Mulberry Harbour off Shoeburyness, built for the D-Day landings in France; World War II Forts in the mouth of the Estuary to the east. Post-war, the Garrison continued to house residential artillery units until 1976 when the Garrison HQ was disbanded.

![Winston Churchill visiting the New Ranges on the 13th June 1941](image)

**Development of the Garrison**
The Garrison Development has been the major change in the area over the last 20 years, bringing back to life the previously neglected area of the Old Ranges which includes most of the important listed buildings in Shoeburyness (and indeed in Southend Borough). The Garrison is now a residential area combining the historic buildings with new housing developments creating a whole new community.

**Why is Heritage Important to Shoeburyness?**
It is worth reflecting on the importance of heritage as central to the work of the CCT. It can provide a clear sense of ‘distinctiveness’ to encourage visitors and to get local communities to value the place in which they live. The RSA have a concept of ‘Networked Heritage’ which is relevant to the work of the CCT, and in particular to the focus on key heritage and community projects including the Cart & Wagon Shed. These projects will deliver social and community outcomes, as well as broadening an understanding of the local heritage context and people’s connection to it.

‘*We want to see a broad, inclusive and dynamic heritage model that delivers valuable, discernible social impacts. We call this ‘networked heritage’.*’

*Networked heritage means having sufficient connections in a place for heritage to be understood as and treated as a common public resource — drawn upon and enhanced by the full diversity of citizens and organisations. The role of the heritage sector will still include facilitating access to heritage assets, but it is by enabling others to integrate heritage into their thinking and their actions that networked heritage can have a transformative impact on people and places, helping communities create heritage for themselves.*’

(RSA – Networked Heritage: Heritage is central to how places feel and function) - [https://medium.com/networked-heritage/networked-heritage-f89130ee643f](https://medium.com/networked-heritage/networked-heritage-f89130ee643f)
10. Local Assets

Shoeburyness has a range of natural and heritage assets. This section briefly considers the main assets that are relevant to Shoeburyness as a coastal destination.

Open Space
Shoeburyness is home to a number of important open spaces which include some areas of nature reserve and Sites of Special Scientific Interest (SSSI).

Gunners Park
The Gunners Park nature reserve incorporates the Shoebury Old Ranges Site of Special Scientific Interest (SSSI) and the Coastguard Station Grounds which is a local wildlife site. 25 hectares in total the area is popular with residents and visitors, and is home to the proposed new Heritage Centre as well as many other history military structures.

Shoebury Common
Shoebury Common North and South (separated by the main seafront road running east to west) is an important local green space used for informal recreation. Close to residential areas as well as the beach, both the north and south are important spaces for interesting flora and grassland. Recent and ongoing investment at Shoebury Common North has improved the spaces facilities while opening up the space.
**Shoebury Park**

An important local park for residents and visitors, hosts a range of facilities including sports (tennis, football, bowls), a fishing lake, ornamental gardens and a children’s play area.

**Friars Park**

The most northerly of the public parks important for residents of Shoeburyness, Friars Park is an attractive location for informal recreation which is also home to one fishing lake and another lake which is known for wildlife. Friars Park is known by many locals as ‘Bunkers’ and is on the site of an old brickworks operation that once occupied a wider area.

**Beaches at Shoeburyness**

The publicly accessible beaches at Shoeburyness are an important part of the whole Borough’s offer for residents and visitors. They provide a different experience from some of the busier beaches further west.

**East Beach**

As the name suggests this is the furthest east of all of the Borough’s beaches and is popular with families and for picnics with a large area of green space as well as the foreshore. As with Shoebury Common Beach, East Beach is popular with sport enthusiasts including kite and wind surfers.

East Beach is also home to the boats of the Shoebury Waterman’s Association. The Association have over 100 members with 35 boats located at the eastern end of the Beach, adjacent to the New Ranges site (MoD).

![East Beach looking south west](image)

**Shoebury Common Beach**

Close to Shoebury Common South and the many beach huts in the area, Shoebury Common beach is a popular destination for sports enthusiasts including kite surfers and jet skis. Also popular with families as an alternative to the busier Central Southend seafront offer.
The Garrison Conservation Area

The Conservation Area has two distinct sections. It is centred on the Garrison's barracks and associated accommodation. It also includes part of the High Street which provides a suitable Victorian setting for the entrance to the Garrison. Its history and archaeology give it national significance. It also has considerable architectural interest including a unique horseshoe barrack design and a range of buildings typical of Victorian military architecture. The Garrison is now private residential with a number of unadopted roads that are still accessible to the public.

The Barracks

The character of the Barracks with the Garrison is very special. Its architecture and layout remain largely as originally designed. Well spread out buildings, wide tree lined roads, open spaces and sea views give a feeling of space. Many mature trees within the area enhance the setting of the buildings and positively contribute to the Conservation Area's character. Most of the buildings date from the mid- to late-nineteenth century.

The High Street

The High Street fronting the Garrison entrance was developed during the second half of the nineteenth century in response to the Garrison and the extension of the railway to Shoebury. The broad High Street was developed piecemeal with no overall design control. Originally a mix of houses and shops, it shows a variety of Victorian designs. Despite conversion of some of the shops to housing, buildings retain much of their Victorian character. Features of
particular importance are the original timber sliding sash windows, slate roofs, parapet and cornice detailing and original shopfronts.

**Shoeburyness Hotel – High Street**

**Major Events at Shoeburyness**
Shoeburyness is also home to a number of large events that are important to the area, adding interest and vibrancy locally at different times of the year. These include the annual Firework Display at East Beach (Big Beach Bang) organised by the Southend Roundtable, attracting 1000s to the area.

Shoeburyness also hosts the Annual Parade and service on Remembrance Sunday organized by volunteers and attracting up to 3000 attendees to the War memorial on Campfield Road.

There area has, in the recent past, hosted the annual Ganesh Festival organised by the Jalaram Seva Trust who are based in Hounslow. 1000s of Hindus came to East Beach, from all over the UK, to celebrate to celebrate the birthday of the God Ganesh.

Every Saturday morning the popular Parkrun takes place at Gunners Park with over 550 taking part in February 2020. Parkrun not only attracts the runners, many of whom are in family and friend groups, but also volunteers and other people who come along to support those involved (generally family). This is a significant gathering at Gunners Park every week which presents a significant opportunity for local businesses and the Cart & Wagon Shed when it opens.
11. The Vision and Key Themes for Shoeburyness
Coastal Community Team

The following section sets out the context behind the CCT’s Vision for Shoeburyness and demonstrates that the concept of the Coastal Park is building upon strong foundations in terms of relevant strategies over the last few years.

The Vision

Shoeburyness is promoted and recognised as an important coastal destination and community, with quality heritage, environmental and cultural assets which support local business and Borough-wide tourism while improving community resilience and self-determination.

Why Develop a Vision for Shoeburyness Coastal?

The Vision will help the CCT focus on its main priorities while also clearly articulating to all stakeholders and partners what the aim of the CCT is short and longer-term. The Vision helps set the scene for all of the projects, ensuring that together they make sense and that they are all contributing to the overall strategy. The Vision can be adapted and updated over time as progress is made and new opportunities emerge.

The Vision essentially frames the opportunity that Shoeburyness has to make more of its assets – heritage, cultural and environmental – while being clear that there are benefits for both business and the community. There are wider benefits for the whole Borough from an improved and well-promoted Shoeburyness, which along with Leigh-on-Sea, Central Southend, and potentially Rochford and Hadleigh Country Park, is all part of encouraging visitors to stay longer in the area (with the resultant higher spend in the local economy than day visits).

Key Themes to Support the CCT Vision for Shoeburyness

Through discussion and consultation Shoeburyness CCT has developed a four Key Themes through which projects and priorities have been identified. The changes from the original 2016 Economic Plan have seen a reduction in the number of Themes and continues the trend of focusing on the core priorities and key projects that the CCT can actually have a direct and positive impact on.

The Four Key Themes are as follows:

Key Theme 1: Improve promotion and marketing of Shoeburyness as a destination
Key Theme 2: Develop the heritage, cultural and environmental offer and improve interpretation
Key Theme 3: Achieve enhancements to public open space and parks
Key Theme 4: Improve sustainable transport connectivity and awareness of all transport options to the east

Key Theme 1: Improve promotion and marketing of Shoeburyness as a destination
While the asset-base improves with projects such as the Cart & Wagon Shed and Shoebury Common North, it is important to maximise awareness of the area to local and regional would-be visitors. This means ensuring that Shoeburyness is well represented in local strategies including those covering tourism, culture and heritage, and this will require good partnership working with Southend Borough Council and other partners. It also means working with C2C, particularly when the Cart & Wagon Shed opens as a destination, to share news stories and improve awareness. Online resources including Visit Essex and Visit Southend should improve the representation of Shoeburyness and the east of Southend.

Key Theme 2: Develop the heritage, cultural and environmental offer and interpretation
Shoeburyness has a unique offer which relates to its past, but there is very little appreciation or interpretation of its history and heritage. The Cart & Wagon Shed project will go some way to addressing this as a new heritage and community space, but there are other important heritage buildings and interpretation opportunities as well as scope for events. There are a number of very important listed buildings at Gunners Park which would benefit from improved interpretation, or potentially alternative uses which help to preserve them for future generations. There is a wealth of military and natural heritage which will attract visitors all year round, and this could benefit local businesses by attracting people to the area year round.

Key Theme 3: Achieve enhancements to public open space and parks
Shoeburyness is home to a wide variety of green and open spaces, some coastal, some in more residential areas. Gunners Park is continuing to develop as a destination for residents and visitors as the wider development of the Garrison has been largely completed, and the Cart & Wagon Shed and improved heritage interpretation of the area will contribute further. Shoebury Common North is benefitting from new investment through Southend Borough Council which should help to improve usage by local communities and visitors.

Key Theme 4: Improve sustainable transport connectivity and awareness of all transport options to the east
Shoeburyness is at the beginning of a number of transport lines – train, car and bicycle. This makes the approach to transport planning and strategy across the Borough very important for the economic success of the area, as well as for residents. Issues such as parking, working collaboratively with the train operating company C2C on issues such as promotion and signage, as well as improving usage of cycle links to the area are all key issues that underpin the success of the other Key Themes.

Summary of Previous Themes and Progress since 2016

Below we explore the original Seven Key Themes with some reflection on progress against each and if they have changed or are no longer Key Themes there is an explanation.

Previous Key Theme 1 (2016) Develop the Coastal Park Brand and Destination Management Plan
The ‘Coastal Park’ concept was central to the original 2016 Economic Plan for Shoeburyness, focusing on recognising the potential for improved promotion of the heritage and environmental assets along the coastal area including Gunners Park and East Beach. The need for a Shoeburyness-focused ‘Destination Management Plan’ was made less important by Southend Council producing a new ‘Destination Southend’ strategy in 2017 that saw Shoeburyness well-represented for the first time in such a document. This made sure that Shoeburyness’s value as part of a wider Borough tourism and visitor offer was recognised. The 2016 Economic Plan was the first time that a coordinated community-led plan highlighting Shoeburyness’ assets and identify key project had been developed, and this has helped to influence other strategies.

**Previous Key Theme 2 (2016): Develop the heritage, cultural and environmental offer of Shoeburyness**

This ultimately remains the priority for Shoeburyness CCT in 2020 with projects including the Cart & Wagon Shed central to this. Progress includes:

- Securing funding though the Coastal Revival Fund to undertake the necessary design work on the Cart & Wagon Shed. This enabled Southend Borough Council to have a fully costed scheme for internal fit out which eventually enabled the funding to be secured through their capital programme – over £850,000. This is major progress on a key priority.
- Established the Shoebury Coastal CIC as the proposed management body for the Cart & Wagon Shed, enabling the Council to achieve the shared ambition of a community-led solution
- The Shoeburyess and South Essex Branch Royal Artillery Association have taken possession of the Shoebury Archives and will ensure that they are safely stored in the short-term and in the longer-term will provide interpretation within the Cart & Wagon Shed (as well as for printed/digital material and trails)
- It is likely that Gunners Park will host elements of the Estuary 2021 Festival (put back from 2020 due to Covid-19).
- The Garrison Church was a priority project and in 2016 was in the ownership of Southend Education Trust (SET) with plans for developing a community and education space. However, SET eventually sold the building to a local business, so it is no longer a priority project for the CCT. Clearly the CCT will be keen to see the building remain a heritage asset and for visitors to gain access (when reasonable to do so).

**Previous Key Theme 3 (2016): Enhancements to Green and Open Spaces**

- Over £300,000 of investment by Southend Council at Shoebury Common North, making the prominent green space far more attractive for residents and visitors
- Southend Council are looking to prioritise investment at East Beach to improve the space for visitors and local communities
- Essex Wildlife Trust continue to successfully manage Gunners Park and the nature reserve with local volunteers

**Previous Key Theme 4 (2016): Support local businesses initiatives**

- The CCT has provided advice and information to the Council (Town Centres Lead) when the concept of providing support for a business representative group in Shoeburyness (there was a similar successful scheme in Leigh-on-Sea). No business group has emerged for Shoeburyness as
yet, but the CCT will be a key consultee and the projects identified in 2016 and in 2020 are intended to support economic outcomes for the area
- A Shoeburyness CCT-led bid for the Future High Streets Fund was prepared but was unable to be submitted due to the strategic focus on Southend High Street in 2018-19

Previous Key Theme 5 (2016): Develop a strategic approach to Transport
Transport continues to be a priority for Shoeburyness CCT as it is a crucial for getting people into the area (and therefore supports other CCT Key Themes and project delivery). In 2016 the CCT felt that there was not a ‘strategic’ approach to transport in relation to Shoeburyness – a way of considering the impact of wider transport decisions and strategy and their impact on the east of the Borough. While there is much still to be achieved, the emphasis is now more on delivery of priorities relating to parking, cycling and trains in particular.

Previous Key Theme 6 (2016): Engage in major infrastructure and planning challenges
This reflected the necessity for Shoeburyness CCT to understand and represent local priorities within the group, particularly related to emerging planning issues, coastal defences at Shoebury Common and access to the beaches at the Garrison which are not accessible to the public. The CCT meetings are always an opportunity to discuss important issues such as these, and how the impact on other priorities and projects. As this discussion and sharing of information takes place at meetings and is sometimes followed up where necessary with further information with Councillors present often taking on Board the groups concerns, this does not have to be a ‘Key Theme’ in its own right.

Changes in the Planning system since 2016 will mean that there will not now be an Area Action Plan for Shoeburyness as originally anticipated, but a new Local plan is ongoing which will set the context for Shoeburyness as for other areas of the Borough.

Previous Key Theme 7 (2016): Shoeburyness CCT Governance, Strategy Management and Partnerships
This Theme reflected the ‘emerging’ nature of the CCT in 2016 as it was early days in the development of the national Coastal Communities initiative. The CCT has continued as a ‘non formal’ body with a membership, a Chair and Vice-Chair, ongoing support from the Cultural Engine CIC and regular meetings. The continued positive commitment demonstrated by local partners over the last few years has helped to ensure the CCT remains important and influential as a local representative body. Further to this, the establishment of Shoebury Coastal CIC has provided a means for the CCT to have direct influence in terms of funding and management of assets. Shoeburyness CCT also collaborated with Leigh-on-Sea Coastal Community Team to agree on a shared approach to the ‘Destination Southend’ tourism strategy in 2017.
12. Transport and Shoeburyness CCT

Given Shoeburyness’ location at the beginning of a number of lines – rail, road and cycle – the issue of transport and connectivity to support the aspirations of the Shoeburyness CCT is very important. The CCT has a Transport Working Group sub-committee to look in detail at some of the challenges and to ensure that Shoeburyness, and the key retail and coastal areas in particular, are as accessible and well promoted as possible.

Annually the Borough of Southend has over 7 million visitors, with many of them heading to central areas, as well as locations such as Old Leigh. Although there has not been a study of visitor numbers to Shoeburyness, there is likely to be significant scope for more visitors to come to the area, and not only during the summer months. Projects like the Cart & Wagon Shed will ensure that Shoeburyness will provide a visitor offer year-round. If the Borough of Southend is to encourage more staying visitors (currently day-trips dominate), with the increased economic benefits for business that stem from this, then it is important to ensure that visitors are aware of the range of travel options to Shoeburyness. This way Shoeburyness can become an attractive part of an increasingly diverse visitor offer that will encourage people to stay and explore for longer.

It is not all about incoming visitors to the Borough. Southend has a large population and there could be many more people from within the Borough who visit Shoeburyness on a regular basis. Rail and cycling are the most sustainable options which reduce demand on roads and parking with obvious benefits for the environment and reduced air pollution, and both link up the Borough well for local travel. However, ensuring that the car parks in Shoeburyness are well promoted as options for visitors, especially at peak times, is also important and can reduce the negative impact of visitors cruising for a space in central areas. Clear signage is obviously important for achieving this. An integrated approach to transport is required, as set out as an aspiration in the Southend 2050 vision, helping people make informed choices that reduce congestion and increase awareness of the different visitor locations. Integration could include improved marketing of Shoeburyness as a bike and train destination – get the train to Shoeburyness Station and cycle back along the seafront for example. Equally, there is no reason why visitors parking in Shoeburyness cannot take the train into Central Southend as part of their stay (day trip or longer) – awareness of the opportunities is critical however.

Transport for Shoeburyness CCT supports the other key areas of work which are focused on securing investment in the existing heritage assets including the Cart & Wagon Shed, improving green spaces and therefore supporting local business. The following sections set out the current issues and opportunities.

Car Parking Strategy
There are a good number of car parks at Shoeburyness, many of which are under-utilised even at peak times. The primary car parking areas are:
- Shoeburyness East Beach (Council run pay car park)
- Shoeburyness Station Car park (NCP managed)
- Shoebury Common North and South (Council run pay car park)
- Gunners Park off New Barge Pier Road (free to use car park for those visiting the Park)
- Gunners Park Cart & Wagon Shed (free to use car park intended to support visits to the new centre when open)

The car park offer for Shoeburyness is good and does play a role in supporting the local economy through encouraging visitors to the area. The intention is not to encourage an overall increase in the number of car journeys to the Borough, rather to encourage new visitors to Shoeburyness (i.e. people who are already coming to visit the Southend but may not have considered Shoeburyness as a destination / part-destination). This is particularly relevant as visitors have increasing options to spend longer in Southend (more overnight stays).

A key issue raised and discussed by the CCT is to ensure that there is a clear strategy for promoting the car parks in Shoeburyness, particularly during the summer months. Currently there is good promotion online and through signage of Southend Central area car parks (recognising that these are the primary destinations for many visitors from outside the Borough). There may be scope to encourage more parking at Shoeburyness to encourage more visitors to the east of the Borough, particularly if the Southend Central car parks are under pressure at peak times. Whatever the future solution is, the CCT is keen to engage with the Council in particular to see a coherent strategy that recognises the importance of good promotion of the car parking spaces that are available at Shoeburyness.

It is important, particularly when considering greater number of car-based visits to the area, that this does not impact negatively on residential areas. For example the Garrison area has some unadopted roads which are not the responsibility of Southend Council and there are few effective management options to discourage inconsiderate parking for example. It will be important to guide visitors by car away from areas such as these and this can be addressed through a coordinated approach to parking in Shoeburyness.

The increasing use of digital technology to find and pay for parking is an opportunity for Shoeburyness, but one that will need coordination with the Council and their technology partners. Physical signposting remains important in providing information for visitors on their way in to the Borough, but many people use apps to locate parking or do their research online before they embark on their journey. Making sure that loop vehicle detectors are working at all sites across Shoeburyness will ensure the real time availability information that people expect today when making a decision.

Shoeburyness CCT is aware of emerging plans for a significant investment at East Beach to improve and enhance existing facilities there for visitors, something that would directly support the drive to promote the area more effectively to visitors. Improving the existing car parking areas would improve the appearance of the space and encourage more visitors to East Beach.

**Trains**

Train journeys to Shoeburyness could be a very important part of increasing visitor numbers to the area throughout the year. This is clearly a sustainable option as it does not increase demand for parking, reduces traffic journeys, and would also encourage visitors to walk
through local retail areas on their way to East Beach, Gunners Park and other areas thereby potentially benefitting local traders. There is interest from C2C (train operating company) in liaising with the CCT on a range of issues. Shoeburyness Station is the terminus of the mainline C2C link to London Fenchurch Street, connecting travellers to and from London in around 1 hour.

Working with the train operating company C2C on promoting Shoeburyness as a destination, perhaps as part of a longer visit to the Borough, could improve general awareness of what the east of the Borough has to offer. This is easier to achieve when there is something specific to promote, such as a new building like the Cart & Wagon Shed or a particular festival or major participatory event.

Another opportunity is to continue promoting the seafront cycling route with Shoeburyness representing an important starting off or ending point. Working with C2C and other partners to encourage the use of the train for cyclists off peak, perhaps through ticketing promotions, could increase overall interest in cycling across the whole Borough – buy a ticket at Benfleet for example with your bicycle, go to Shoeburyness and cycle back (or to another station such as Chalkwell along the seafront).

It would be beneficial for the whole of the C2C network in Southend to be promoted more effectively for short trips – perhaps as an ‘urban metro’ which is well integrated with other forms of transport including bus, cycling (as above), walking and even car users (park here and get the train). The urban metro could link up the Borough’s main visitor destinations (Benfleet through to Shoeburyness taking in Leigh and Central Southend for example). This would benefit Shoeburyness through more local visits by train. Currently C2C is perceived (and managed) very much as a commuter line in to London. Although this is the primary function during the week, in the summer months the line plays a vital role in supporting visits to the Borough and therefore the economy.

The Office of Rail and Road (ORR) publishes annual data estimates relating to the usage of each station in the UK. The figures show a steady increase in the number of people using each of the 3 stations to the east of the Borough – Southend East, Thorpe Bay and Shoeburyness. The figures in the table below are the rounded, capturing both entries and exists from each of the stations each year.

<table>
<thead>
<tr>
<th>Year</th>
<th>Southend East</th>
<th>Thorpe Bay</th>
<th>Shoeburyness</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014/15</td>
<td>1,662,000</td>
<td>829,000</td>
<td>700,000</td>
</tr>
<tr>
<td>2015/16</td>
<td>1,761,000</td>
<td>864,000</td>
<td>723,000</td>
</tr>
<tr>
<td>2016/17</td>
<td>1,724,000</td>
<td>880,000</td>
<td>746,000</td>
</tr>
<tr>
<td>2017/18</td>
<td>1,927,000</td>
<td>886,000</td>
<td>747,000</td>
</tr>
<tr>
<td>2018/19</td>
<td>1,955,000</td>
<td>890,000</td>
<td>751,000</td>
</tr>
</tbody>
</table>

(Source – Office of Rail and Road)

The table shows for Shoeburyness an increase over the last five years of around 51,000 people entering and leaving the station, a very positive trend. Nationally the use of trains has been on an upward trajectory for over 20 years, so the increase in usage of Shoeburyness and other
stations to the east of Southend Borough is in line with this overall increase. The growth of housing east of the Borough could be a factor (including the growth of Great Wakering in the Rochford District). What is demonstrates is that there are clearly opportunities to work with C2C and other partners to improve promotion of the heritage, cultural and environmental assets of Shoeburyness to encourage greater exploration of the area by visitors (and local communities across Southend). It is worth noting that Southend Central is one of the top five seaside stations for usage with 3,446,092 in 2018/19 (significantly higher than Bournemouth for example). More travellers to Southend Central (and possibly Westcliff, Chalkwell and Leigh-on-Sea) could be persuaded to explore Shoeburyness as well.

Improved signage from Shoeburyness station to visitor areas and open spaces, alongside increased promotion and awareness of what Shoeburyness has to offer to visitors, would support increased train visits to the area. This could be supported digitally as well through promoting a ‘heritage trail’ for visitors on foot for example, something that is planned as part of the Cart & Wagon Shed project to encourage exploration of the area’s heritage.

Forward Motion
Forward Motion is the Government-funded sustainable transport programme for South Essex including Southend. It replaced the Southend-focused Ideas in Motion in 2018-19 and promotes the various forms of sustainable transport as well as hosting information events and funding small programmes. There is a ‘Southend Central Areas’ page on the Forward Motion website which provides information including cycling from Chalkwell to Shoeburyness along the seafront. Shoeburyness CCT, and the Transport Working Group in particular, should seek to engage Forward Motion where possible to promote sustainable travel to Shoeburyness and exploration by bicycle and walking in particular by visitors.

Cycling Infrastructure and Promotion
The CCT recognises that improved seafront routes for cycling across the whole Borough could potentially increase visits to Shoeburyness. The cycle connections from Chalkwell past the Pier along Eastern Esplanade to Gunners Park are well established and defined, although the section from the Coastguards station into Shoeburyness is narrow and would benefit from widening. Further to this an improved route linking Shoeburyness Station to the Garrison would not only provide improved facilities but would also support future efforts to promote Shoeburyness as a destination for cycling. The cycle path from Shoeburyness station to the edge of the Garrison would link up with the existing cycle path through the Garrison to Ness Road and would use the route of the existing footpath from the station to East Beach but this would need to be properly laid out and well signposted and have safety issues addressed. The completion of this short cycle path would be the long-awaited last link in the cycle route from Chalkwell all the way down the seafront to Shoeburyness. As referenced above, these improvements could be made as part of broader East Beach investment by Southend Council.

As referenced in the previous Economic Plan, Shoeburyness CCT remains supportive of the ‘Cinder Path’ proposals (Old Leigh to Chalkwell Station) which constitute the missing link in the entire seafront cycle route. Although this is outside the Shoeburyness CCT area, funding and delivering this scheme would directly support cycling to Shoeburyness as all partners
could actively promote a coherent cycle route linking Benfleet to Shoeburyness. It is proposed that Shoeburyness CCT will work with Leigh-on-Sea CCT and other partners to continue pushing for investment in this scheme.

**Land Train**

Over the last two years Shoeburyness CCT, and the Transport Working Party, have discussed options for reviving the concept of a ‘Land Train’ to run from Shoeburyness along the seafront to Westcliff. Not only is a Land Train a convenient way of encouraging visitors to explore the wider area, it is also part of a tourism/cultural experience. The last Land Trains running along Southend seafront were in the 1990s and struggled to generate enough revenue to sustain operations. Current proposals that have attracted commercial interest would see East Beach/Campfield Road as a starting/end point, with the Land Train picking up and dropping off visitors on a route to Rossi’s at Westcliff (down from the Cliffs Pavilion). A Land Train on this route would certainly support efforts to promote Shoeburyness as a destination, and Shoeburyness CCT will support any such plans as they emerge. However, affordability may well remain a key obstacle to progress.
13. Broader Infrastructure Issues

In order to better understand the challenges and opportunities that the CCT faces as projects and strategy progress, it is important to recognise that Shoeburyness is an area that is home to a number of different uses, and that this can sometimes create challenges.

**Shoeburyness as an Active and Historic Military Firing Range**

A large area of Shoeburyness known as the New Ranges, and the areas to the north including Foulness Island, are still owned by the MoD and operated as a Firing Range by QinetiQ. This is done through a Long Term Partnering Agreement between the MoD and QinetiQ who provide Test and Evaluation, and training support services which help to ensure the safety and effectiveness of munitions required by all of the UK Armed Services.

New Ranges has been operational as a firing range and technology centre for many years (since 1889). For many years before this the site of the current Garrison Development (known as the Old Ranges) was used for munitions testing. The result of this is that the area of the coast around the Garrison development, and particularly the foreshore and further out into the estuary, has many potential hazards associated with this historic use – unexploded ordnance for example. There was extensive clearing of some areas of sands in preparation for the ‘Third London Airport’ in 1972-74, but many areas have not been cleared. The park and the development areas have been cleared of potential hazards of this kind, but no such work has yet taken place on the foreshore which would reduce the apparent risk to the public should the area be open to public access (which it is not currently).

The MoD and QinetiQ are clear in their communications that the restricted area of coastline and foreshore are the private property of the MoD.

‘Members of the public are not permitted access to these beaches for health and safety reasons. These prohibited areas are signposted to warn of the inherent danger that trespassers are exposed to and the potential hazards associated with the historic use of the area. Members of the public are not permitted access to this stretch of the beach at any time, for any reason or purpose.’ (Quote from QinetiQ website).

*Image of the barrier to the restricted coastline referenced above.*
The area known as East Beach (to the north/east of the Garrison) is open to public access throughout the year. This is public beach managed by Southend Borough Council under license from the MoD. It is a very popular area for watersports, particularly Kitesurfing. Members of the public are generally permitted to occupy the beach, foreshore and the sea area directly in front of the beach within the licensed area. There are some restrictions for watercraft or persons beyond the Inner Sea Area (demarcated by an orange buoy line). At times QinetiQ will enforce the closure of East Beach for reasons of health and safety associated with live firing activity.

East Beach has a different history in relation to the firing ranges than other areas further south and north. It is believed that East Beach was never used as a location from which to fire munitions, or indeed to load and unload munitions and large guns (deliveries would regularly take place from Woolwich Arsenal in the 19th and early 20th century). Therefore it is considered that East Beach poses far less of a risk for individuals. The likelihood of ordnance being present in the same way at East Beach as it is around the Barge Pier area (for example) is less (although East Beach was requisitioned during WW2 for light weapons firing). The tidal nature of the area, and storms which cause significant disturbance to the mud flats and beaches, can cause ordnance to be washed up on East Beach (as it can be on any beach in the Southend area). When the MoD left the Old Ranges and sold the whole of the site to developers the military police also departed which creates challenges for the MoD and QinetiQ in terms of enforcing the byelaws. To date there have been no accidents or casualties from any illegal access of the foreshore areas, however this cannot be seen to justify any relaxation of the access restrictions.

Development on Land Adjacent to Gunners Park
The development on land adjacent to Gunners Park had originally been identified as a site for B1 (light industrial / offices) through outline planning policies for the wider Garrison Development. Over the last few years the situation has changed as the site was sold on to another developer who has put forward proposals for a largely residential scheme. Following rejection of the scheme by Southend Council due to flood and transport concerns the proposals have changed further. Planning permission for a new Lidl supermarket to the west of the site off Barge Pier Road was successful and development has begun. The very latest proposals for the remainder of the site include significant residential (250 homes), a Health Centre and some light industrial or retail use.
14. Consultation and Community Engagement

Community Consultation 2020
The Coastal Community Team for Shoeburyness aims to be as representative of the local community as possible, and this includes ensuring that there is broad representation of local groups on the CCT. The CCT has been able to function well over the last five years, discussing key issues and supporting projects. Further to this however, it is important to engage more broadly with local communities to ensure that the priorities of the CCT are recognised and generally supported.

In 2015 an initial online survey was undertaken using Survey Monkey by the CCT which was helpful in identifying initial priorities, and this influence the original Economic Plan (published in January 2016). Responses were good at around 120 (depending up on the question), and the CCT was able to establish for example that there was definitely broad support for the Cart & Wagon Shed project and improving heritage interpretation and activities in the area.

Another online survey was undertaken by the CCT between June and July 2020. The was promoted through social media channels and through a printed leaflet that was distributed to local shops and community spaces. This achieved a much-higher response, with 543 in total, demonstrating the recognition and traction that the CCT has achieved over the last 5 years. Below is a summary of the responses, all of which is of relevance to the CCT and has helped to shape/confirm the priorities set out in this 2020 Economic Plan.

Information on Respondents to the Survey
85% (459) of the responses to the survey came from people living in Shoeburyness. This means that the responses are very locally relevant and there is a good level of interest in the work of the CCT and its partner organisations.

The largest age range group responding to the survey was the 45-64 group (260 or 48%), with the next largest the 65+ age group (129 or 24%), followed by 30-44 (122 or 23%). Younger groups engaged with the survey less. This basically mirrors (more or less) the age make up of the CCT itself, and perhaps reflects the networks that the CCT is able to tap into easily (Facebook for example was important but tends not to be used so much by younger people). It is generally the case that older people are more likely to engage with community and heritage projects, particularly as volunteers, so the positive responses from older age groups is very encouraging. Of course the 45-64 age group is quite large and could have many in their 40s, so there was a fair spread of ages even if the 0 -14 age group are totally unrepresented.

There were a fair few more females (60%) responding to the survey than males. It is not clear why but there is not really any real significance to this in terms of the survey results.

Question 5 – Have you heard of the Cart & Wagon Shed project (sometimes called the ‘Heritage Centre’)?
Question 5 was an opportunity for the CCT to gauge the general level of awareness of what has become the priority project. The fact that 68% (368) responses indicated that they were aware of the project shows the good level of engagement undertaken by the CCT over the last few years on the project, and also a good level of local interest. This is an important factor when seeking to engage visitors and volunteers in the near future on the project. This is of course before the building has actually opened, so we would expect much higher numbers in the future when the building is open.

Question 6 – Is the history and heritage of Shoeburyness important to you?

This was a chance to gauge the level of interest in local Shoeburyness related heritage. The Cart & Wagon Shed and wider focus on interpretation and promoting the local heritage assets more broadly was informed by opportunity (since 2015 the CCT has seen the need to progress this for the benefit of the local area), but also initial feedback from the original CCT community survey which was extremely positive. Clearly the responses demonstrate a keen interest and provides confirmation that the CCT is right to prioritise heritage and heritage related projects. 94% of respondents indicate that heritage is ‘Very’ or ‘Quite’ important, and this is equally split between ‘Very’ and ‘Quite’. Shoeburyness provides significant
opportunities in relation to heritage of course, and the wider Borough will benefit from improved facilities east of the Borough for visitors.

Question 7 – How much do you know about the history and heritage of Shoeburyness?

The responses to this question clearly show that there are opportunities to provide more information, interpretation and activities to increase knowledge of Shoeburyness’ heritage. The fact that the majority respondents indicated that they knew ‘Something’ or ‘A lot’ shows a good level of current interest which projects such as the Cart & Wagon Shed will benefit from.

Question 8 – Would you like to find out more about the history and heritage of Shoeburyness?

This is a key question to assess the appetite amongst the community (particularly the local community) to find out more about the local heritage. The responses are clearly incredibly positive which shows the CCT is focusing on the right priorities. 79% (423) answered ‘Yes’ to this compared to only 2% (13) answering ‘No’.
Question 9 – How likely is it you will visit the Cart & Wagon Shed?

The positive response to this question, despite current uncertainty amongst the general population about visiting community spaces since Covid-19, would indicate that the interest in the Cart & Wagon Shed as a space to visit is healthy. It is likely that this would reflect the good level of interest in the building as demonstrated particularly in Question 5 and the interest in heritage as demonstrated in previous question responses. It is clear that a new visitor and community space is very much needed in Shoeburyness given current lack of such facilities.

Question 10 – What could the Cart & Wagon Shed provide?

Given the current plans for the Cart & Wagon Shed as set out in the business plan by Shoebury Coastal CIC, it is interesting to see that the most popular two choices were the two elements that will make up the majority of the offer – History/Interpretation exhibition and events (84% or 453), and a café (84% or 456). Neither of these is available for the community or visitors in Gunners Park or the Garrison area. It is another endorsement of
the focus on heritage, as well as a reflection on the need for somewhere for refreshments for the 1000s of visitors to Gunners Park each day (throughout the year). Other options, although less popular, were still supported which is good for the Cart & Wagon Shed as an operation that will provide community, meeting, education and other activity space. It is worth noting that the response was broadly the same in terms of breakdown as the original survey in 2015, so the interest in the heritage and café has remained constant over time.

**Question 11 – Will the Cart & Wagon Shed help to promote Shoeburyness?**

This question was asking whether respondents felt that the Cart & Wagon Shed will be an interesting and relevant intervention into the local offer for heritage and facilities to engage both visitors and local communities. Clearly the feeling amongst respondents is that it definitely will, which again is an excellent response for Shoebury Coastal CIC and very much the key reason for taking the project forward in the way it is conceived. Those answering ‘Yes’ made up 85% or 456. The responses to ‘Don’t know’ are not seen as negative, only a reflection of the fact that the building is not yet open and more awareness raising will be a good thing.

**Question 12 – Would respondents be interested in Volunteering?**

The responses to this question are very encouraging for the Cart & Wagon Shed as a community-focused project (both the main organisation and the café operator are not-for-profit). Volunteering take-up amongst the general UK population are around 22%, with greater levels in older age groups (as they have more time to dedicate). For Question 12 the confirmed interest (those answering ‘Yes’) was 10% (52). Interestingly ‘Don’t Know’ was 42% of the responses (228), higher that the negative at 34% (183). This would indicate that there is good potential interest from the community when the Cart & Wagon Shed has progressed as a project and opened as a community space. Of those answering ‘Yes’ the main groups represented were 45-64 (24) as well as the 65+ with 17. This really reflects the predominance of older age group responses to the overall survey while also generally in line
with national trends. Interestingly 14% of those answering left contact details for volunteering opportunities, more than those that answered ‘Yes’. There was a fair split between male and female responses to this question as well.

**Q12 Would you be interested in volunteering (or getting involved somehow) in the Cart and Wagon Shed project, or any other local project?**

![Bar chart showing responses to Q12]

**Question 13 – Where do you go shopping locally?**

![Bar chart showing responses to Q13]

This was a question not directly related to the work and focus of the CCT, but really to better understand how the local community (which were the majority of responses) engage with local retail – a key indicator of the strength of the sector. In the first CCT Economic Plan published in 2016 the CCT had a specific Theme to ‘Support local business initiatives’, something related to proposals at the time for a local business group which could represent the shared interests and priorities of the locality from an economic perspective. This also provided context for priority projects – improving the attractiveness of Shoeburyness as a
destination (and local community) with wider economic and social benefits (including for retail and hospitality). There are no great surprises in the above, with Asda the most popular followed by the Sainsbury’s on the Garrison. It is encouraging that there was a decent response for West Road (which has the appearance of struggling as a local centre). What these responses provide is some context and a benchmark for the future.

**Question 14 – What do respondents think of the retail offer locally?**

As with the above (Question 13), this is really useful context for the CCT as it develops the core projects. A positive impact in the future on Shoeburyness as a local centre would see more answering ‘Good’ or ‘Excellent’. The majority answered ‘Not bad’, with more answering ‘Good’ than ‘Poor’.

**Question 15 – Do respondents go to pubs, cafes and restaurants locally?**

As with the two above questions, this was again to seek a better understanding of how respondents engaged with the local economy. The vast majority visit pubs and restaurants often or occasionally. Again we would hope in the future to see this increase as a result of investments in the area.
Question 16 – Do respondents use other local facilities?

Again this questions was about establishing how respondents made use of other local Shoeburyness assets. It is not surprising that the open space and coastal offer of Shoeburyness is most popular, something that Shoeburyness is very strong on as a destination (albeit not fully recognised in local strategies and with limited facilities).

Other responses
There was a good level of feedback and suggestions for the CCT on priorities and projects. This included investment at East Beach, greater celebration and protection of the natural environment, improving the cleanliness of the area (including the beaches and parks), and more marine/maritime activities.
**Parkrun Survey 2020**

As well as undertaking the Community Survey, the CCT also sought input from the local Parkrun community with a main focus on the Cart & Wagon Shed. Parkrun can attract over 500 participants (as well as many more volunteers and family members) each Saturday morning at Gunners Park, so is an important activity taking place in close proximity to the Cart & Wagon Shed and the wider heritage of the area. This was the case before the Covid-19 lockdown which meant that Parkrun activities had to stop (the last Parkrun before the publication of this Economic Plan was in late March 2020).

Overall there were 143 responses to the Parkrun survey, mostly generated through the Southend Parkrun Facebook page. This shows a good level of interest and would represent around a third of the figure normally taking part in Parkruns at Gunners park. The age profile was similar to the community survey, with the majority in the 45-64 age bracket. There were also more females (88) than males (52), again similar to the community survey breakdown. There was an equal split between those who live in Shoeburyness and those who don’t.

Fewer respondents (as a percentage) had heard of the Cart & Wagon Shed which is unsurprising as there was a greater percentage of respondents from outside the local area. However, still 60 (42%) answered ‘Yes’ which is encouraging.

**Question 5 – How likely are respondents to visit the Cart & Wagon Shed?**

<table>
<thead>
<tr>
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<th>Percentage</th>
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<tbody>
<tr>
<td>Very likely</td>
<td>60%</td>
</tr>
<tr>
<td>Quite likely</td>
<td>20%</td>
</tr>
<tr>
<td>Not likely</td>
<td>10%</td>
</tr>
<tr>
<td>Definitely not</td>
<td>10%</td>
</tr>
</tbody>
</table>

It is well-known that Parkrun participants and organisers would like to see improved facilities for visitors at Gunners Park. Therefore the very positive response to this question is not surprising. It does suggest that Parkrun will be a good thing in terms of visitors to the Cart & Wagon Shed when it opens in 2021.
Question 6 – What could the Cart & Wagon Shed provide?

Although the top two preferences were the same as for the main community survey, there was a clear preference for Refreshments/Café. This is not surprising given the need for more facilities at Gunners Park. However, it is encouraging that 77 (54%) still expressed an interest in the History/Interpretation. The ‘Other’ contained mainly references to toilets.

Question 7 – Would respondents like to find out more about the History of Shoeburyness?

This is very encouraging for the Cart & Wagon Shed. 76% (109) answered ‘Yes’ demonstrating that respondents are not only interested in the Cart & Wagon Shed for its provision of facilities.
Question 8 – Will the Cart & Wagon Shed help to promote Shoeburyness?
This was overwhelmingly positive, with 131 (92%) answering ‘Yes’ and only one ‘No’.

![Chart for Q8]

Question 9 – Do respondents use any other local facilities?
As with the main community survey, the responses were focused mainly on open spaces and the coast. It demonstrates that Parkrun is likely to contribute significantly to the local economy and encourages people to visit the area.

![Chart for Q9]

The final question was asking for any further input, and this mainly consisted of support for toilets and a café.
The Poppies Wave was a major art installation commemorating the First World War. Along with the Weeping Window installation, 6 locations across the UK were chosen as hosts with significant interest generated. Barge Pier at Gunners Park in Shoeburyness was one of the locations for Poppies Wave, attracting over 107,000 visitors between 12th April to the of 25th June 2017. The evaluation report covering all six locations was published in March 2018 by Morris, Hargreaves, McIntyre, a large international specialist cultural consultancy. This provided an excellent opportunity for visitors, many 1000s coming to the area for the first time, to engage with the history and heritage of Shoeburyness. In relation to the visitors to Shoeburyness:

“...the majority of which came solely to see the artwork but also explored the wider area, benefiting local attractions and the local economy. The visitors at Shoeburyness represented a local and London-based audience. The sculpture successfully attracted audiences who are typically less engaged with arts and heritage. People left with a better understanding of the area’s First World War history and connections, and were keen to learn more.’

‘Wave at Southend generated an enthusiasm for local history. People left with a better understanding of Southend’s First World War history and connections, and they were keen to learn more.’

23% of visitors to Wave ‘definitely agreed’ that they have a better understanding of the contribution of people from Southend to the First World War. An additional 40% ‘tended to agree’. Combined (64%), this is the second-highest total behind Cardiff in 2017.”

It is interesting to see the level of increased engagement and understanding of the heritage of the Gunners Park and Shoeburyness area, with a clear focus on the military heritage. 100s of volunteers were involved, and many of them had a good understanding of the local heritage and were able to explain this to visitors. However the local heritage interpretation was reasonably limited, so to have achieved this level of interest is promising. This demonstrates the opportunities that would stem from a more permanent programme of interpretation and engagement as is proposed through the Cart & Wagon Shed project.

Of all of the six locations, Shoeburyness had the highest percentage of people that said that they were ‘very likely’ or ‘quite likely’ to find out more about the local area (48% overall).
15. Projects

In this section we set out the main projects that have been identified by the CCT. All of the projects referenced below have been identified and addressed by the CCT as a group through the meetings and ongoing discussion. The CCT is of course not in total control of any of the projects so they will rely upon good levels of partnerships working, principally with Southend Council and other local organisations and groups. Projects are set out under one of the four Key Themes:

Projects Under Key Theme 1: Improve promotion and marketing of Shoeburyness as a destination

1A - Ensure that Shoeburyness is well represented in local tourism plans and strategies
The 2017 ‘Destination Southend’ strategy was an opportunity for Shoeburyness CCT to ensure the area was well represented as a destination, thereby supporting the wider effort by all partners to see a greater number of staying visitors in the Borough (as the positive economic impact on the area is far greater than for day visits). To achieve this there is a need to extend and diversify the visitor offer, and promoting Shoeburyness and other areas alongside Central Southend is key to this. A new strategy is being produced led by the Southend Tourism Partnership and Southend Borough Council in 2020. It is important for Shoeburyness and other areas to be represented and for there to be actions to back up the key opportunities identified. Whilst it was important from a local perspective for key partners involved with the Southend Tourism Partnership to understand the opportunities at Shoeburyness, there has not been an evaluation or monitoring report on the success or otherwise of the 2017 ‘Destination Southend’ strategy. The CCT is keen to engage with other partners including the Council to better understand the positive impact of tourism and in particular the role that Shoeburyness plays (or can play) in this.

1B - Heritage Trail for Shoeburyness
This is linked to the Cart & Wagon Shed project which forms an important focal point for future exploration of Shoeburyness’s heritage, particularly the physical heritage throughout Gunners Park and the Garrison. There is excellent knowledge of the local heritage in the community, in organisations such as the Shoebury Society and the volunteers engaged with the Shoeburyness Archives. The trail could support wider interpretation of the area, encouraging exploration by visitors, local communities and education/school groups. It would be a year-round activity with the Cart & Wagon Shed providing shelter, refreshments and teaching space (as required).

Projects Under Key Theme 2: Develop the heritage, cultural and environmental offer and improve interpretation

2A – Cart & Wagon Shed (Shoeburyness Heritage Centre)
Securing funding through the Government’s Coastal Revival Fund was an excellent early success for the CCT and has provided funding to undertake an options appraisal, business plan
and internal design for the building (by Southend Council who worked with the CCT to develop it). Key elements of what is the current priority project for the CCT:

- Shoebury Coastal CIC taking on a lease from Southend Council on completion of the capital works (internal fit out) including the café space, toilets, storage, office, plant and all internal walls (including for the archive space)
- The proposed café opening and providing revenue to support the wider operation, as well as providing an identified need in the local area (see Consultation section)
- Funding for installing what is required for a ‘small museum and archive’, with interpretation, archive storage and research space, materials to support activities and education. Also a starting point for exploring the wider Gunners Park area including the other heritage assets (this would include a ‘Heritage Trail’ as set out above). The key focus for this is the National Lottery Heritage Fund, and possibly other trust and foundations as necessary (as well as some local fundraising).
- Ensure that the Cart & Wagon Shed is able to provide space for local community groups, organisations and for events. Having the Cart & Wagon Shed open should make it easier for larger events to take place including the Estuary Festival (was to take place in 2020 but due to Covid-19 now 2021)
2B – Shoeburyness Archives
The Shoeburyness Archives were collected by Major Tony Hill MBE who served at both the Old and New Ranges before retirement. The collection was started in 1979 after the MoD left the Old Ranges site and has grown significantly over the years. The Archives are now in the custody of the Shoeburyness & South Essex Branch Royal Artillery Association who ensured that they are safely packaged and are therefore able to be moved to a new permanent location in the Cart & Wagon Shed when the capital works have been completed. This was achieved with significant support from many local volunteers, all of whom are keen to continue supporting this work when the move to the Cart & Wagon Shed takes place.

The collection is made up of photographs, drawing and maps, and documents, record and books, all relating to the Old Ranges and the New Ranges. There are also many artefacts including military equipment and ammunition (no longer live or dangerous). There is also information relating to the wider Shoeburyness area given the impact of the military presence in the area. The artefacts and information in the archives will provide important content and inspiration for heritage interpretation within the Cart & Wagon Shed, so it is important that this move takes place and that funding is secured for safe storage, research, digitisation and interpretation.

2C – Heavy Quick Firing Battery
The Heavy Quick Firing Battery is very much a feature of the Gunners Park and coastal landscape. It was built in 1899 as a practice facility for firing large guns from a cliff. The structure is almost completely solid with only a small internal space (something that people find surprising given the size of the building). The building is now owned by Southend Borough Council, and it is intended that it will be leased to Essex Wildlife Trust as part of the wider management agreement for Gunners Park.

The building can be an attractive proposition for anti-social behaviour and vandalism with people sometimes climbing on the roof which poses real danger given the height. Encouraging more appropriate interaction with the building will be a challenge for Essex Wildlife Trust, and if funding can be secured in the future to support more productive uses, or at the very least ensure the safety of the public and visitors to the park, this will benefit the area. Some CCT partners have proposed a viewing platform given the excellent views to be had from the vantage point across the Thames Estuary. Some emergency works are required to prevent rainwater ingress and to improve rainwater disposal.

Part of the western facing side of the Heavy Quick Firing Battery
2D – Barge Pier
This is another important feature of Gunners Park and one that has been identified by the CCT as a potential project to explore for future use. The pier was built in 1910 and was where heavy guns and equipment were unloaded having been brought down the Thames from Woolwich on barges. There was previously a railway line running to the pier connected to the New Ranges site. Barge Pier was utilized effectively for the Poppies Wave installation by 14-18Now in 2017 – part of a wider tour of the installation to commemorate WW1. This demonstrated that the pier can be used, although there was no access for visitors.

Barge Pier is located in the area of restricted public access on land owned by the MoD (although the sea wall will belong to Southend Council). This creates difficulties for public access and for any refurbishment and maintenance work which is likely to be required. The CCT will seek to work with partners to identify whether there is a future for Barge Pier as a public asset, with the cost likely to be a key restriction.

2E – Manor House (Suttons), Suttons Road
The Manor House, located within the New Ranges site owned by the MoD, is a Grade II* listed building and is possibly one of Shoeburness’ (and the Borough’s) most important heritage assets. The New Ranges is inaccessible to anyone without a pass to get onto the site, and this makes any plans for future public access very challenging and would reduce the likelihood of securing funding (as public engagement is a key outcome). Built in 1681 the building is on the ‘Historic England At Risk Register’ due to its poor state of repair. The MoD however have started working on plans for a restoration programme in line with Historic England’s advice and guidance. Any project to increase public awareness and engagement would require collaboration with MoD and QinetiQ. It may be possible in the near future to work on opening up the site/building to visits at specific times of year, and to enable access to researchers, heritage experts and artists for specific projects.
2F - Shoeburyness Waterman’s Association

Shoeburyness Waterman’s Association are an important local organisation providing affordable recreational boating maintenance facilities to its members, the majority of whom are constituents of the local community and surrounding area. They also provide informal activities and education opportunities to young people about the Thames Estuary and the environment, while also introducing them to boat maintenance and boating. The Association currently lease two separate sites at opposite ends of East Beach. By relocating its operations from two small sites located at either end of East Beach to a single site at the east end of the same location, the club will be able to improve security, operate more efficiently, expand and provide improved facilities.

By expanding its membership, the association will be able to offer a higher standard of boating services to those in the wider maritime and local community wishing to become members. This in turn provides opportunities for young and disadvantaged groups from a broad range of social economic backgrounds to make their first steps into boating. Successful delivery of this project will also ensure the long-term future of the association. As a not for profit organisation, all monies raised are put back into the safe efficient running of the Association.
Projects Under Key Theme 3: Achieve enhancements to public open space and parks

3A - Shoebury Common North
Excellent progress has now been made on physical improvements to Shoebury Common North following positive engagement between Shoeburyness CCT and the Council. The area has been opened up with new planting, paths and benches making what is a very prominent and important green space feel more accessible and in keeping with green spaces in other areas (including further west in along Thorpe Esplanade). It is now more likely that the car park accessible from Waterford Road will be utilized (it has been virtually unused for many years despite offering convenient access to the beach). As of May 2020 there are still elements to complete

- Play area – Southend Council have seen the initial Planning Application for a new children’s play area to the south/east of the Common knocked back. However a new revised application is due and the installation of the play area will certainly add to the appeal of the Common for families (benefitting local people throughout the year)
- Safe crossing – The Common is now becoming an important attraction for families, particularly with the play area likely to be installed in 2020. The CCT has discussed the option for a new pedestrian crossing between the north and south of the common, particularly to encourage safe crossing by young people and families. Although there is no statutory duty for Southend Council to implement this, they are willing to engage positively with the community to see a solution found, with funding likely to come from fundraising (supported by Shoeburyness CCT and Shoeburyness Residents Association for example).

3B - East Beach Improvements
Each Beach is one of the most popular coastal destinations in the Borough of Southend, within easy access of Shoeburyness Station and some good levels of parking. It is also easy accessed by bicycle and bus. Southend Council are funding the work to develop a café/restaurant at East Beach and will lease to a private enterprise to run. This will generate new interest in East Beach possibly year-round.

Improvements to East Beach would include:

- Car Parking improvements to match car parks in other areas of the Borough
- Improve signage and wayfinding from Shoeburyness Station to East Beach, and on from East Beach to Gunners Park (to encourage exploration of the area’s heritage and open spaces).
- Cycle route improvements to encourage more cycling visits (see below under Key Theme 4)

3C – Heritage Buildings at Gunners Park
Throughout Gunners Park is located some of the Borough’s most important architectural heritage, relevant locally but also nationally (military heritage relating to the Ranges). Some of these buildings are referenced above as relating to individual projects. However, all of the buildings need to be protected and better interpreted so that more people (residents and
visitors) are aware of the heritage (British School of Gunnery for example). A report put together in preparation for the Estuary 2020 Festival (commissioned by Metal Culture) which includes utilizing many of these unique spaces states that the buildings ‘are currently empty and unused, and have been subject to vandalism and pigeon infestation. As such they are wasting assets, not shown to their best advantage and not accessible to the wider public’. This is followed by recommendations on improvements to the buildings. Not major overhauls or repairs, only what would be needed to make them safe for temporary art installations for Estuary 2020, an approach which would ‘encourage public interest...and further debate about their future management and use.’ Works to the following buildings are recommended:
- Experimental Casemates (sometimes erroneously identified as the ‘Light Quick Firing Battery’)
- Heavy Quick Firing Battery
- East and West Powder Magazines

Other buildings are likely to benefit from some attention as well as those listed above. A key issue to the strategy will be the role of Essex Wildlife Trust in taking on responsibility for many of these buildings from Southend Council.

Projects Under Key Theme 4: Improve sustainable transport connectivity and awareness of all transport options to the east

4A - Coherent Approach to Promotion of Car Parking in Shoeburyness
It will be important for the CCT to continue liaison with Southend Council and other partners to encourage a positive and proactive promotion strategy for visitors who choose to drive into the Borough, particularly during peak summer season, to use car parks in Shoeburyness where possible. The central car parks are very heavily utilized during the summer peak with the core road signposting strategy encouraging parking in the centre. Visitors could be encouraged to park further east and this would encourage greater exploration of Shoeburyness and the beaches further east.

4B - Complete Cycle Route from Station to East Beach
As with the importance of completing the ‘Cinder Path’ stretch of the National Cycle Route 16 between Old Leigh and Chalkwell Station, the importance of the short link between
Shoeburyness Station and East Beach is more important than simply the practical improvement for cycling – it provides a coherent route which can be promoted to the benefit of Shoeburyness. The National Cycle Network 16 currently formally ends around Rampart Street close to East Beach (although Sustrans recognise that there is work to do to make the whole route 16 fully usable).

https://osmaps.ordnancesurvey.co.uk/51.56576,0.04085,10

More broadly the CCT will continue to look at ways of promoting cycling into, from and through Shoeburyness. This should form part of a wider cycling strategy for Southend, supporting more sustainable travel practices and encouraging greater levels of exploration by bike across the Southend Borough and into Rochford District.

4C – Promotion of the Train for trips to Shoeburyness
This project reflects the importance of the CCT engaging with C2C on promoting Shoeburyness as a destination in the future. The CCT is already engaging with C2C who remain keen to collaborate on promoting Shoeburyness, particularly when the Cart & Wagon Shed opens as a destination and there are large scale events taking place.

4D – Extra Public Transport Seafront Capacity During Peak Season to Shoeburyness
It is important, as set out in the current Tourism Strategy, that visitors are encouraged to come east of the Borough to improve and diversify the overall visitor/tourism offer and in the process have a positive impact on people staying for longer trips. Getting people to and from Central areas (and further west) to Shoeburyness during peak summer season could support this, and the seafront route is the obvious way to explore as it links all of the key summer destinations. A Land Train option has been discussed at CCT meetings and with businesses, but this has yet to take off due to logistics and a viable finance model. Extra dedicated bus capacity could be another answer. Encouraging cycling, perhaps through a more effective cycle hire scheme than has so far been achieved, may also provide a very sustainable solution.
## 16. Action Plan

| Key Theme 1 – Improve promotion and marketing of Shoeburyness as a destination |
|---|---|---|---|---|
| **Project Reference** | **Project Title** | **Proposed Actions** | **Funding Issues** | **Partners** | **Related Projects** |
| 1A | Ensure that Shoeburyness is well represented in local tourism plans and strategies | Engage with Southend Borough Council on the updated Destination Southend strategy (for 2020). Propose inclusion of Shoeburyness where necessary/appropriate and accompanying actions. Seek to engage Southend Tourism Partnership on encouraging broader tourism experiences for visitors to support longer-stays – including Shoeburyness Discuss Destination Southend at CCT meetings on an ongoing basis, ensuring that key projects are promoted on any tourism related sites or in documents (public and strategic). Shoebury Coastal CIC to ensure broad awareness of the Cart & Wagon Shed (new visitors and community space) | No direct funding issues | Southend Borough Council Southend Tourism Partnership Southend BID Shoebury Coastal CIC | 2A 3C 4A 4B 4C 4D |
| 1B | Heritage Trail for Shoeburyness | Shoebury Coastal CIC and other partners will develop the Interpretation Strategy for the Cart & Wagon Shed in the context of the wider Shoeburyness area. This will include, as part of the interpretation materials, a Heritage Trail of the local area to encourage | Funding for trail likely to be part of wider Cart & Wagon Shed focused National Lottery Heritage Fund programme. | Shoebury Coastal CIC Shoebury Society | 2A 2B 2C 2D 3C |
exploration on foot and by bike – focusing primarily on the Gunners Park and Garrison area
Engage with Southend Museum Service to consider how to engage with other trails and interpretation relating to Shoeburyness
Engage with other local partners including Essex Wildlife Trust to develop trail and wider interpretation strategy

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<th>Project Reference</th>
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<th>Proposed Actions</th>
<th>Funding Issues</th>
<th>Partners</th>
<th>Related Projects</th>
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<tr>
<td>2A</td>
<td>Cart &amp; Wagon Shed (Shoeburyness Heritage Centre)</td>
<td>This is the priority project for the SCCT. Shoebury Coastal CIC to secure lease of the Cart &amp; Wagon Shed from Southend Borough Council Sub-Licence to not-for-profit café operator (Seashells Café CIC) Interim interpretation plan completed Autumn 2020 to ensure interest for visitors before longer-term strategy Open the Cart &amp; Wagon Shed to the public in March 2021</td>
<td>Submit funding application for core exhibition, interpretation, activities and archive to the National Lottery Heritage Fund (NLHF) in October/November 2020</td>
<td>Shoebury Archive Volunteers Essex Wildlife Trust</td>
<td>1A 1B 2B 4B 4C</td>
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<tr>
<td>2B</td>
<td>Shoeburyness Archives</td>
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| This is obviously a critical project in relation to the Cart & Wagon Shed project, but it requires a specific focus to support the work of the existing volunteers. This project forms a core part of the ‘Heritage Centre’ or ‘small museum’ offer of the Cart & Wagon Shed.  
Support funding applications for the Archives as part of the Cart & Wagon Shed project (but also potentially as a smaller stand-alone project) |
| Funding to be secured as part of the wider Cart & Wagon Shed project. Although it may be possible to support the Archives initially with a smaller application for racking and digitisation equipment for example. |
| Shoebury Coastal CIC  
Shoebury Society |

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<th>2C</th>
<th>Heavy Quick Firing Battery</th>
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</table>
| SCCT to keep this on the agenda for all future meetings.  
Work with all partners to identify longer-term interpretation and potential future usage for the building. The building is very prominent in the landscape and is close to the Cart & Wagon Shed, so there is potential to use the building for wayfinding for example.  
The CCT will continue to seek clarity from Southend Council and Essex Wildlife Trust on |
| No funding in place at present. Depending upon preferred use, a funding strategy would have to be developed. |
| Southend Borough Council  
Essex Wildlife Trust |
future management proposals (which may affect future usage and access).

| 2D  | Barge Pier | Agree a CCT and wider partnership approach to Barge Pier. It is understood that the investment required to make the structure safe for people is considerable.  
In order to take this project forward it will be necessary to understand Southend Council’s preferred strategy for Barge Pier – to date it has not been a priority and it is not accessible by the public so there is no current incentive to invest to make it safe.  
A possible option is for a community-led approach to fundraising and potential future management. A key challenge (on top of raising the capital for refurbishment/making it safe) being raising ongoing revenue once any future capital works have been undertaken.  
The structure is unlikely to disappear any time in the next 100 years, so another option is to interpret the pier from the park (and through digital/trails) and leave it to nature (with no public access). | No funding identified. But would need significant levels of capital to take forward any scheme that included enabling public access. | Southend Borough Council MoD 1B |
<p>| 2E  | Manor House (Suttons) | The CCT to gain a full understanding of the plans that the MoD have for this important heritage building. Will the works planned see the building coming off the ‘Historic England Heritage at Risk Register’? | Funding for necessary works from MoD. It would not be possible to raise public/charitable funds for this project due to restrictions on access. | MoD Shoebury Coastal CIC 1B 2A |</p>
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<th>The CCT will seek to understand from MoD whether there are any plans for future public access (restricted obviously to special visits) any time in the near future. Through interpretation at the Cart &amp; Wagon Shed and the Heritage Trail, it will be important to improve public awareness of the important heritage asset.</th>
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<tr>
<td>2F</td>
<td>Shoeburyness Waterman’s Association</td>
</tr>
<tr>
<td>Project Reference</td>
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| 3A                | Shoebury Common North         | Southend Council application for planning approval for new play area to east of the area. Followed by implementation of the scheme for 2020-2021. This follows extensive work that has already been undertaken by Southend Council on a range of improvements to the area.  

The CCT to work with partners to engage Southend Council on a proposed new crossing from the South to Shoebury Common North, recognising the increased interest in crossing that the new play area (and wider improved park) will generate. This will include support for fundraising to implement the scheme – Southend Council has indicated that it will support the implementation of the crossing. | Funding required for new crossing as not a statutory requirement. This will have to come from a range of sources including public/charitable sector. | Shoeburyness Residents Association  
Southend Borough Council |                                            |
| 3B                | East Beach Improvements       | This is a project being led by Southend Council to improve facilities at East Beach. The CCT will engage proactively on the cycle route proposed improvements from the station, and improvements to signage in particular.                                                                                                                                                                                                                                                                               | Direct capital funding from Southend Borough Council – although no confirmed breakdown of priorities (August 2020)                                                                 | Southend Borough Council                                                                                                                                      | 4B              |
| 3C                | Heritage Buildings at Gunners Park | Planning permission has been granted for improvements to the four main buildings, related to proposals for the Estuary Festival in 2021.  

Engage proactively with all partners to identify longer-term sustainable uses for each of the buildings for public use, or use as installation points for public art work for example.                                                                                                                                                                                                                       | Funding would be needed to undertake improvements to buildings for public use, or use as installation points for public art work for example. | Southend Borough Council  
Essex Wildlife Trust | 1B  
2A  
2C |
four buildings – Experimental Casemates, Heavy Quick Firing Battery and East and West Powder Magazines. This includes seeking clarity from Southend Council and Essex Wildlife Trust on their longer-term plans.

Work with partners to identify capital funding where required (although this is a lower priority initially than securing funding for the Cart & Wagon Shed).

Shoebury Coastal CIC and Shoebury Archives to include references to buildings in the Heritage Trail and wider interpretation.

Given the prominence of the Heavy Quick Firing Battery in the context of the park, this has a specific project focus for the SCCT (see 2C)

<p>| Key Theme 4 – Improve sustainable transport connectivity and awareness of all transport options to the east |</p>
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<tr>
<th>Project Reference</th>
<th>Project Title</th>
<th>Proposed Actions</th>
<th>Funding Issues</th>
<th>Partners</th>
<th>Related Projects</th>
</tr>
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<tbody>
<tr>
<td>4A</td>
<td>Coherent approach to promotion of car parking in Shoeburyness</td>
<td>Continue to engage with Southend Council ensuring that the Borough-wide strategy for parking recognises and promotes parking options further east towards Shoeburyness This will be discussed regularly at CCT meetings and through the CCT Transport Sub-Committee</td>
<td>No funding issues</td>
<td>Southend Borough Council</td>
<td>1A 2A 3B</td>
</tr>
<tr>
<td>4B</td>
<td>Complete cycle route from Station to East Beach</td>
<td>Continue to engage with Southend Council and other partners as necessary on improving this important element of cycling connectivity. Set this piece of connectivity in the context of a need to encourage more cycling into, through and from Shoeburyness. Will be discussed at future CCT meeting and through the CCT Transport Sub-Committee.</td>
<td>2020 increased funding for cycling project (post Covid-19) – an opportunity Proposed investment by Southend Council in East Beach improvements – an opportunity to undertake this work</td>
<td>Southend Borough Council C2C</td>
<td></td>
</tr>
<tr>
<td>4C</td>
<td>Promotion of the train for trips to Shoeburyness</td>
<td>Ongoing liaison has taken place with C2C over the last 5 years, ensuring that they are up to speed with the promotional opportunities developing in Shoeburyness. This will continue and may result in some joint online promotions. The Transport Sub-Committee focus more on how visitors from within Southend and beyond can make greater use of the train when visiting Shoeburyness, and work with partners including C2C, Southend Council and Forward Motion. The Cart &amp; Wagon Shed project in particular will create new interest and a space for visitors, and they cannot all visit by car. So the Shoebury Coastal CIC will also consider promoting travel by train to Shoeburyness.</td>
<td>No funding required at this stage.</td>
<td>C2C Southend Borough Council Forward Motion Shoebury Coastal CIC Other local partners and businesses</td>
<td></td>
</tr>
<tr>
<td>4D</td>
<td>Extra public transport seafront capacity during</td>
<td>Continue CCT support for a Land Train that links Shoeburyness along the seafront with other areas of the Borough further west.</td>
<td>Likely to require private funding</td>
<td>Southend Borough Council</td>
<td></td>
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<tr>
<td>peak season to Shoeburyness</td>
<td>Provide direct support where necessary for private sector led schemes for a Land Train or similar scheme. Through the CCT and Transport Sub-Committee continue to discuss options for peak season seafront routes to encourage visitors to take in more of the Borough (particularly further east) as part of their visit.</td>
<td>Local businesses</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
17. Governance and the Coastal Community Team

The second edition of this Coastal Community Team Economic Plan for Shoeburyness is very much a reflection of the dedicated and collaborative effort by members and external partners over the last five years. Progress can be seen against all of the original Key Themes, and this is a reflection of the impact that Shoeburyness CCT has had on local policy areas and the development of specific projects (including funding). The CCT has been proactive in securing Coastal Revival Funding and in establishing Shoebury Coastal CIC to provide a mechanism for the direct involvement in key project (primarily the Cart & Wagon Shed which remains the top priority project).

Legitimacy of the CCT has come not only from Government support and recognition of the role of Coastal Community Teams, but also from the openness of the group to new members, to sharing information and knowledge at meetings (and outside of meetings), and continuing to hold regular meetings where all the key issues are discussed with some actions agreed. Minutes are taken and these can be shared.

The CCT is a non-formal body (not a registered company or charity) and does not hold any funding directly. Therefore the formal charity processes for Governance do not apply. However, the Chair and Vice-Chair roles have been important in ensuring that there is some formality and process that the CCT members can have some confidence in, and these roles are open to discussion and debate at any time. The support of the Cultural Engine CIC since 2015 has also been important in ensuring that funding can be secured, support for projects and enacting influence on strategy, and in the production of the Economic Plans.
Appendix A – Shoeburyness Coastal Community Team Key Information and Contacts

The Ministry of Housing, Communities and Local Government (MHCLG) requires there to be a point of contact for each Coastal Community Team in England. This enables them to make contact for policy matters and updates on progress against Economic Plans.

Chair of the Shoeburyness Coastal Community Team is Brian Sandford (Shoebury Society)

Vice-Chair of the Shoeburyness Coastal Community Team is John Budge (Shoeburyness Residents Association). John also convenes the SCCT Transport Working Party. John Budge can be contacted on shoeburycoastalcommunityteam@gmail.com

For the current draft stage of the Economic Plan update 2020, the main contact should be: Giles Tofield  
The Cultural Engine CIC  
The Beecroft Art Gallery Building  
Southend-on-Sea  
SS2 6EX  
Telephone: 01702465656  
Mobile: 07765 242241  
Email: giles@culturalengine.org.uk

Accountable Body Contact  
The Accountable Body for the Shoeburyness CCT has been Southend-on-Sea Borough Council (for the purposes of managing some grant funding). Contact Person: Caroline Reynolds (Senior Economic Development Officer)  
Email: carolinereynolds@southend.gov.uk