

Thurrock: A place of opportunity, enterprise and excellence, where individuals, communities and businesses flourish

Planning, Transport, Regeneration Overview and Scrutiny Committee

The meeting will be held at **7.00 pm** on **16 September 2015**

Committee Room 1, Civic Offices, New Road, Grays, Essex, RM17 6SL

Membership:

Councillors Brian Little (Chair), Martin Kerin (Vice-Chair), Chris Baker, Robert Gledhill, Steve Liddiard and Peter Smith

Substitutes:

Councillors Russell Cherry, Garry Hague, Barry Johnson and Michael Stone

Agenda

Open to Public and Press

	Page
1. Apologies for Absence	
2. Minutes	5 - 12
To approve as a correct record the minutes of the Planning, Transport, Regeneration Overview and Scrutiny Committee meeting held on 29 th July 2015.	
3. Items of Urgent Business	
To receive additional items that the Chair is of the opinion should be considered as a matter of urgency, in accordance with Section 100B (4) (b) of the Local Government Act 1972.	
4. Declaration of Interests	
5. Heritage, Arts and Culture Ambitions in Thurrock	13 - 22

6. Feedback from the Fobbing and Horndon on the Hill Site Visit on the 12 September 2015

To allow members to have their view and put forward comments for the consultation.

Queries regarding this Agenda or notification of apologies:

Please contact Jessica Feeney, Senior Democratic Services Officer by sending an email to Direct.Democracy@thurrock.gov.uk

Agenda published on: **8 September 2015**

Information for members of the public and councillors

Access to Information and Meetings

Members of the public can attend all meetings of the council and its committees and have the right to see the agenda, which will be published no later than 5 working days before the meeting, and minutes once they are published.

Recording of meetings

This meeting may be recorded for transmission and publication on the Council's website. At the start of the meeting the Chair will confirm if all or part of the meeting is to be recorded.

Members of the public not wishing any speech or address to be recorded for publication to the Internet should contact Democratic Services to discuss any concerns.

If you have any queries regarding this, please contact Democratic Services at Direct.Democracy@thurrock.gov.uk

Guidelines on filming, photography, recording and use of social media at council and committee meetings

The council welcomes the filming, photography, recording and use of social media at council and committee meetings as a means of reporting on its proceedings because it helps to make the council more transparent and accountable to its local communities.

If you wish to film or photograph the proceedings of a meeting and have any special requirements or are intending to bring in large equipment please contact the Communications Team at CommunicationsTeam@thurrock.gov.uk before the meeting. The Chair of the meeting will then be consulted and their agreement sought to any specific request made.

Where members of the public use a laptop, tablet device, smart phone or similar devices to use social media, make recordings or take photographs these devices must be set to 'silent' mode to avoid interrupting proceedings of the council or committee.

The use of flash photography or additional lighting may be allowed provided it has been discussed prior to the meeting and agreement reached to ensure that it will not disrupt proceedings.

The Chair of the meeting may terminate or suspend filming, photography, recording and use of social media if any of these activities, in their opinion, are disrupting proceedings at the meeting.

Thurrock Council Wi-Fi

Wi-Fi is available throughout the Civic Offices. You can access Wi-Fi on your device by simply turning on the Wi-Fi on your laptop, Smartphone or tablet.

- You should connect to TBC-CIVIC
- Enter the password **Thurrock** to connect to/join the Wi-Fi network.
- A Terms & Conditions page should appear and you have to accept these before you can begin using Wi-Fi. Some devices require you to access your browser to bring up the Terms & Conditions page, which you must accept.

The ICT department can offer support for council owned devices only.

Evacuation Procedures

In the case of an emergency, you should evacuate the building using the nearest available exit and congregate at the assembly point at Kings Walk.

How to view this agenda on a tablet device



You can view the agenda on your [iPad](#), [Android Device](#) or [Blackberry Playbook](#) with the free modern.gov app.

Members of the Council should ensure that their device is sufficiently charged, although a limited number of charging points will be available in Members Services.

To view any “exempt” information that may be included on the agenda for this meeting, Councillors should:

- Access the modern.gov app
- Enter your username and password

DECLARING INTERESTS FLOWCHART – QUESTIONS TO ASK YOURSELF

Breaching those parts identified as a pecuniary interest is potentially a criminal offence

Helpful Reminders for Members

- *Is your register of interests up to date?*
- *In particular have you declared to the Monitoring Officer all disclosable pecuniary interests?*
- *Have you checked the register to ensure that they have been recorded correctly?*

When should you declare an interest *at a meeting*?

- **What matters are being discussed at the meeting?** (including Council, Cabinet, Committees, Subs, Joint Committees and Joint Subs); or
- If you are a Cabinet Member making decisions other than in Cabinet **what matter is before you for single member decision?**



Does the business to be transacted at the meeting

- relate to; or
- likely to affect

any of your registered interests and in particular any of your Disclosable Pecuniary Interests?

Disclosable Pecuniary Interests shall include your interests or those of:

- your spouse or civil partner's
- a person you are living with as husband/ wife
- a person you are living with as if you were civil partners

where you are aware that this other person has the interest.

A detailed description of a disclosable pecuniary interest is included in the Members Code of Conduct at Chapter 7 of the Constitution. **Please seek advice from the Monitoring Officer about disclosable pecuniary interests.**

What is a Non-Pecuniary interest? – this is an interest which is not pecuniary (as defined) but is nonetheless so significant that a member of the public with knowledge of the relevant facts, would reasonably regard to be so significant that it would materially impact upon your judgement of the public interest.

Pecuniary

If the interest is not already in the register you must (unless the interest has been agreed by the Monitoring Officer to be sensitive) disclose the existence and nature of the interest to the meeting

If the Interest is not entered in the register and is not the subject of a pending notification you must within 28 days notify the Monitoring Officer of the interest for inclusion in the register

Unless you have received dispensation upon previous application from the Monitoring Officer, you must:

- Not participate or participate further in any discussion of the matter at a meeting;
- Not participate in any vote or further vote taken at the meeting; and
- leave the room while the item is being considered/voted upon

If you are a Cabinet Member you may make arrangements for the matter to be dealt with by a third person but take no further steps

Non- pecuniary

Declare the nature and extent of your interest including enough detail to allow a member of the public to understand its nature



You may participate and vote in the usual way but you should seek advice on Predetermination and Bias from the Monitoring Officer.

Vision: Thurrock: A place of **opportunity**, **enterprise** and **excellence**, where **individuals**, **communities** and **businesses** flourish.

To achieve our vision, we have identified five strategic priorities:

1. Create a great place for learning and opportunity

- Ensure that every place of learning is rated “Good” or better
- Raise levels of aspiration and attainment so that residents can take advantage of local job opportunities
- Support families to give children the best possible start in life

2. Encourage and promote job creation and economic prosperity

- Promote Thurrock and encourage inward investment to enable and sustain growth
- Support business and develop the local skilled workforce they require
- Work with partners to secure improved infrastructure and built environment

3. Build pride, responsibility and respect

- Create welcoming, safe, and resilient communities which value fairness
- Work in partnership with communities to help them take responsibility for shaping their quality of life
- Empower residents through choice and independence to improve their health and well-being

4. Improve health and well-being

- Ensure people stay healthy longer, adding years to life and life to years
- Reduce inequalities in health and well-being and safeguard the most vulnerable people with timely intervention and care accessed closer to home
- Enhance quality of life through improved housing, employment and opportunity

5. Promote and protect our clean and green environment

- Enhance access to Thurrock's river frontage, cultural assets and leisure opportunities
- Promote Thurrock's natural environment and biodiversity
- Inspire high quality design and standards in our buildings and public space

Minutes of the Meeting of the Planning, Transport, Regeneration Overview and Scrutiny Committee held on 29 July 2015 at 7.00 pm

Present:	Councillors Brian Little (Chair), Martin Kerin (Vice-Chair), Steve Liddiard and Peter Smith (arrived at 7.15pm)
Apologies:	Councillors Robert Gledhill and Colin Churchman
In attendance:	Councillor Speight, Councillor Speight, Portfolio holder for Regeneration Councillor Gerrish, Portfolio holder for Transport Councillor Stewart Matthew Essex, Head of Regeneration Stephen Taylor, Programmes and Projects Manager John Pope, Public Transport Manager Peter Newman, Chairman of Ensign Buses Tony Davis, Member of the Public Gary O'Brien, Member of the Public Mike Tarbard, Member of the Public Jessica Feeney, Senior Democratic Services Officer

Before the start of the Meeting, all present were advised that the meeting may be filmed and was being recorded, with the audio recording to be made available on the Council's website.

1. Minutes

The Minutes of the Planning Transport and Regeneration Overview and Scrutiny Committee, held on 4 March 2015, were approved as a correct record.

2. Items of Urgent Business

There was no items of urgent business.

3. Declaration of Interests

There were no declarations of interest.

4. Terms of Reference

The Terms of Reference were noted.

5. Thames Enterprise Park

Chris Brookhouse introduced himself as the CEO of Thames Enterprise Park and Thames Oilport, which were owned by a joint venture of Greenery, Vopak and Shell, he added that was also a director of Greenery. Graham Alexandra introduced himself being the Head of Business Development, and

Phil Kennedy a Senior Director at FTI Consulting both present to speak on behalf of Thames Enterprise Park.

The Final Interim Masterplan was presented to the Committee by Thames Enterprise Park. The presentation set out the development strategy and planning considerations for the creation of Thames Enterprise Park, a site comprising approximately 405 acres of previously developed land at the former Coryton refinery.

The Final Interim Masterplan informed the committee of the following;

- It would provide for a range of other uses, such as logistics, storage and distribution and complementary ancillary services.
- That the scale and location of the site, provided scope to both respond to market demand and to create an attractive environment within which to invest and to work.
- It was explained to the Committee that once completed the Thames Enterprise Park will form one of the largest developments of its kind in Europe and provide a major boost to future growth and prosperity of the Borough and the wider Thames Gateway South Essex area.

It was explained to the Committee that Thames Enterprise Park held a meeting in March 2015 to inform Head Teachers of the potential job opportunities that would arise from the development of the Thames Enterprise Park. Councillor Kerin felt that the employment and training opportunities were good and questioned what outcomes came from the meeting with Head Teachers. Thames Enterprise Park explained that the meeting was very responsive and that school visits would be arranged by the preferred bidder when the sale is complete which would encourage young people to consider a career in this area of work. The Head of Regeneration explained that they will aspire to a similar training process currently undertaken at the Royal Opera House. It was added that Officers would aspire to populate the workforce at Thames Enterprise Park with Thurrock residents. The Chair of the Committee requested for a follow up report to come back to the Committee regarding the education training for The Thames Enterprise Park.

Councillor Liddiard questioned if public transport was being considered in the development, it was explained by Officers that this was incorporated in the transport plan. The Head of Regeneration confirmed that £9 million had been secured for the redevelopment of Stanford station. Further to that the Committee was informed that the Thames Enterprise Park would create 5,964 transport movements over 24 hours it was explained that there was more work to do in the future to reduce that figure.

The Chair of the Committee questioned if there would be one owner of the Thames Enterprise Park, and if so would the Council have a guarantee if the land management was to fail. Thames Enterprise Park confirmed that there would be one owner of the 403 acres that were for sale, with the current owners retaining land for Thames Oil port. They explained that there was no

guarantee that the land management would not fail, although it was added that the risk of this happening was very low.

RESOLVED:

To note that the Committee endorsed the emerging Final Interim Masterplan for the Thames Enterprise Park.

6. Local Bus Services

The Public Transport Manager introduced the report to the committee during which he highlighted the following points;

- The budget had reduced from £835,000 in 2008/09 to £245,000 in the current financial year, and that this level of funding does not provide a service for all communities or at a frequency that users consider acceptable
- Without financial support it is unlikely that areas such as Fobbing, East and West Tilbury, Bulphan and Horndon on the Hill would have any bus services.
- A consultation is currently being undertaken with users of the three supported services which will run until 10 September 2015.

The Chair informed the Committee that three members of the public and Councillor Stewart were present at the meeting to ask a question or make a statement; he also informed the Committee that three written statements had been circulated to the Committee from Amber Coaches, Carol Rintoul a member of the public and Thurrock Coalition.

Mike Tarbard was welcomed to speak to the Committee and in doing so he highlighted the following points to the Committee;

- That access was denied to Basildon Hospital, libraries, dentists, opticians and shops and students would not be able to get to college or reach recreational places because there would be no weekend service.
- It was stated how the 11 bus route was covered by other current bus routes and that the 374 bus route was not.
- That the council should reconsider the decision made on the grounds of total isolation of Horndon-on-the-Hill.

Gary O'Brien was welcomed to speak to the Committee and he raised the following points;

- The difference between the two bus routes 11 and 374.
- Results of a Survey of passenger movements on 374 Bus between Corringham Social Club and The Five Bells Roundabout both outgoing and incoming.
- A Survey of passengers using the 374 through Fobbing.

- Observations on how bad the Road Safety and Health and Safety for those who are forced to walk from Fobbing to either the Five Bells or The Corringham Club to Board or Alight any bus.
- Ongoing Report and Survey of Thurrock Bus 374 prior and after 2 May 2015.

Tony Davis was welcomed to speak to the Committee he covered the following points;

- Many residents have lost their ability to go out and socialise with friends and family, loss of social contact could lead to depression and anxiety.
- That the impact of the loss of the bus was in no way confined to the elderly age group and that some younger people also do not have a car and must use a bus to go to work, to school or to college.
- On May 2 the bus was removed without any consultation, It was felt that if Thurrock Council held a consultation 8 weeks ago it would have prevented the current situation.
- On behalf of the residents Tony Davis provided Report and Survey findings to the Committee which states why the bus should be reinstated to run through Fobbing and requested that the council investigate the possibilities of the reinstatement of the 374 bus.

Councillor Stewart was welcomed to the Committee to make her statement and ask her question, in doing so she highlighted the following points;

- That the Planning and Transport Officers gave the highest of priorities to the 374 route as being the most necessary bus service to preserve but it was the number 11 that was given the lowest priority because its route was covered by other bus services.
- The reason given for keeping the number 11 service was due to necessary access to health centres, yet to date, no research had been completed to substantiate that claim.
- Councillor Stewart felt it would have been fairer to ensure access for all residents across Thurrock to hospitals and health centres rather than just some. As the average age of residents in Fobbing is close to 50 and over a quarter of residents are over 65.
- The Village had no local convenience store or shops and left elderly residents with up to a 3 mile round walk which included a hill just to get a pint of milk or loaf of bread or to catch a bus.

Councillor Stewart asked the Chair of the Committee and the Members to review and thoroughly scrutinise this unsound decision to remove the vital bus route through Fobbing, basing its findings on accurate research and invited the Committee and Portfolio Holder on a site visit.

The Chair of the committee accepted the invitation; the Democratic Services Officer agreed to arrange a site visit.

Councillor Kerin said he would like to see an objective measurable way to address the priority of the bus services. It was also suggested that the Planning and Transport Officers look at sourcing other funding internally from Adult Social Care and Education.

Peter Newman the Chairman of Ensign Buses explained to the Committee that they previously operated the 374 bus route. Peter Newman suggested two short term solutions for Horndon on the Hill and Fobbing:

- That the number 11 bus route stops in Horndon on the Hill and then goes onto Basildon.
- He recommended that Officers talk with First Buses who run the number 100 bus route and enquire as to whether they could run one bus an hour through to Fobbing.
- He believed the old 374 service was nearly viable as a commercial route.

The Chair of the Committee requested that Peter Newman's comments were included in the consultation with other operators.

RESOLVED:

- 1. To note that the Committee considered appropriate local bus budget to ensure access to employment, healthcare, education, shopping and leisure facilities, enabling residents to live independently, minimising the cost of services provided by the local authority.**
- 2. To note that the Committee considered alternative ways of providing communities with the transport services required.**

7. Grays South and Rail Station Regeneration

The Head of Regeneration explained to the Committee that in July 2013 Cabinet approved the introduction of a broad (8m wide) underpass beneath the railway line to replace the existing level crossing. The proposals included:

- access via high quality,
- landscaped public squares at either end of the underpass
- The potential for a redeveloped rail station to provide a significantly enhanced arrival point into the town centre.

At December 2014 Cabinet it was envisaged that Network Rail would lead the design and construction of the underpass and the Council would lead the necessary land assembly. The Committee was informed that both organisations had commissioned consultants to develop the design proposals and consider the land and property implications respectively and a preferred underpass option had been identified and valued and a Land Acquisition and Partnership Strategy developed.

The Head of Regeneration explained that the cost estimates provided by Network Rail showed a design and construction cost that was similar to the budget price identified in the studies by Ramboll of £8,851,565. However additional costs appeared excessive, which took the cost estimate to £15,163,396 for the underpass with additional sums for relocating Crown Road and for inclusion of lifts. The Regeneration Team explained they were working with Network Rail to understand these estimates and to consider how they could be reduced.

Members were informed that further reports would be submitted to Cabinet for consideration of the next stages of the project including detailed design, funding and, if necessary, the drafting of a Compulsory Purchase Notice.

Councillor Kerin praised the project and questioned how many people from Thurrock would get the opportunity to work on the construction, Councillor Liddiard also questioned if the work would cause an impact to the train line. The Head of Regeneration explained that companies within Thurrock would be considered and that the construction of the underpass would not affect the train line as it would be a single weekend closure over Christmas. Councillor Liddiard also felt that more communication needed to take place to inform Thurrock residents of the underpass and the benefits.

Councillor Liddiard raised a concern regarding flooding and the underpass; the Head of Regeneration assured the Committee that a pumped solution was in place to resolve that issue.

Councillor Liddiard questioned where funding was being sourced from, The Head of Regeneration explained that they had a variety of funds at their disposal including an allocation within the Council's capital programme, some S106 monies and both Network Rail and C2C had identified funds that could be used to support the scheme. It was referenced that the Local Growth Fund could be an opportunity to secure the funds still needed.

RESOLVED:

To note that the Planning Transport and Regeneration Overview and Scrutiny Committee provided their views on the design options and cost estimates and the approach to land assembly set out in this report.

8. Work programme

The Democratic Services Officer explained that there was some new agenda items that had arose from the meeting and that she will circulate the amended work programme electronically.

The meeting finished at 9:26 pm

Approved as a true and correct record

CHAIR

DATE

**Any queries regarding these Minutes, please contact
Democratic Services at Direct.Democracy@thurrock.gov.uk**

This page is intentionally left blank

16 September 2015	ITEM: 5
Planning, Transport and Regeneration Overview and Scrutiny Committee	
Heritage, Arts and Culture Ambitions in Thurrock	
Wards and communities affected: All	Key Decision: Yes
Report of: Stephen Taylor, Programmes and Projects Manager	
Accountable Head of Service: Matthew Essex, Head of Regeneration	
Accountable Director: Steve Cox, Assistant Chief Executive	
This report is public	

Executive Summary

Art, culture and heritage are a vital part of Thurrock’s growth story. Access to great cultural and heritage assets is important in itself but also as a catalyst to improve health and wellbeing, to inspire, to raise educational attainment and improve quality of life.

Cabinet received the ‘Unleashing Creative Ambition’ report in December 2013 which re-aligned the approach to arts, culture and heritage with the Council’s vision and priorities, placing the cultural agenda at the heart of the Growth Programme. Since then a number of initiatives have developed including the Thurrock Trailblazers Programme and the very successful Village Beach Festival held in July, celebrating the work of local artists, musicians and historians. The approach is now being formalised in an emerging Art, Culture and Heritage Strategy which is aligned with Council priorities and can be used to outline a clear direction of travel in the coming years to stakeholders and potential funders.

1. Recommendation(s)

1.1 Members are invited to review the emerging strategy, to approve the direction and the developing priorities.

2. Introduction and Background

2.1 Arts, culture and heritage matter. Our quality of life is improved immeasurably through access to a rich cultural life as the arts, culture and heritage allow individuals and communities to come together, to participate, to learn and to enjoy themselves. It is a fundamental cornerstone of social cohesion as our

sense of identity as individuals and communities is heavily influenced by the cultural activity we are exposed to.

2.2 Thurrock is in the grip of exciting, game-changing growth and regeneration which is improving the physical environment, generating new homes, business accommodation and job opportunities. In the midst of transformational change there is an appetite to do things differently and the Council has adopted a clear vision and priorities that drive strategic direction and the delivery of services.

2.3 In December 2013 Cabinet received a report aligning a new approach to arts, culture and heritage in the borough with the corporate vision and priorities. The 'Unleashing Creative Ambition' report outlined three propositions that together constitute a new arts, culture and heritage brief:

- A cultural entitlement programme for every young person in Thurrock
- An enterprise and innovation programme
- A creative place-making programme

Subsequent reports have explored this new approach and the relationship with other corporate priorities such as addressing the relationship between the borough and the riverfront. As a result a portfolio of projects and initiatives ranging from the on-going development of High House Production Park as an international centre for creativity to the successful Village Beach Festival of arts and culture, showcasing local talent, has emerged.

2.4 This report seeks to cement the role of art, culture and heritage in the borough by drawing together projects and initiatives into an emerging single, co-ordinated strategy and plan. The strategy aims to set out the overall strategic approach to the cultural agenda in the borough and the context in which new initiatives will be developed, highlighting the valuable role the arts, culture and heritage play in our plans to realise the potential of the people and the place of Thurrock.

3. Issues, Options and Analysis of Options

Unleashing Ambition

3.1 The emerging Unleashing Ambition Strategy (Appendix 1) takes the December 2013 'Unleashing Creative Ambition' Cabinet Report and subsequent reports as a base from which to articulate the Council's role and approach to Arts, Culture and Heritage. The strategy seeks to recognise the areas where the Council should lead, where creative businesses can play their part, where there are gaps to be filled and where the role of the Authority is to support and promote activities, events and initiatives undertaken by many clubs, groups and societies in the borough.

3.2 The Strategy comprises four ambitions: -

- Creating fantastic locations - Art, Culture and our heritage are at the heart of building a better Thurrock
- Developing the sector – supporting existing and emerging creative talent to locate and grow in Thurrock
- Exciting events and activities - local people continue to enjoy the many opportunities to experience great art and culture and to learn about the people and place of Thurrock
- Growing our appetite for culture and heritage - developing the audience for our cultural and heritage assets to its full potential

These four ambitions will be delivered through four programmes – a creative place making programme focussed on the growth hubs; a creative enterprise and innovation programme; an activities and events programme; and a cultural entitlement programme.

3.3 The creative place-making programme will deliver a series of hubs across the borough which will act as centres for performance, the visual arts and heritage activity. The hub approach is intended to de-centralise art, culture and heritage provision and to create access routes between these hubs, improving accessibility for everybody in the borough. It seeks to support but also maximise the value and benefits of our investment in these locations. In addition the programme contributes to the delivery of other Council priorities including the growth programme and the approach to re-defining the relationship with the riverfront through the creation or further development of destination locations.

3.4 The borough is already home to a number of performance, visual arts and heritage destinations such as Coalhouse Fort, Tilbury Fort, Bata Reminiscence Centre, Thurrock Museum, Thameside Theatre, Gunpowder Magazine and Proof House in Purfleet and High House Production Park. Through the Thameside Complex Options Appraisal Report in February 2015 Cabinet has already agreed in principle to exploring how the place-making programme can enhance the existing offer and develop new locations where visual arts, performance and stories about the people and place of Thurrock can be shared. Opportunities could include the Community Hubs, Healthcare facilities, Libraries, Schools, new buildings and the renovation of old buildings through private development alongside the Growth Programme.

3.5 The programme will be embedded in and take a lead from other corporate initiative including the Growth Hub Programme and the review of the Thameside Complex. A cross-Council approach to delivering the programme can take advantage of opportunities afforded through other initiatives, make better use of existing resources and attract external funders to support a co-ordinated investment programme.

- 3.6 A creative enterprise and innovation programme embeds arts, culture and heritage into the Council's approach to economic development, skills and employment. The value of the creative sector as a driver of growth and employment has been recognised in the Thurrock Economic Development Strategy and by the South East Local Enterprise Partnership (SELEP). Creative industries in SELEP employ over 32,000 people and generate approximately £2.5billion in Gross Value Added. SELEP recognise Creative, Cultural and Media and the Visitor Economy as one of four growth sectors.
- 3.7 Thurrock is ideally placed to benefit from the growth in the sector with a competitive market for business accommodation, proximity to London and an internationally recognised centre for the creative industries at High House Production Park. Opportunities on the horizon include:
- new jobs through proposals to create a film and television studio complex in Purfleet, and from the development of small business accommodation targeted at the creative sector at High House Production Park;
 - new training opportunities including the Costume Construction Degree offered by South Essex College and accredited by University of the Arts London, delivered in partnership with the Royal Opera House at High House Production Park;
 - building on the success of previous programmes new business support provision through the development of a SELEP wide bid for European Regional Development Fund money to provide business support for the creative and cultural industries.

By working with creative businesses, our partners and with departments across the Council in a co-ordinated approach the programme will help to encourage young people's understanding of the sector and equip local residents with the skills to find jobs, start businesses and grow in Thurrock.

- 3.8 Experiencing and participating in cultural activity has been shown to improve health and well-being, to support community cohesion and to inspire people in all aspects of their lives. Thurrock is home to a large number of creatives and historians who, as individuals or in groups, clubs and societies, organise and participate in cultural activity, often through performances and exhibitions seeking to engage the rest of the community. The borough is also home to a number of popular festivals and events such as the Orsett Show and the FUSED festival, which are an opportunity for residents to engage in the arts and to learn about Thurrock.
- 3.9 In 2015 arts organisation Metal, supported by the Council, Arts Council England and other partners produced the Village Beach Festival in Grays, attracting over 6,000 people to a showcase of local music, history, art and creative talent which celebrated the breadth and depth of the cultural sector in the borough. The festival sought to complement existing activities and events and to offer local creatives and historians an opportunity to showcase their interests and talents. Building on the success of the festival, the emerging

strategy proposes working with Metal to make Village Beach an annual showcase of local talent and history and a focal point of a wider celebration of the Thames Estuary which Metal are seeking to produce with performances, exhibitions, installations and explanations of the people and place of south Essex. If the approach is agreed, the Council will need to offer some financial support to the festival however sponsorship and external funding will be sought to minimise the cost.

- 3.10 Through developing and publicising the programme of events and activities delivered by groups across the borough, focussing on provision at the heritage, performance and visual arts hubs and focussing on an annual celebration of culture and history at Village Beach the residents, workers and visitors to Thurrock will have the opportunity to access great art and culture and to learn about the area.
- 3.11 While a cultural and historic events and activities programme will provide opportunities for residents, businesses and visitors to engage in cultural activity and to learn about Thurrock. These opportunities will only continue to grow and flourish if there is a demand for them. The fourth strand of the strategy focuses on building that demand to its full potential. It recognises the contribution the arts, culture and heritage agenda can make to other priorities such as health and well-being and seeks to build demand through projects such as delivery of the very successful Thurrock Trailblazers Pathfinder Programme and the web-based cultural development tool the Council has supported this year – IDEA13.
- 3.12 There has been a particular focus on developing a cultural entitlement programme for young people with the Cultural Entitlement Pathfinder Initiative - Thurrock Trailblazers - developed with partners including the Royal Opera House and creating a programme of activities to inspire and engage young people, to raise aspiration and educational attainment. Good progress has been made with the programme now being rolled out to all schools in the borough.
- 3.13 Coupled with the Village Beach festival, Metal established IDEA13 Thurrock – a web-based cultural development tool to promote artists, performers, musicians and events and activities across the borough. A promotional campaign aimed at local residents as well as providers of cultural and heritage activity could build use of the website as a single point of reference for events and activities in Thurrock.
- 3.14 A second aspect of this promotional campaign will seek to raise awareness of the value the art, culture and heritage agenda can add to activity that addresses other priorities such as social care and health and well-being. By raising awareness and co-ordinating the approach, opportunities for more projects will present themselves which will help deliver other service priorities for the Council and other partners.

Implementation

- 3.15 If the emerging strategy and priorities are to be delivered then clear governance arrangements will need to be put in place to ensure projects deliver the outputs, outcomes and ambitions set out in a co-ordinated and controlled manner. The Council uses Programme Boards to oversee other areas of work and it is proposed that a Board, chaired at Director level, is established and oversees the projects and activities in the portfolio from the Council's perspective, while recognising that many projects and activities will continue to be delivered by the many clubs, groups and societies in the area. The Board will need to be administered by a lead department however leadership of the Council's involvement in particular project strands will be spread across different Services. Alongside the Board, clear communication mechanisms will be required to engage with residents and work with performance, visual art and heritage groups, businesses, funders and other stakeholders.
- 3.16 A phased approach to delivering the four ambitions will be required. The emerging strategy identifies the initial thoughts on the priorities for the first phase of implementation however it is recognised that the activities undertaken will evolve. Initial priorities around mapping, researching and investing in the creation and enhancement of facilities and locations will give way to revenue funded activity seeking to animate spaces and facilities alongside longer term capital investment.

Conclusion

- 3.17 The arts, culture and heritage agenda is important in itself and for the opportunity it affords the council and partners to positively influence a number of other priorities – health, well-being, educational attainment and community cohesion to name a few. The strategy offers a positive context and direction of travel in which current initiatives and new ideas can be developed to deliver the strategic outcomes and delivering great art, culture and heritage for everyone.

4. Reasons for Recommendation

- 4.1 The Council has been reviewing its role in the arts, culture and heritage agenda since the approach was aligned with the council vision and priorities agreed by Cabinet in December 2013. The emerging strategy seeks to cement the role of arts, culture and heritage in the borough and to recognise the value of these activities for their own sakes and as a catalyst to support other priorities. It sets out some key projects that the Council could develop in the coming years, a framework which any new initiatives will need to contribute to and a methodology for implementation to oversee the programmes and monitor performance.

5. Consultation (including Overview and Scrutiny, if applicable)

- 5.1 This report has been informed by the series of reports to Cabinet beginning in December 2013 with 'Unleashing Creative Ambition'. Each of these reports has been consulted on through discussion in the Council, with cultural providers and with potential funders.
- 5.2 Consultation on particular initiatives has also taken place. For example a series of informal consultation events engaged local artists, performers and community organisations with an interest in the creative sector to discuss both the Village Beach Festival and IDEA13. New initiatives will be subject to consultation within the Council, with stakeholders and local residents as appropriate.

6. Impact on corporate policies, priorities, performance and community impact

- 6.1 This strategy sets out the Council's priorities in relation to the art, culture and heritage agenda in Thurrock and will contribute to the delivery of other Council priorities such as economic development and raising educational attainment.

7. Implications

7.1 Financial

Implications verified by: **Mike Jones**
Management Accountant

This report is for members to comment on the strategy and as such there are no direct financial implications. Any financial commitments resulting from the strategy will need to be met through existing budgets or addressed in the subsequent report to Cabinet.

7.2 Legal

Implications verified by: **David Lawson**
Deputy Head of Legal and Governance

Members are being invited to review and comment on the strategy and the portfolio of projects and as such there are no direct legal implications at this stage

7.3 Diversity and Equality

Implications verified by: **Natalie Warren**

Community Development and Equalities Manager

Consideration will need to be given to equality and diversity requirements at all stages of implementation. The lead for each project should consider the equality and diversity implications during project development and advice should be sought from relevant groups as appropriate. Projects will need to acknowledge our increasingly diverse local community and the need to ensure an inclusive cultural offer. Particular consideration will need to be given to physical access to facilities and events.

7.4 **Other implications** (where significant) – i.e. Staff, Health, Sustainability, Crime and Disorder)

None.

8. **Background papers used in preparing the report** (including their location on the Council's website or identification whether any are exempt or protected by copyright):

- 11th December 2013 Cabinet Report – Unleashing Creative Ambition – A Strategic Role for Arts and Culture in Thurrock
- 2nd July 2014 Cabinet Report – Celebrating the River Thames
- 17th December 2014 Cabinet Report – Thames Estuary Festival
- 11th February 2015 Cabinet Report – Thameside Complex - Options Appraisal (Stage One)
- 11th March 2015 Cabinet Report – High House Production Park

<http://democracy.thurrock.gov.uk/ieListMeetings.aspx?CIId=129&Year=0>

9. **Appendices to the report**

- (Appendix 1) Unleashing Ambition – Great Arts, Culture and Heritage for Everyone

Report Author:

Stephen Taylor

Programmes and Projects Manager

Regeneration

Our Ambitions	Creating fantastic locations - Art, Culture and our Heritage are at the heart of building a better Thurrock	Developing the sector – supporting existing and emerging creative talent to locate and grow in Thurrock	Exciting events and activities - local people can continue to enjoy opportunities to experience great art and culture and learn about the people and place of Thurrock	Growing the appetite for culture and heritage - developing the audience for our cultural and heritage assets to its full potential
Our Delivery Programmes	A creative place-making programme focussed on the growth hubs	A creative enterprise and innovation programme	An activities and events programme	A cultural entitlement programme
Our key proposals for the first phase of implementation	<ul style="list-style-type: none"> Identifying and developing opportunities to enhance and create performance, visual art and heritage hubs as part of the Growth Programme in Purfleet, Grays and Tilbury/ East Tilbury Completing the second phase of the Thameside Complex Options Appraisal and developing delivery strands for any recommendations agreed by Cabinet Completing the first phase of works at Coalhouse Fort and reviewing opportunities to help secure its future in the long term Continuing the programme of housing arts projects at Seabrooke Rise and elsewhere Working with local groups and stakeholders to identify and develop the second phase of projects and programmes under this workstream 	<ul style="list-style-type: none"> Supporting the creation of new workspace for artists and creative businesses in Thurrock Working with investors to secure the new film and television studios as part of the Purfleet Centre Regeneration Scheme Working with stakeholders to develop a Local Enterprise Partnership (LEP)- wide prospectus for the creative and cultural industries and a bid for European funding for a business support programme Supporting partners to promote employment and skills opportunities in the creative and heritage sector Working with local groups and stakeholders to identify and develop a second phase of projects and programmes under this workstream 	<ul style="list-style-type: none"> Mapping existing creative and heritage based activities and events across the borough Working with Metal and other partners to support Village Beach as an annual celebration of our heritage and creativity, showcasing local tales and talent Promoting the good work of local clubs and societies delivering events and activities across the borough Working with local groups and stakeholders to animate existing and new performance, visual art and heritage hubs 	<ul style="list-style-type: none"> Delivery of the Thurrock Trailblazers Programme with local schools and creative industries Further development and delivery of IDEA13 cultural development tool Promotional campaign to raise awareness of the value of the sector with stakeholders, partners and residents Working with local groups and stakeholders to identify ways to further develop the audience to its full potential
Our deliverables from the first phase of implementation	<ul style="list-style-type: none"> Opportunities in the Growth Hubs identified and proposals developed Thameside appraisal completed Coalhouse Fort first phase works completed Seabrooke Rise residents engaged in discussion about the estate and helping develop new public realm New projects identified 	<ul style="list-style-type: none"> New workspace created Film and Television Studios project secured LEP wide business support programme for the creative industries delivered Employment and skills opportunities promoted New projects identified 	<ul style="list-style-type: none"> Mapping completed Village Beach 2016 secured and produced Promotional programme developed New projects identified 	<ul style="list-style-type: none"> Web-based cultural development tool (IDEA13) further developed Thurrock Trailblazers Programme engaging young people with great culture and art continues to develop and grow Promotional campaign supported New projects identified
Our Outcomes	<ul style="list-style-type: none"> Thurrock is a place where people want to live, work and visit Thurrock is recognised as a place where creative businesses thrive and jobs are created Residents confirm they are proud to live in Thurrock Arts culture and heritage delivery will contribute to delivery of the Council’s wider outcomes 			
Our Audience	<ul style="list-style-type: none"> Local Residents, Commuters, Single Interest Visitors, Businesses, Funders and other Stakeholders 			
Our Enablers	<ul style="list-style-type: none"> Embedding arts, culture and heritage within the delivery of Council services Successful relationships with external funders and stakeholders Strong relationships with local arts, culture and heritage communities 			

This page is intentionally left blank