

# CONSULTATION SUMMARY



## Introduction

This section of the document provides a summary of consultation feedback received by Thurrock Council (TC) as a response to the Transforming Grays online consultation hosted by the Council between 27th February 2020 - 14th March 2020.

### Aims:

The principal objective of the consultation was to measure the level of support for a number of Town Centre proposals that are currently being developed as part of an extensive regeneration programme for Grays.

Additionally, key aspirations, concerns and ideas that could complement some of the proposals were captured.

### Participants:

The Council invited residents that live, visit, work and learn in Grays as well as local businesses and community groups, to share their views on potential projects. The consultation was advertised via leaflets, posters and social media platform.

### Projects:

There were 20 projects published via the online consultation portal, including the initial design concepts for Grays underpass. This specific project was published in order to help identify a preferred option to take forward to the design stage.

The consultation projects were grouped as follows:

1. The Underpass
2. Grays High Street and Shopping Centre
3. Thames Side Complex
4. Grays Beach Park and Kilverts Field
5. Grays Bus Station

Improve movements and access around the town:

6. Seabrooke Rise Walk
7. Derby Road Bridge
8. Clarence Road
9. Titan Walk

Enhancing the quality of the public realm:

10. London Road
11. South Essex College temporary building
12. Grays Town Park

Building a local economy:

13. Grays Street Market
14. Shopfront Design Guide
15. Digital and SMART Grays

Supporting Communities:

16. Grays Street Art
17. Grays Town Centre Street Lighting
18. Future Lighting Project

Designing Public Spaces:

19. Public Realm Design Guide
20. Gateway to the Town Centre

### Methodology:

An online tool was used to gather responses and the consultation was published on the Council's website: <https://consult.thurrock.gov.uk/projects>.

The questions were as follows:

- Question 1; Do you support this proposal?
- Question 2; How can this project be further improved and why?
- Question 3; Is there anything we have missed?

Question 1 was aimed to measure level of support for proposals and there were five answers available to choose from: - strongly agree, agree, neither agree nor disagree, disagree and strongly disagree.

Questions 2 and 3 were open ended questions aimed to gather ideas and opinions and provide written responses. There was an additional question for The Underpass project asking participants to choose their most preferred option for the underpass layout.

### Executive Summary

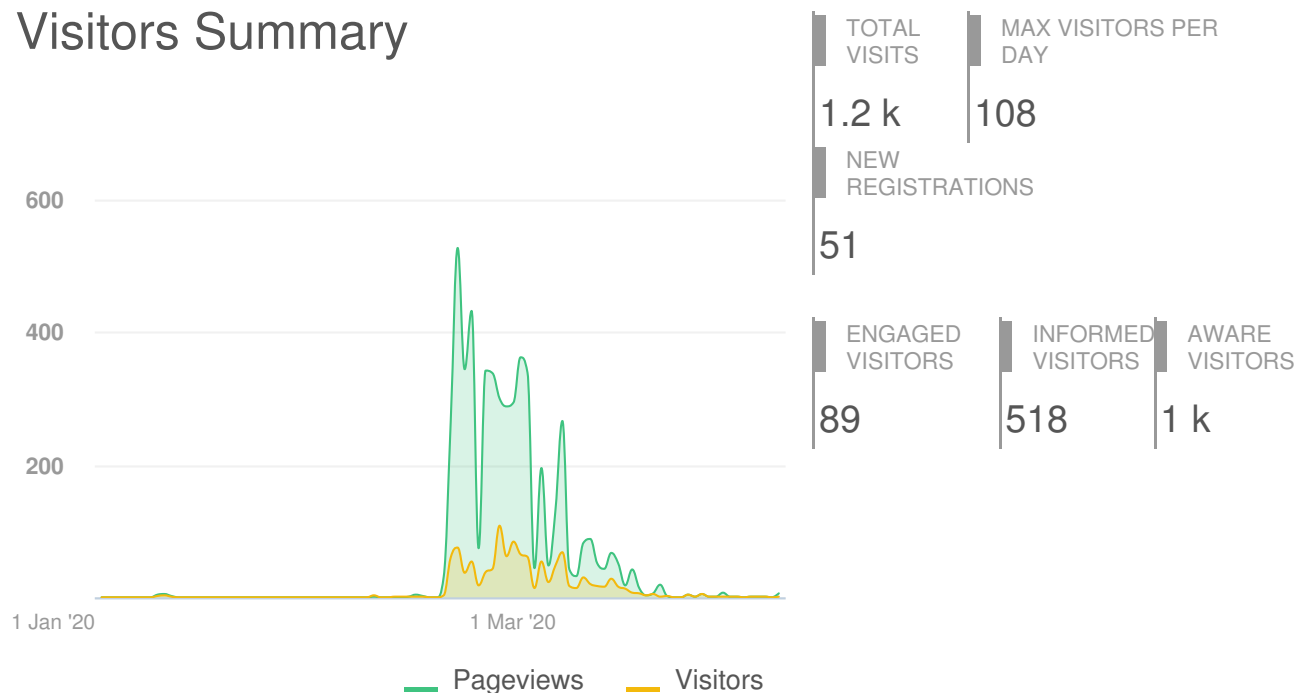
The total number of visitor who accessed the Transforming Grays consultation was 1.2k.

There were 89 participants who actively engaged and provided feedback.

The below summary diagram based on participants' activity indicates that about 1k visitors are 'aware' of the consultation, 518 spent more time browsing the consultation and they are considered to be 'informed' visitors.

This consultation resulted in 51 new registrations to the Council's consultation portal.

## Visitors Summary



### Summary of all visits

ENGAGED	89 ENGAGED PARTICIPANTS			Registered	Unverified	Anonymous	The Underpass	47 (7.4%)
INFORMED	Contributed on Forums	0	0	0	Grays High Street and Shopp...	39 (18.3%)		
	Participated in Surveys	87	0	0	Thameside Complex	37 (14.2%)		
	Contributed to Newsfeeds	0	0	0	Grays Beach Park and Kilver...	29 (12.1%)		
	Participated in Quick Polls	0	0	0	Grays Bus Station	15 (15.2%)		
AWARE	Posted on Guestbooks	0	0	0	Enhancing the quality of the ...	8 (22.2%)		
	Contributed to Stories	0	0	0	Designing Public Spaces	7 (16.7%)		
	Asked Questions	0	0	0	Building a local economy	7 (25.0%)		
	Placed Pins on Places	2	0	0				
	Contributed to Ideas	0	0	0				

*\* A single engaged participant can perform multiple actions*

*\* Calculated as a percentage of total visits to the Project*

ENGAGED	518 INFORMED PARTICIPANTS		Participants	The Underpass	332 (52.0%)
INFORMED	Viewed a video	0	Grays High Street and Shopp...	106 (49.8%)	
	Viewed a photo	300	Grays Beach Park and Kilver...	87 (36.4%)	
	Downloaded a document	0	Thameside Complex	87 (33.5%)	
	Visited the Key Dates page	0	Project Map	55 (55.0%)	
AWARE	Visited an FAQ list Page	0	Grays Bus Station	46 (46.5%)	
	Visited Instagram Page	0	Designing Public Spaces	21 (50.0%)	
	Visited Multiple Project Pages	439	Improve movements and acc...	17 (24.3%)	
	Contributed to a tool (engaged)	89			

*\* A single informed participant can perform multiple actions*

*\* Calculated as a percentage of total visits to the Project*

ENGAGED	1,011 AWARE PARTICIPANTS		Participants	The Underpass	639
INFORMED	Visited at least one Page	1,011	Thameside Complex	260	
			Grays Beach Park and Kilver...	239	
AWARE			Grays High Street and Shopp...	213	
			Project Map	100	
			Grays Bus Station	99	
			Improve movements and acc...	70	
			Designing Public Spaces	42	

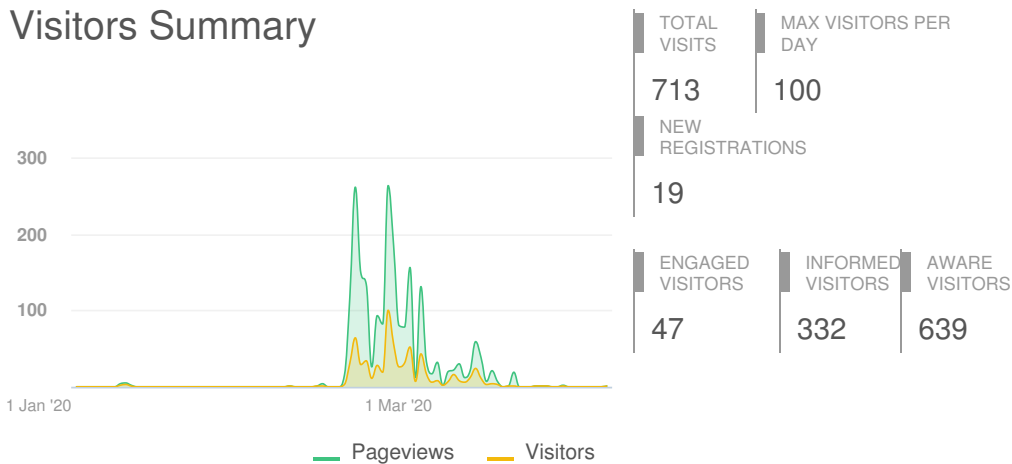
*\* Aware user could have also performed an Informed or Engaged Action*

*\* Total list of unique visitors to the project*

Detailed Summary of engagement by project

1. The Underpass

Visitors Summary

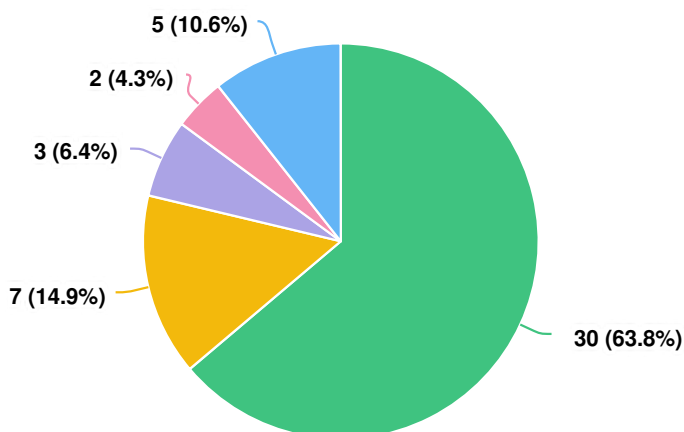


Question 1.

Do you support this proposal?

Visitors <b>139</b>	Contributors <b>47</b>	CONTRIBUTIONS <b>47</b>
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Do you support this proposal?

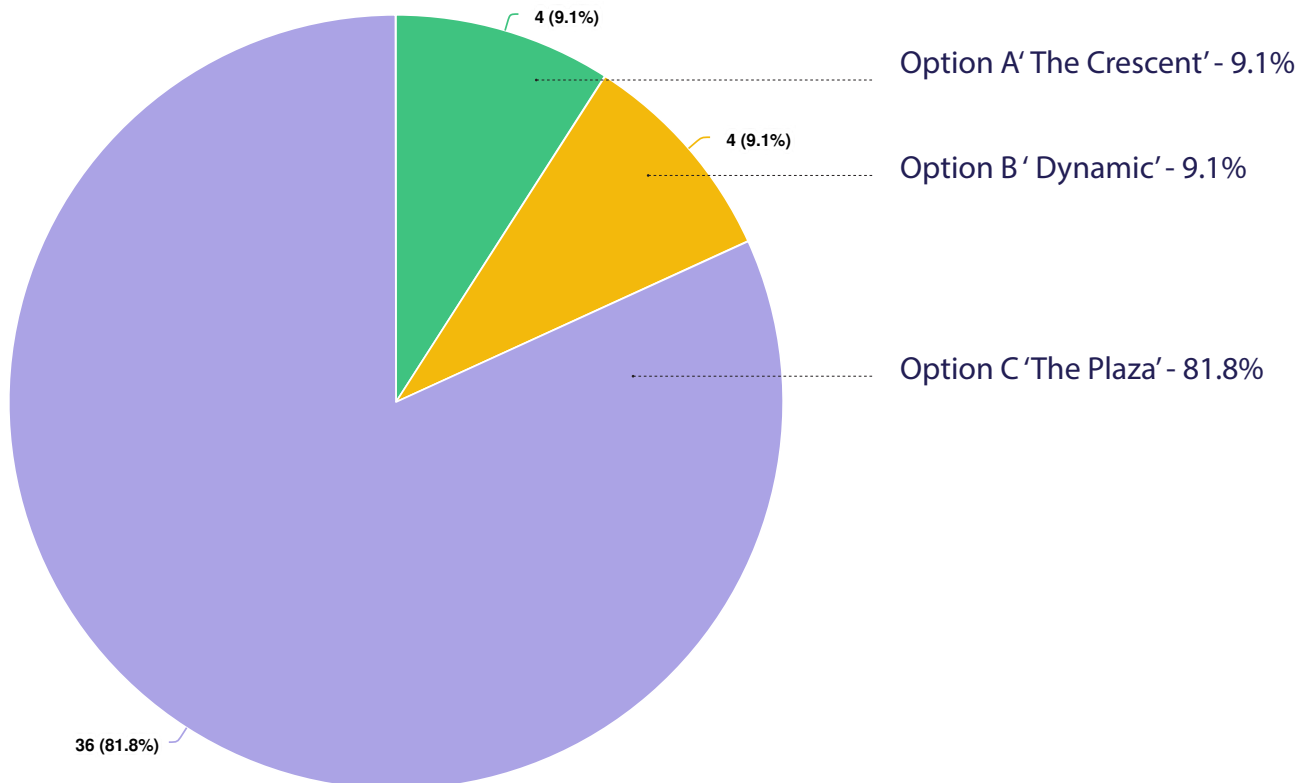


Question options

- Strongly Agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

## Question 2.

Which of the three proposed options do you prefer?

**Question options**

● Option C 'The Plaza'   ● Option B 'Dynamic'   ● Option A 'The Crescent'

47 respondents participated in the Underpass survey.

The vast majority supported the proposal; 63% 'strongly agreed' and 14% 'agreed' with the scheme. 81% of them selected Option C 'The Plaza' as their preferred option. 24 respondents out of 47 provided written feedback to Questions 3 & 4.

### Question 3.

How can this project be further improved and why?

- utilise the thoroughfare and provide retail units down in the 'plaza' with cafés servicing the train station and new council offices,
- consider using the 'plaza' as flea market during weekends,
- this is an opportunity for public art created by community,
- by enhancing greenery and creation of green spaces'
- provide seating areas and a water feature,
- introduce good lighting, CCTV for security and regular maintenance of public spaces,
- introduce measures to discourage anti social behaviour and crime,
- create pathways considering desire lines.

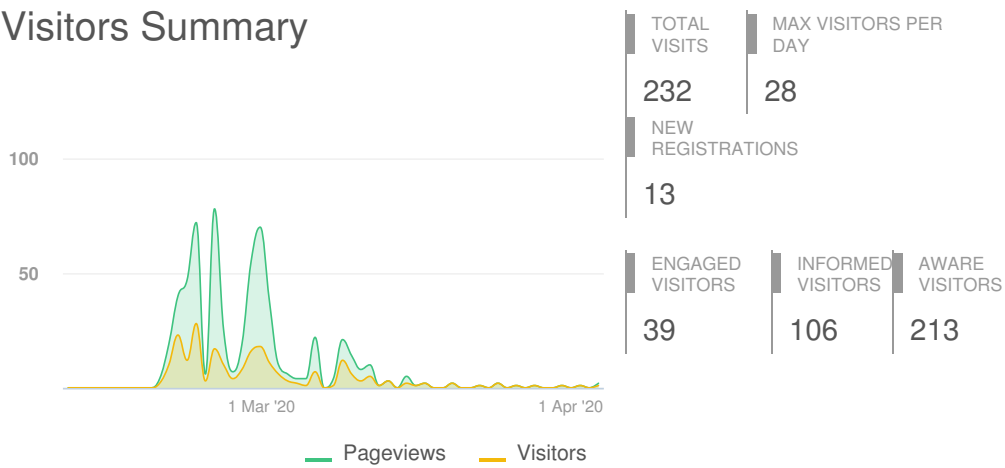
### Question 4.

Is there anything we have missed?

- detailed information for users of the underpass with disability (mobility issues in particular),
- the current retail units that will be lost should be relocated within the town first,
- cycle route through the underpass,
- innovative, fun and creative lighting,
- water feature or a clock,
- antisocial behaviour has to be tackled in the town centre as the priority.

## 2. Grays High Street and Shopping Centre

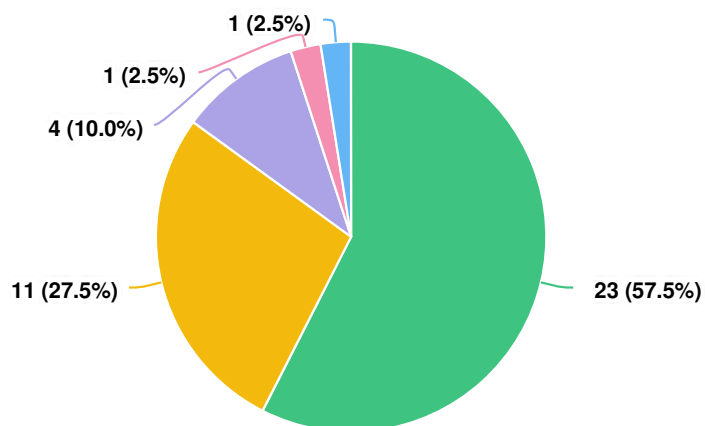
### Visitors Summary



Question 1.  
Do you support this proposal?

Visitors <b>102</b>	Contributors <b>39</b>	CONTRIBUTIONS <b>42</b>
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### Do you support this proposal?



#### Question options

- Strongly Agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree



42 respondents participated in the survey.

57% 'strongly agreed' and 27% 'agreed' with the scheme. 29 respondents provided written feedback to Questions 3 & 4.

Some of the key comments include:

Question 2.

How can this project be further improved and why?

- create a better offer that caters for needs of everyone,
- low-end shops such as betting shops, pawn shops and pound-stretcher shops are not what the public wants,
- create a social area with bars, restaurants and cafes and family friendly places in the town centre e.g soft play,
- provide better parking options to encourage more people into the town centre,
- increase security,
- improve shop fronts and make them coherent,
- improve public realm on the High Street,
- better utilise the old cinema building, as e.g a leisure complex or a youth hub which would bring better social value rather than a pub,
- provide 'mini parks' where people can sit, take a break, have a chat, drink a cup of coffee, read a book,
- provide a band stand for performances,
- introduce more greenery; trees and flowers.

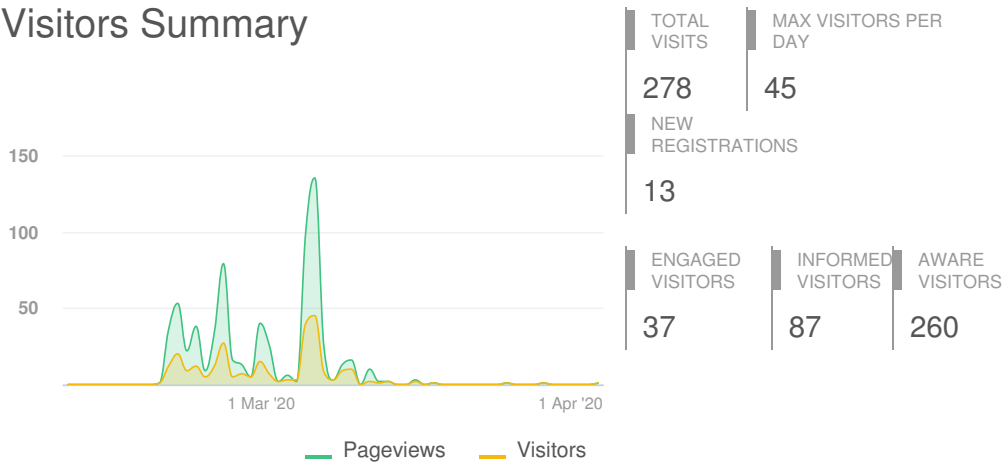
Question 3.

Is there anything we have missed?

- cycle access and cycle storage in the town centre, especially at the station,
- more policing in the town, security in the centre is the priority,
- a credible night time economy plan.

### 3. Thames Side Complex

#### Visitors Summary

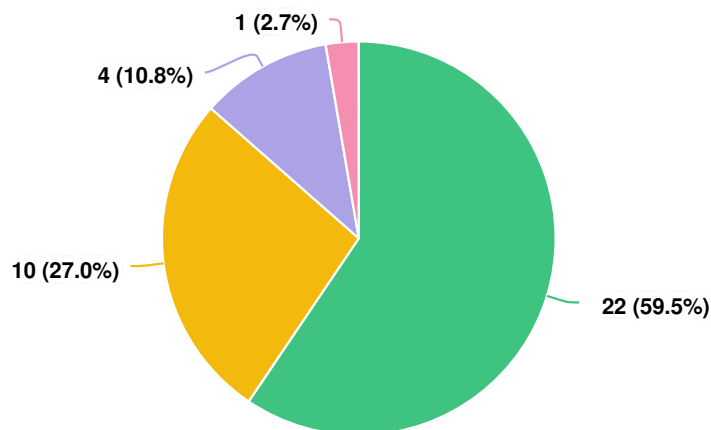


#### Question 1.

Do you support this proposal?

Visitors	128	Contributors	37	CONTRIBUTIONS	39
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#### Do you support this proposal?



#### Question options

- Strongly Agree
- Agree
- Neither agree nor disagree
- Disagree

39 respondents participated in the survey.  
59% 'strongly agreed' and 27% 'agreed' with the scheme.

28 participants provided written feedback to Questions 3 & 4.

#### Question 2.

How can this project be further improved and why?

- ensure that the social enterprise café and community organisations remain,
- maintain library services, and expand the library
- better promotion of the museum,
- ensure that local people, current users, artists and creatives are fully engaged in this project,
- consider improving the area behind the building;
- improve wayfinding ; better signage and clearer road names,
- brighter and lighter street lighting,
- increasing the amount of trees / greenery in the area,
- ensure regular maintaining of public spaces.

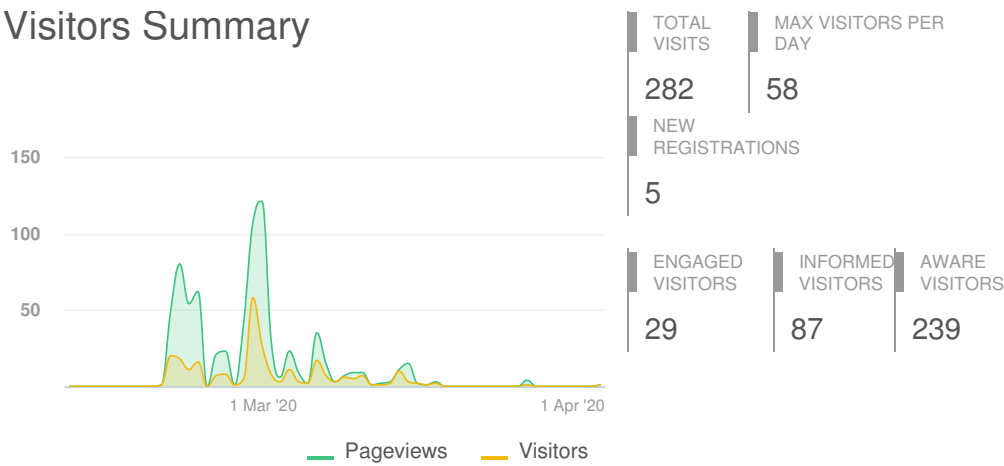
#### Question 3.

Is there anything we have missed?

- Thurrock is a growing community and deserves a larger theatre suitable for all the professional/ amateur productions,
- ' A nice cafe. Affordable and convenient, with Sunday opening. 'I have to head into London for brunch. I want to do that in my own area. I want to feel a part of Grays not just someone who lives here'

### 4. Grays Beach Park and Kilverts Field

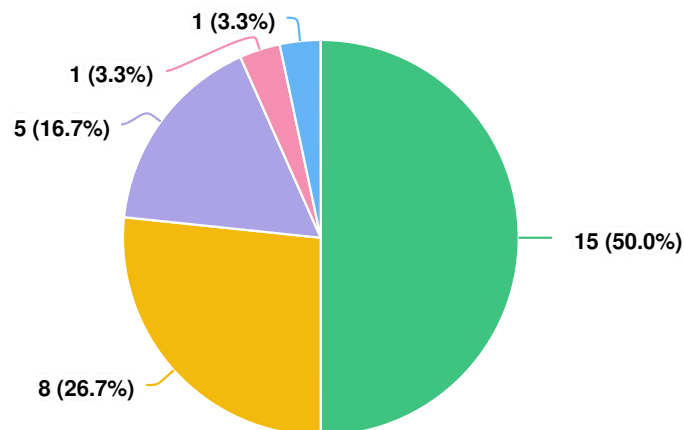
## Visitors Summary



Question 1.  
Do you support this proposal?

Visitors <b>98</b>	Contributors <b>29</b>	CONTRIBUTIONS <b>30</b>
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### Do you support this proposal?



#### Question options

- Strongly Agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

30 respondents participated in the survey.

50% 'strongly agreed' and 27% 'agreed' with the scheme.

24 participants provided written feedback; The key comments are as follows:

#### Question 2.

How can this project be further improved and why?

- by involving Thurrock yacht club,
- by expanding Grays Marina,
- creation of a heritage trail,
- food and drink offer on the river,
- outdoor exercise area in the summer, like yoga or boot camp,
- better lighting along the river walk,
- Introduce better cycling routes,
- adding CCTV to ensure safety,
- integration and acknowledgement of the natural environment and wildlife.

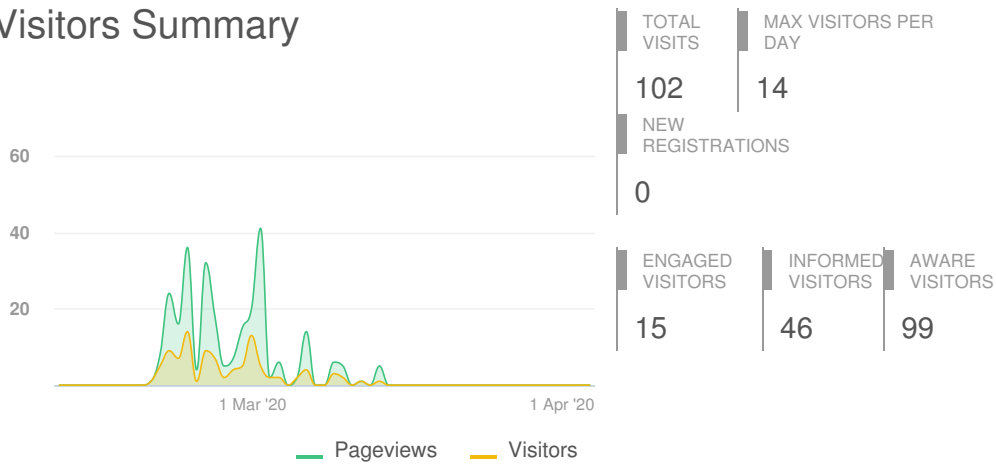
#### Question 3.

Is there anything we have missed?

- this project would attract more visitors and therefore more parking would be required,
- wheelchair/accessible access,
- consideration of the yacht club and how it might feature in plans.

### 5. Grays Bus Station

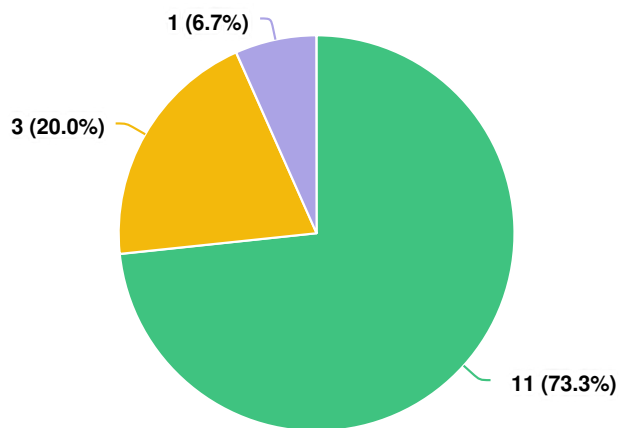
#### Visitors Summary



Question 1.  
Do you support this proposal?

Visitors <b>27</b>	Contributors <b>15</b>	CONTRIBUTIONS <b>15</b>
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#### Do you support this proposal?



#### Question options

- Strongly Agree
- Agree
- Neither agree nor disagree

15 respondents participated in the survey. 73% 'strongly agreed' and 20% 'agreed' with the scheme. 8 participants provided written feedback; The key comments are as follows:

#### Question 2.

How can this project be further improved and why?

- ensure that a strong public arts strategy is in place that links all of the redevelopment together,
- wide pavements to ensure those walking and those waiting for buses are able to do so without issues,
- allow space for car passengers' drop off and pick up,
- better signage or wayfinding information,
- improved shelters DDA accessible,
- better CCTV .

#### Question 3.

Is there anything we have missed?

- focus not only on buses in Thurrock but also cycling,
- all train stations in Thurrock should have a huge amount of secure and safe cycle storage to encourage commuters to cycle to stations.

## IMPROVE MOVEMENT AND ACCESS AROUND THE TOWN

There are four projects included in the 'improve movement and access around the town' section of the consultation as follows:

6. Seabrooke Rise Walk,
7. Derby Road Bridge,
8. Clarence Road,
9. Titan Walk.

There were 5 respondents who participated in the survey.

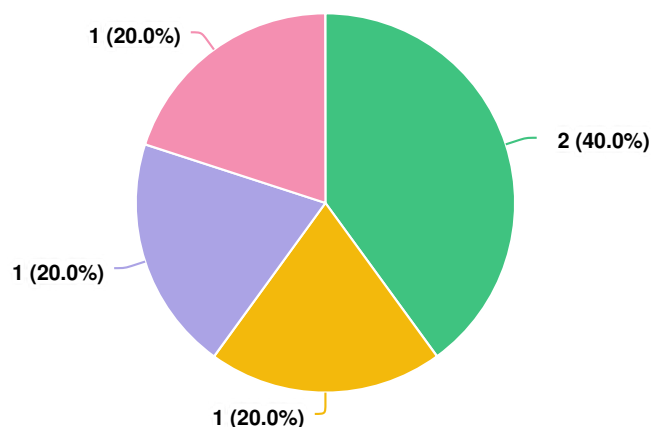
### 6. Seabrooke Rise Walk

Question 1.

Do you support this proposal?

Visitors <b>14</b>	Contributors <b>5</b>	CONTRIBUTIONS <b>5</b>
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Do you support this proposal?



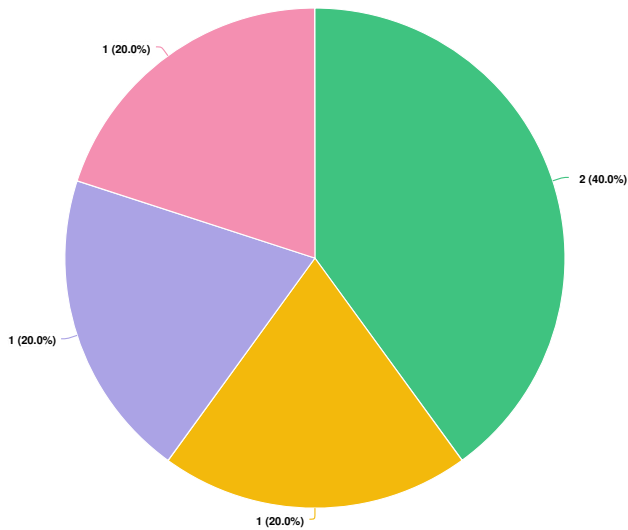
#### Question options

- Strongly Agree
- Agree
- Neither agree nor disagree
- Strongly Disagree



### 7. Derby Road Bridge

Question 1.  
Do you support this proposal?

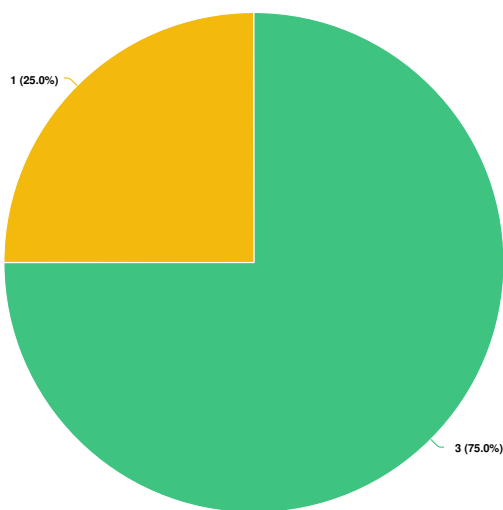


**Question options**

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

### 8. Clarence Road

Question 1.  
Do you support this proposal?



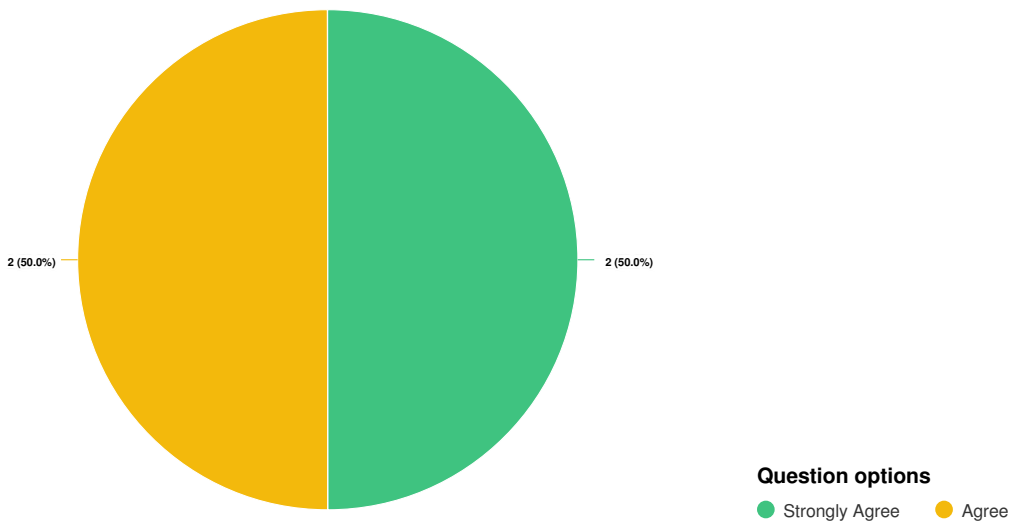
**Question options**

- Strongly Agree
- Agree

## 9. Titan Walk

### Question 1.

Do you support this proposal?



6. Seabrooke Rise Walk - 40% of respondents 'strongly agreed' and 20% 'agreed' with the proposal.

7. Derby Road Bridge - 40% 'strongly agreed' and 20% 'agreed'.

8. Clarence Road - 75% 'strongly agreed' and 25% 'agreed'.

9. Titan Walk - 50% 'strongly agreed' and 50% 'agreed' with the proposed improvements.

There were 3 participants who provided written feedback to Question 2;

### Question 2.

How can this project be further improved and why?

- projects should answer needs of visually impaired people, who should be consulted,
- the proposals for Clarence Road should include, cleaning up and surfacing the back alleyways of the roads off Clarence Road e.g. Bradbourne and Grays.

## ENHANCING THE QUALITY OF THE PUBLIC REALM

There are three projects in the 'enhancing the quality of the public realm' section of the consultation;

- 10. London Road
- 11. South Essex College temporary building
- 12. Grays Town Park

There were 8 respondents who participated in the survey.

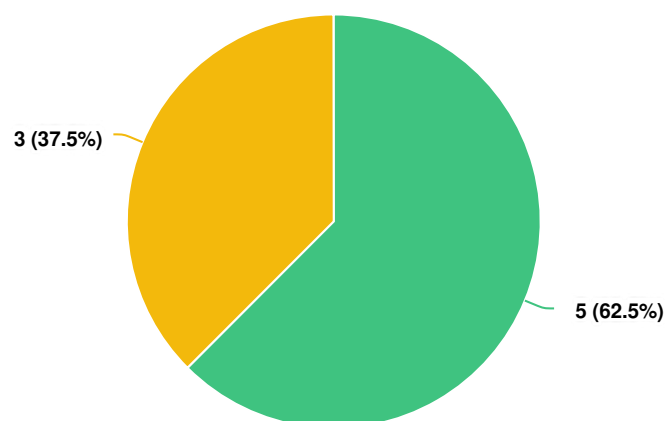
### 10. London Road

Question 1.

Do you support this proposal?

Visitors <b>11</b>	Contributors <b>8</b>	CONTRIBUTIONS <b>8</b>
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#### Do you support this proposal?



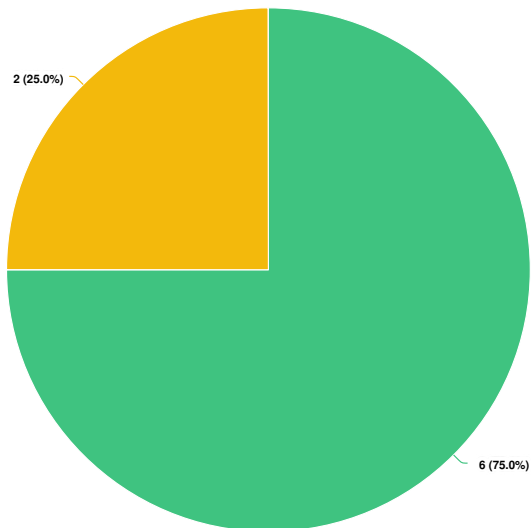
#### Question options

- Strongly Agree
- Agree

### 11. South Essex College temporary building

Question 1.

Do you support this proposal?



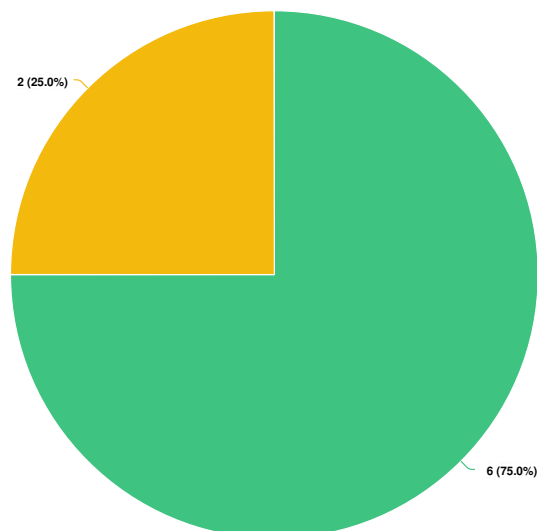
**Question options**

- Strongly Agree
- Agree

### 12. Grays Town Park

Question 1.

Do you support this proposal?



**Question options**

- Strongly Agree
- Agree

10. London Road - 72% of respondents 'strongly agreed' and 38% 'agreed' with the proposal.

11. South Essex College temporary building - 75% of respondents 'strongly agreed' and 25% 'agreed' with the proposal.

12. Grays Town Park - 75% of respondents 'strongly agreed' and 25% 'agreed' with the proposal.

There were 4 participants who provided written feedback; The key comments were:

Question 2.

How can this project be further improved and why?

LONDON ROAD:

- more focus should be made on encouraging residents to walk or cycle to the Park and Town Centre. Pathways and cycle routes need to be safer for residents to use.

GRAYS TOWN PARK:

- having a place to hire sports equipment may make better use of the courts that are already there,
- the council should be doing more to retain the original features of this Victorian park,
- include the Bridge Road area in this design and to improve the access from there to deter people breaking the fence and walking down the grass,
- poor lighting should be improved.

Question 3.

Is there anything we have missed?

LONDON ROAD:

- more and better bicycle parks, for residents to leave their bikes,
- more benches or resting areas along routes to the park and then from the park to town, for elderly or people with disabilities to stop and rest,
- reduce the amount of traffic through the Town Centre.

GRAYS TOWN PARK:

- better planting, lighting and stone bench that could be used as picnic tables might see this area used more.
- create a destination that is not just a spring or summer option, see "e.g The Quay at Lakeside,
- include a small cafe,
- a key problem in and around the park is parking for the mosque - this could be removed to where the temporary building is with provision of off street parking.

## ENHANCING THE QUALITY OF THE PUBLIC REALM

There are three projects in this section of the consultation;

- 13. Grays Street Market
- 14. Shopfront Design Guide
- 15. Digital and SMART Grays

There were 7 respondents who participated in the survey.

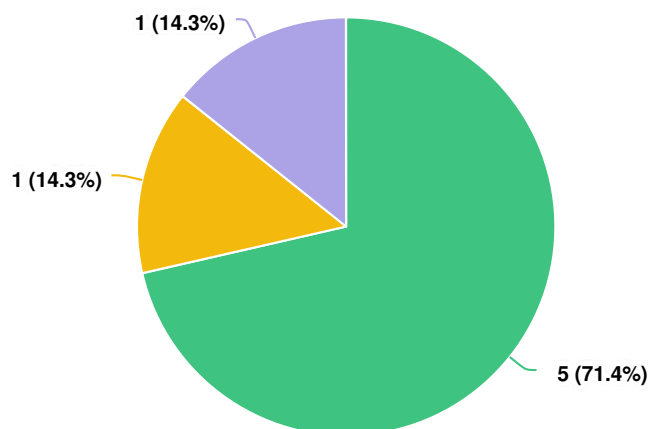
### 13. Grays Street Market

Question 1.

Do you support this proposal?

Visitors <b>10</b>	Contributors <b>7</b>	CONTRIBUTIONS <b>7</b>
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#### Do you support this proposal?

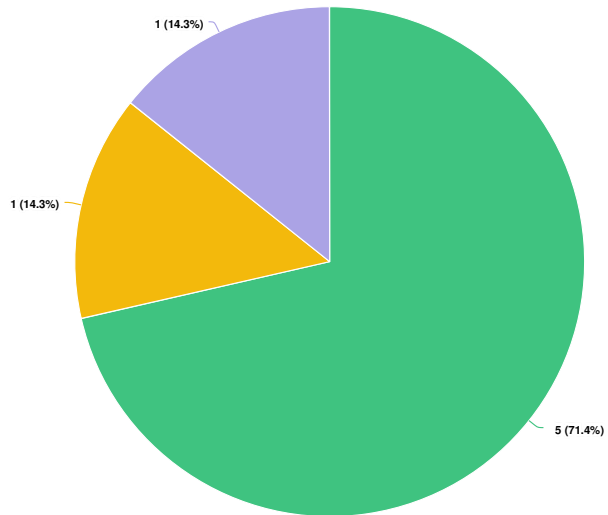


#### Question options

- Strongly Agree
- Agree
- Strongly Disagree

### 14. Shopfront Design Guide

Question 1.  
Do you support this proposal?

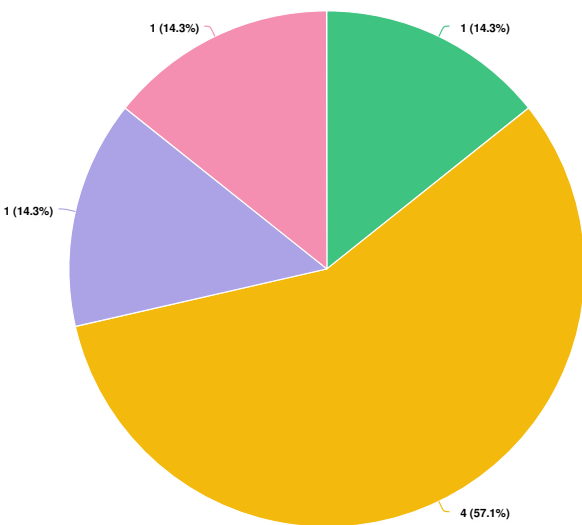


**Question options**

- Strongly Agree
- Agree
- Strongly Disagree

### 15. Digital and SMART Grays

Question 1.  
Do you support this proposal?



**Question options**

- Strongly Agree
- Agree
- Neither agree nor disagree
- Strongly Disagree

13. Grays Street Market - 71% of respondents 'strongly agreed' and 14% 'agreed' with the proposal.

14. Shopfront Design Guide - 71% of respondents 'strongly agreed' and 14% 'agreed' with the proposal.

15. Digital and SMART Grays - 57% of respondents 'strongly agreed' and 14% 'agreed' with the proposal.

There were 6 participants who provided written feedback. The key comments were:

Question 2.

How can this project be further improved and why?

GRAYS STREET MARKET:

- better markets, stalls selling more local produce,
- attract the right kind of market stalls, farmers market style, handmade objects,
- provide free parking on market days,
- include market superintendent and community policing,
- better standard and quality of stalls,
- regular farmers markets, vintage fairs and speciality events.

SHOP FRONT DESIGN:

- the current high street is too depressing, need more colour and keep it clean,
- improve shop fronts needs to be drastically improve,

Question 3.

Is there anything we have missed?

GRAYS STREET MARKET:

- 'Push the highstreet economy towards the river. Even if people visited the markets they may never realise the river is at the end of the high street, and give people a reason to go to the riverfront.'

SHOP FRONT DESIGN:

- 'Improve the shops in Grays. Improving the look is great, but the shops also need to be something people actually want.'



## SUPPORTING COMMUNITIES

There are three projects included in this section of the consultation;

- 16. Grays Street Art
- 17. Grays Town Centre Street Lighting
- 18. Future Lighting Projects

There were 7 respondents who participated in the survey.

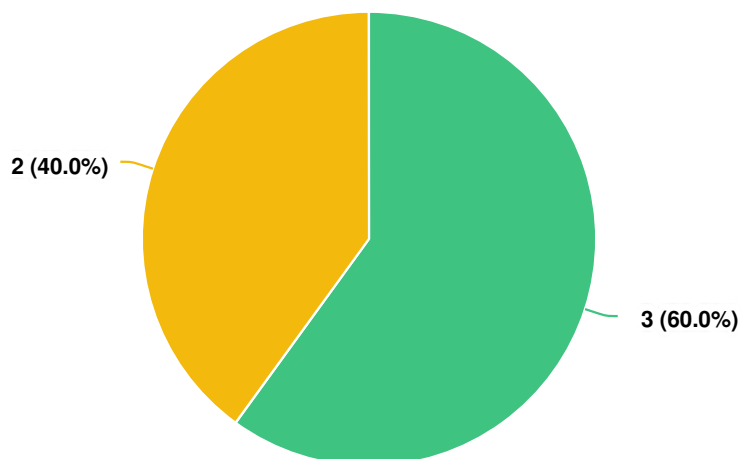
### 16. Grays Street Art

Question 1.

Do you support this proposal?

Visitors <b>8</b>	Contributors <b>5</b>	CONTRIBUTIONS <b>5</b>
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Do you support this proposal?



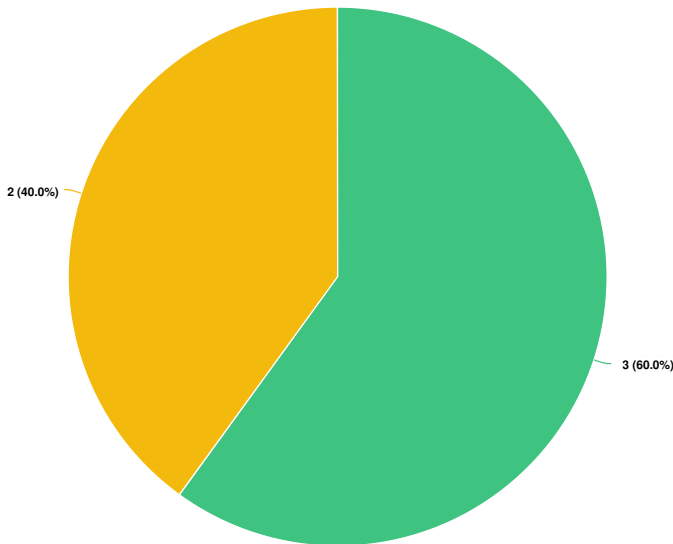
#### Question options

- Strongly Agree
- Agree

### 17. Grays Town Centre Street Lighting

Question 1.

Do you support this proposal?



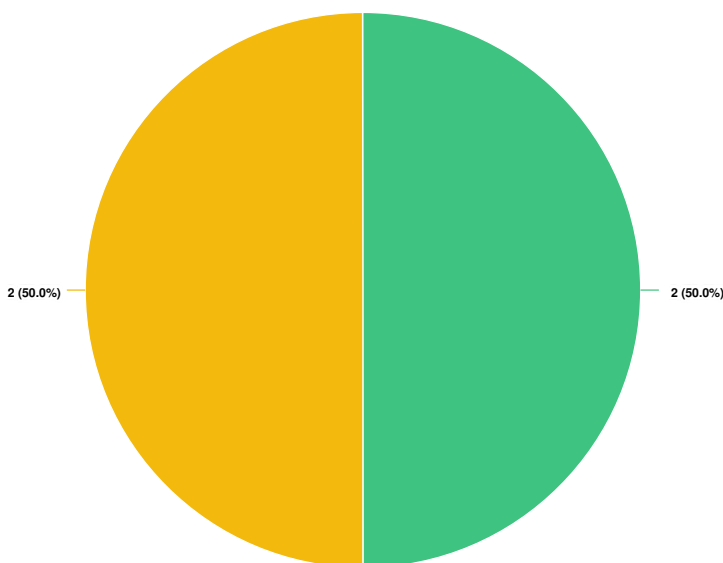
**Question options**

- Strongly Agree
- Agree

### 18. Future Lighting Projects

Question 1.

Do you support this proposal?



**Question options**

- Strongly Agree
- Agree

16. Grays Street Art- 60% of respondents 'strongly agreed' and 40% 'agreed' with the proposal.

17. Grays Town Centre Street Lighting - 60% of respondents 'strongly agreed' and 40% 'agreed' with the proposal.

18. Future Lighting Projects- 50% of respondents 'strongly agreed' and 50% 'agreed' with the proposal.

There were 5 participants who provided written feedback; The key comments were as follows:

Question 2.

How can this project be further improved and why?

GRAYS STREET ART

- allow for changing displays along the lines of the fourth plinth in Trafalgar Square,
- open air exhibition art performance space.

GRAYS TOWN CENTRE STREET LIGHTING

- consider areas of heritage where and older interesting buildings,
- use local artists wherever possible.

Question 3.

Is there anything we have missed?

GRAYS STREET ART

- local communities must be involved in the co-creation of and Co-development of any public art in Grays town centre.

GRAYS TOWN CENTRE STREET LIGHTING

- there is no point lighting the State Cinema if it remains vacant.

## DESIGNING PUBLIC SPACES

There are two projects in this section of the consultation;

- 19. Public Realm Design Guide
- 20. Gateway to the Town Centre

There were 7 respondents who participated in the survey.

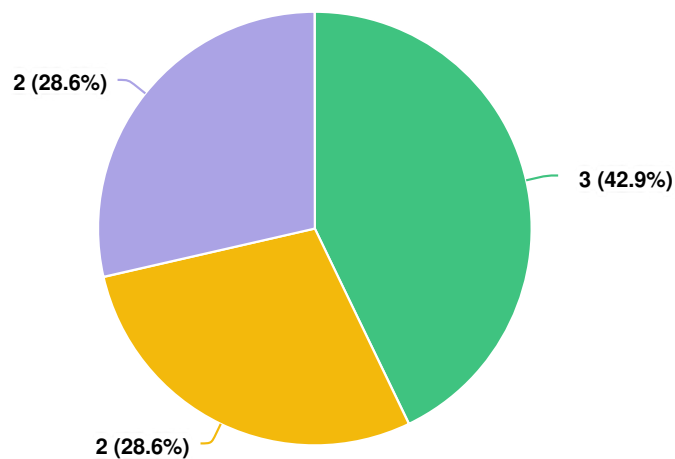
### 19. Public Realm Design Guide

Question 1.

Do you support this proposal?

Visitors <b>17</b>	Contributors <b>7</b>	CONTRIBUTIONS <b>7</b>
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Do you support this proposal?



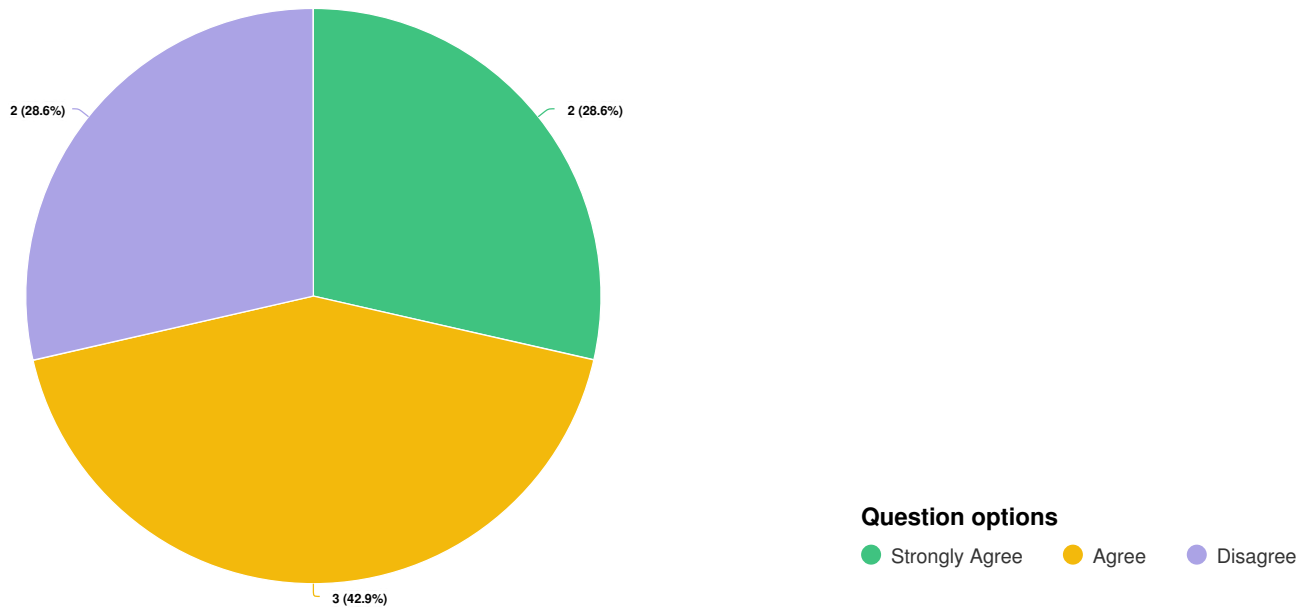
**Question options**

- Strongly Agree
- Agree
- Neither agree nor disagree

## 20. Gateway to the Town Centre

### Question 1.

Do you support this proposal?



19. Public Realm Design Guide - 60% of respondents 'strongly agreed' and 40% 'agreed' with the proposal.

20. Gateway to the Town Centre- 60% of respondents 'strongly agreed' and 40% 'agreed' with the proposal.

There were 5 participants who provided written feedback; The key comments were as follows:

### Question 2.

How can this project be further improved and why?

#### PUBLIC REALM DESIGN GUIDE:

- provision for cyclists to safely enter and navigate the area - segregated infrastructure.

#### GATEWAY TO THE TOWN CENTRE:

- transport around the town needs improvement before adding more residential properties in its heart,
- replacing of the roundabout with a cross roads and traffic light system will create further build up of traffic .

### Question 3.

Is there anything we have missed?

#### PUBLIC REALM DESIGN GUIDE:

- assure housing developments with large amounts of tree planting and green space.
- provision for safe cycling

## CONCLUSIONS

- All the 20 consultation projects have received public support.
- The vast majority of participant either 'strongly agreed' or 'agreed' with the proposals.
- The highest number of participants (47) responded to The Underpass project. This project has also received the highest number of written comments. Option C 'The Plaza' was chosen as the most preferred design option.
- Other projects that a large number of respondents engaged with were:
  - Grays High Street and Shopping Centre - 39 participants,
  - Thameside Complex - 37,
  - Grays Beach Park and Kilvert Field - 29
  - Grays Bus Station - 15

### Notes:

- A number of participants felt it was challenging to respond to proposals because they weren't at a development stage that would provide enough information to comment on. These respondents have asked for further details.
- The generated feedback record didn't provide a clear breakdown of responses for the consultation sections where several projects were included under one heading i.e 'Improve movements and access around the town', 'Enhancing the quality of the public realm', 'Building a local economy', etc.  
It's been assumed that the feedback report follows the order of projects published under each heading.
- The question 2, 'How can this project be further improved and why?' published on the portal included a mistake and read 'How can this option be further improved and why?' which could have lead to miss-understandings and affected participant's responses.

