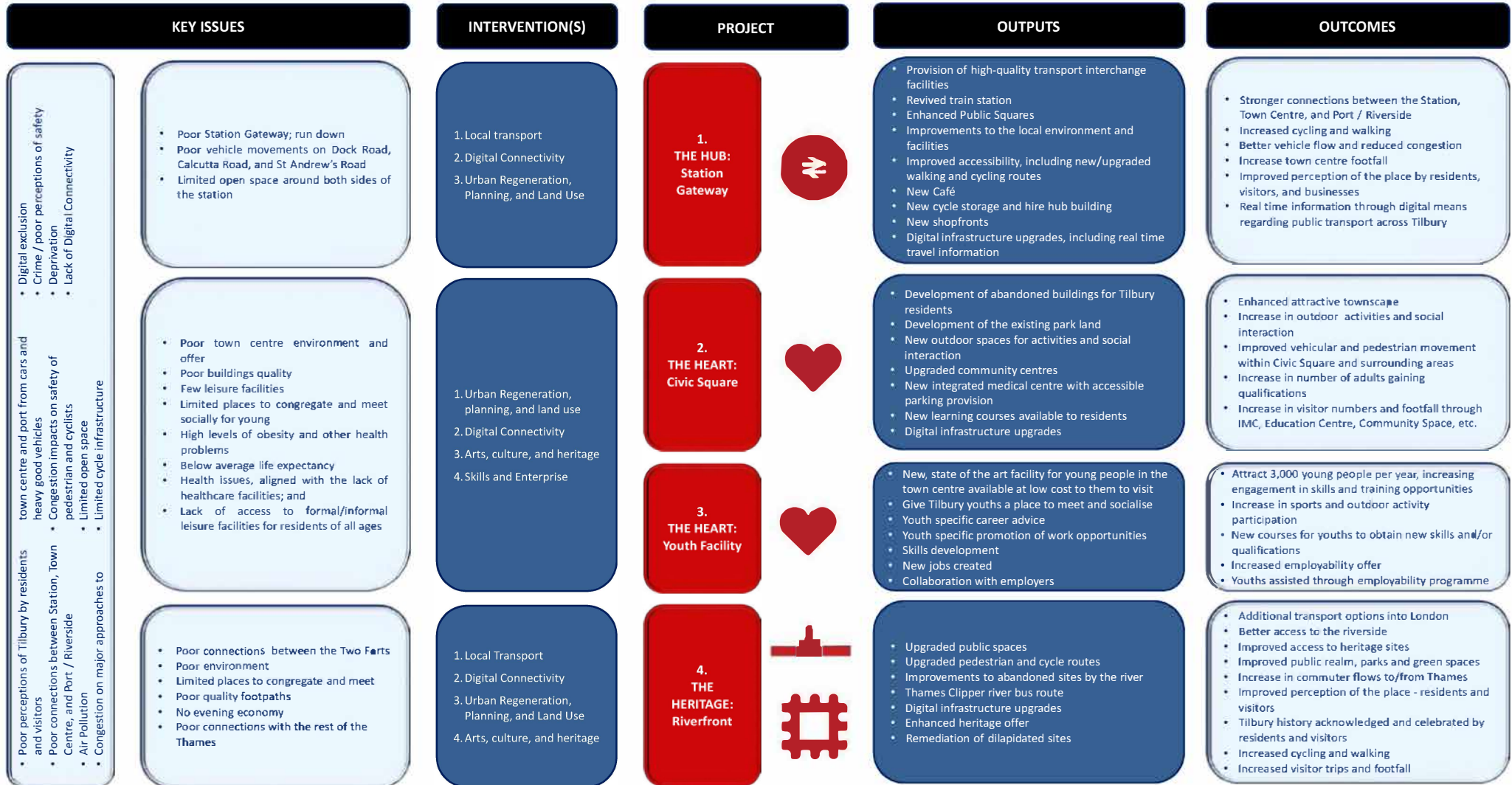


TILBURY TIP

3.4 Overarching Theory of Change

To show how the prioritised projects presented in TIP Section 2 will help to address Tilbury's challenges and capitalise on the major opportunities outlined in this TIP, we have completed a 'programme level' theory of change model for our investment plan.

This shows the relationship between key issues and interventions; and identifies the prioritised projects and the outcomes they aim to deliver, given the requested ask and support from the Towns Fund.



Programme level theory of change model

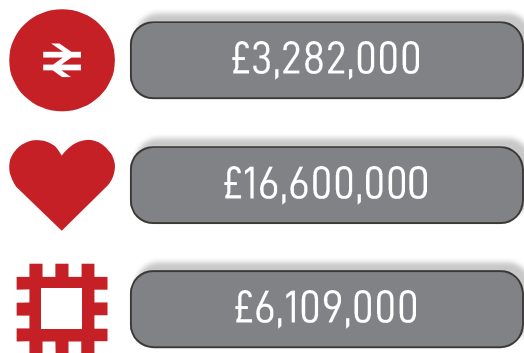


Aerial view over Tilbury Fort and The Thames towards Gravesend

3.5 Towns Fund Ask

The different projects and costs for the *"Hub-Heart-Heritage"* are set out in detail in the table opposite.

Our total ask from the Towns Fund is **£25,991,000**. This is broken down as follows:



The Board recognise that this funding request is above the proposed £25m budget envelope, however, we believe this is the funding required to ensure delivery of the projects and their transformational outputs.

As Jackie- Doyle Price, our MP and Vice-Chair highlights in her foreword, Tilbury *"needs some love"* and investment is needed.

The Board is committed to ensuring the high-quality prioritised projects are deliverable and transformational, hence the total ask is slightly over £25m. It should be noted that this also includes match funding of up to £30m for a number of the projects and interventions.

We set out below a summary of the key projects and interventions, and the logic maps for each detailing:

- Context
- Inputs
- Outputs
- Outcomes
- Impacts

Section 2 of our TIP provides more detail in compliance with the MHCLG's requirements.

PROJECT DESCRIPTION		Total Project Cost £M	Co/Match Funding £M	Towns Fund Ask £M
THE HUB				
1	STATION GATEWAY Enhance the pedestrian and cycle links from the station to the port and wider riverside, and to the town centre. To help connect the port's economy and wider riverside heritage potential with the town and its community. To improve the area around Tilbury train station to create a stronger gateway to Tilbury and help attract inward investment, etc.	£3.03	£0.00	£3.03
2	DIGITAL CONNECTIVITY Free, fast public Wi-Fi around the station gateway within street and public realm furniture accommodating Wi-Fi units. A range of digital wayfinding technologies for residents and tourists giving real time information for transport linking information at all transportation hubs	£0.25	£0.00	£0.25
THE HUB: SUB TOTAL		£3.282	£0.000	£3.282
THE HEART - CIVIC SQUARE				
3	COMMUNITY SPACE Development of a flexible community space for uses for community groups, event, bookable hall space, consultations etc. also to explore synergies with existing space in the Town Centre e.g dance studio	£4.00	£0.00	£4.00
4	LAND ACQUISITION Acquisition and demolition of parade of businesses in the centre of Civic Square to enable extension of the current library building to accommodate the new Education Centre Creation of an employment, digital and skills hub to help meet the employment training needs of the local community. Potential to link with port and other businesses in town centre. Classes for the provision of Adult Education in the day and evening.	£0.75	£0.00	£0.75
5	EDUCATION CENTRE The education service will provide adult education including courses in English, maths, English for Speakers of Other Languages, and engagement courses. The courses will be focussed on supporting people to gain the skills they need to progress into employment, higher level qualifications, and/or volunteering. The engagement courses will help the most vulnerable with support for their wellbeing including mental health, confidence building, family learning, and entry level employability skills.	£2.40	£0.00	£2.40
6	TILBURY INTEGRATED MEDICAL CENTRE Creation of Integrated Medical Centre for Tilbury. The building will have a new flagship library (relocated), council offices, and numerous NHS services. (£150,000 of this is from Accelerated Funds). Improve the public spaces including enhanced, smart signage and facilities to support a range of cultural events and activities	£20.06	£20.06	£0.00
7	CAR PARK PROVISION Area identified at the side of Civic Square as potential site for additional car park spaces for people with mobility issues and critical / on-call IMC staff (40 spaces)	£0.50	£0.00	£0.50
8	KING GEORGE'S PARK / DAISY FIELDS AND KOALA PARK In addition to works carried out with accelerated funds (Accelerated funds £137,300), upgrade of the recreational offer in the park addressing the needs of the community promoting health and wellbeing and enabling events and activities to improve the health of residents. Improve the sports offer in the area and allow the park to have tournaments and matches attracting visitors to the town that will support the local economy.	£1.14	£0.14	£1.00
9	DIGITAL CONNECTIVITY CHANGING & STORAGE BLOCK - Addition of a small building to provide support facilities for the park - changing room space, toilet facilities and storage to Sports England specification. This will enable increased use of the park and provide the community with a recreational provision. The provision of this building will enable the Council to apply for up to £600,000 match funding for 3G pitches. Free, fast public Wi-Fi in the heart of the community within street and public realm furniture accommodating Wi-Fi units. A range of digital wayfinding technologies for residents and tourists giving real time information for transport linking information at all transportation hubs including transport timetables and events information.	£1.11	£0.60	£0.51
9	DIGITAL CONNECTIVITY Free, fast public Wi-Fi in the heart of the community within street and public realm furniture accommodating Wi-Fi units. A range of digital wayfinding technologies for residents and tourists giving real time information for transport linking information at all transportation hubs including transport timetables and events information.	£0.25	£0.00	£0.25
THE HEART - CIVIC SQUARE: SUB TOTAL		£30.708	£20.798	£9.910
HEART - YOUTH FACILITY				
10	YOUTH CENTRE Development of a youth centre either through ONSIDE or similar provider to meet needs of youth in Tilbury for place to socialise, interact, play and learn. Annual Revenue Costs of £1.3m to run the facility	£8.40	£4.20	£4.20
11	ANCHOR FIELDS Improvement to the park to provide much needed recreational space within the area to a higher standard, a space to enable recreation and improving health and wellbeing (additional sum to mitigate against youth facility using open space).	£5.20	£4.21	£0.99
11	ANCHOR FIELDS Improvement to the park to provide much needed recreational space within the area to a higher standard, a space to enable recreation and improving health and wellbeing (additional sum to mitigate against youth facility using open space).	£1.50	£0.00	£1.50
THE HEART - YOUTH FACILITY: SUB TOTAL		£15.100	£8.410	£6.690
HERITAGE				
12	TILBURY RIVERSIDE STATION / CRUISE TERMINAL / HERITAGE/BEACH Promote the heritage value of the Tilbury Riverside Station (within the Cruise Terminal) and opening this up to the public to promote the heritage offer along the river. Promoting the heritage offer of this site increasing the offer along the Thames to attract residents and visitors Making the Tilbury Beach area more accessible by maintaining and enhancing the river front area with the potential inclusion of sculptures or art work linked to Queen Elizabeth 1 and Windrush enhancing the public path with interpretation and path enhancements along the Thames to the Two Forts way and providing the heritage link between Tilbury Fort to Coalhouse Fort.	£2.75	£0.00	£2.75
13	TILBURY FORT Possible visitor centre/exhibition space being discussed with English Heritage (EH) for Tilbury Fort. Looking at reinstating the bridges at the front to enable access. The Towns Fund will build upon existing funding provided for by the Port already contributed towards enhancing the visitor attraction through S106 (£130,000) EH are also looking at other funding streams from elsewhere to increase the potential of this visitor centre / exhibition space.	£0.93	£0.13	£0.80
14	JETTY & THAMES CLIPPER Thames Clippers has an aspiration to extend their service to Tilbury. This would provide direct access to London within one hours' travel time. Monies to extend the River Front pier to include a provision for a Thames Clippers service.	£2.31	£0.00	£2.31
15	DIGITAL CONNECTIVITY Free, fast public Wi-Fi along the heritage strip of the community within street and public realm furniture accommodating Wi-Fi units. A range of digital wayfinding technologies giving real time information for transport linking information from the Station, Ferry and Thames Clipper providing travel timetables, tidal times, flood warnings, upcoming local events for the town.	£0.25	£0.00	£0.25
HERITAGE: SUB TOTAL		£6.239	£0.130	£6.109
TOTAL:		£55.329	£29.338	£25.991

PRIORITY PROJECTS - Description Towns Fund Ask and Match Funding



Project 1: The Hub - Tilbury Station Gate

The Hub Project is focussed on Tilbury Town Station, which is a key gateway to the town, port and riverside.

The area covered is shown on the plan. It comprises Dock Road and Calcutta Road on the north side of the station, leading to the town centre and Civic Square; and the section of St. Andrew's Road to the south of the station leading to the Port and riverside.

For many visitors the station and surrounding area is their first impression of Tilbury; including those arriving via the Ports and International Cruise Terminal. At present it is a very poor and unattractive environment that does no justice to the town, its community or its assets. It also has an adverse impact on the local economy and the potential to attract inward investment.

This project will transform the town's Hub. It will create spaces where people want to spend time, that inspire local community pride, that reflect the area's heritage and help to attract new investment. The environment will improve the legibility of the area and wayfinding, ensuring that Tilbury's assets are easy to find by foot and bicycle.

Specifically, this project will:

- Improve the area around Tilbury train station to create a more attractive gateway, improve first impressions of the town and surroundings for first time visitors (including those disembarking from the International Cruise Terminal).
- Enhance the pedestrian and cycle links connecting the station to the port, riverside and town.
- Connect the port's economy with the town and its community.
- Improve digital connectivity across the town through the provision of free and fast public Wi-Fi embedded within street furniture and the public realm, and including a range of digital wayfinding technologies for residents and tourists giving real-time information at all transportation hubs (linked, for example, to the proposed Thames Clippers service- see Project 4: Heritage).



The Hub Station Gateway 3D visual



1 St Andrew's Square looking south on St Andrew's Road



2 Station Square looking north on Dock Road



3 Calcutta Park looking north east

CONTEXT	INPUT	OUTPUT	OUTCOME	IMPACT
<ol style="list-style-type: none"> Poor Station Gateway ; run down Poor connections between Station and Town Centre and Port / Riverside Congestion across town / poor vehicle movements on Dock Road, Calcutta Road, and St Andrew's Road Limited open space around both sides of the station Limited cycle infrastructure Air pollution Digital exclusion / linked to limited Wi-Fi Poor perceptions of Tilbury by residents and visitors Lack of Digital Connectivity 	<p>Capital investment to create a:</p> <ol style="list-style-type: none"> Positive relationship between the station and the town that welcomes visitors and allows them to orient themselves More pedestrian-friendly environment for the station that celebrates the history of Tilbury Welcoming green space which waymarks the route from the station to the town centre 	<ul style="list-style-type: none"> Provision of high-quality transport interchange facilities Revived train station Enhanced Public Squares Improvements to the local environment and facilities Improved accessibility, including new/upgraded walking and cycling routes New Café New cycle storage and hire hub building New shopfronts Digital infrastructure upgrades, including real time travel information 	<ul style="list-style-type: none"> Stronger connections between the Station, Town Centre, and Port / Riverside Increased cycling and walking Better vehicle flow and reduced congestion Increase town centre footfall Improved perception of the place by residents, visitors, and businesses Real time information through digital means regarding public transport across Tilbury 	<ul style="list-style-type: none"> Modal shift to green transport solutions Improved air quality – reduced emissions Improved health and wellbeing, including reduced obesity and increase in life expectancy Increased land value Increased local spending resulting in increased local jobs and GVA

The Hub logic map



Project 2: The Heart - Civic Square

The Heart – Civic Square will ensure that the Civic Square fulfills its full potential and is restored once again as the *'heart and soul'* of Tilbury. Capitalising on the Square's central location, and building on existing proposals for a £20m Integrated Medical Centre (IMC), this project will introduce diverse new uses that will transform it into a vibrant centre of community and commercial activity.

This project is closely linked with **"Project 3: The Heart – Youth Facility"**.

To help inform the Towns Fund bid a high-level feasibility masterplan was commissioned to assess the development options and mix of uses to help: (i) realise the opportunities identified by the local community and key stakeholders; (ii) provide the fundamental building blocks for a strong local economy; and (iii) future proof and rationalise public investment around key local priorities.

The development opportunities are set out in the plan. The key uses identified for this project comprise:

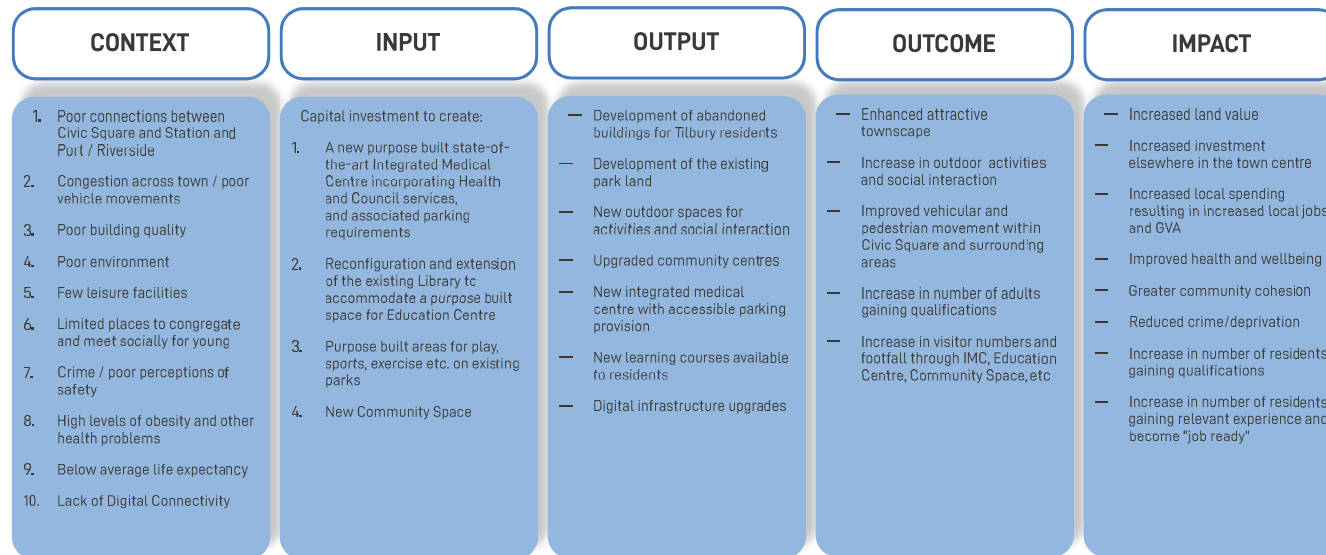
- New Education Centre;
- New-built Community Space;
- Open community space on existing parks and spaces; and
- Tilbury Integrated Medical Centre (match-funded), with associated parking provision (planning/parking policy requirement);

The new uses will provide easy access to skills development and recreation opportunities, and will set a benchmark for urban design and sustainability. Increased footfall from these new uses will support existing local businesses, encouraging further economic growth and inward investment.

Investment in digital connectivity is also key to the Civic Square project. Free, fast public Wi-Fi will be integrated within the design of street furniture and the public realm. A range of digital wayfinding technologies will provide real-time information linked to the station, riverside and other locations (e.g. to show transport timetables and events information).



The Heart's' proposed masterplan



The Heart - IMC logic map



3D visual of proposals to 'The Heart' looking north east

Anchor Fields Park
Landscape
Enhancements

Youth Centre
Footprint - 1400m²
GIFA - 2400m²

Church Refurb

IMC
Footprint - 1370m²
GIFA - 3590m²

Community Hall
Footprint - 336m²
GIFA - 4140m²

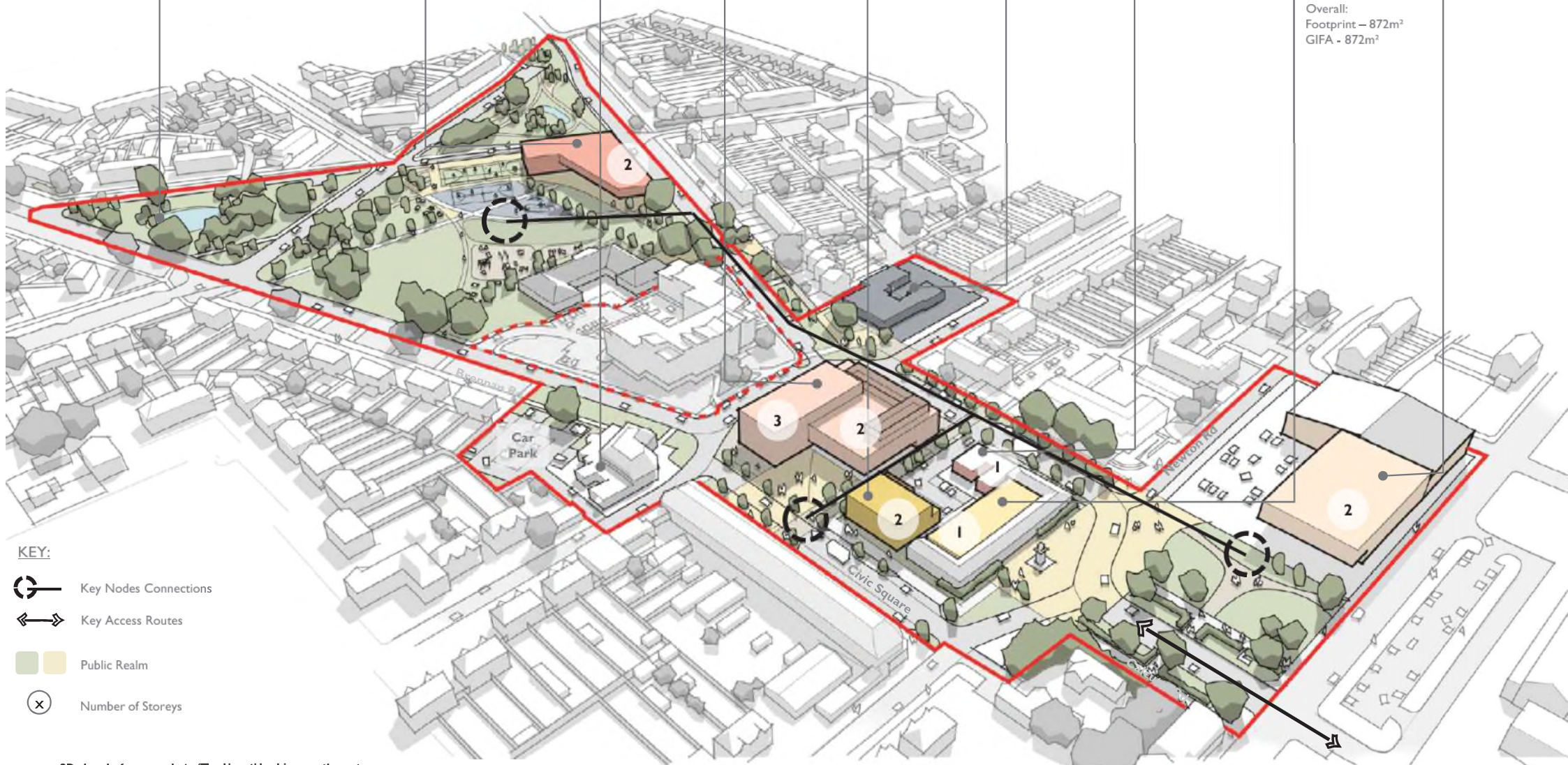
**Future
Development-
Residential**
Footprint - 1840m²





**The Sunshine Centre -
External Fabric
Enhancements**
Footprint - 165m²
GIFA - 165m²

Education Zone
New Build Extension:
Footprint - 400m²
GIFA - 400m²

Overall:
Footprint - 872m²
GIFA - 872m²

**Community and
Recreation Centre**
Footprint - 900m²
GIFA - 2125m²



- KEY:**
-  Key Nodes Connections
 -  Key Access Routes
 -  Public Realm
 -  Number of Storeys

3D visual of proposals to 'The Heart' looking south east



Street view of Integrated Medical Centre exterior



Integrated Medical Centre impression of interior (library)

Project 3: The Heart - Youth Facility

The Heart – Youth Facility responds to the stakeholder engagement and sets out a clear ambition to support Tilbury's large and growing youth population through the delivery of a dedicated facility.

The Youth Facility will be provided on Anchor Fields ensuring it is easily accessible to everyone. The Council is committed to improve this park as a mitigation of building on it. It will provide much needed recreational space to a high standard, to enable formal/informal recreation and help improve health and wellbeing.

The Board have visited exemplar facilities and recognise the benefits of developing a high quality, integrated youth offer that delivers a range of services under one roof. The facility will not only accommodate space for recreational, sporting and creative activities, but will provide skills, enterprise and employability programmes to ensure that Tilbury's youth can achieve their full potential and access the economic opportunities that are being delivered in and around the Town. The proposed range of services include:

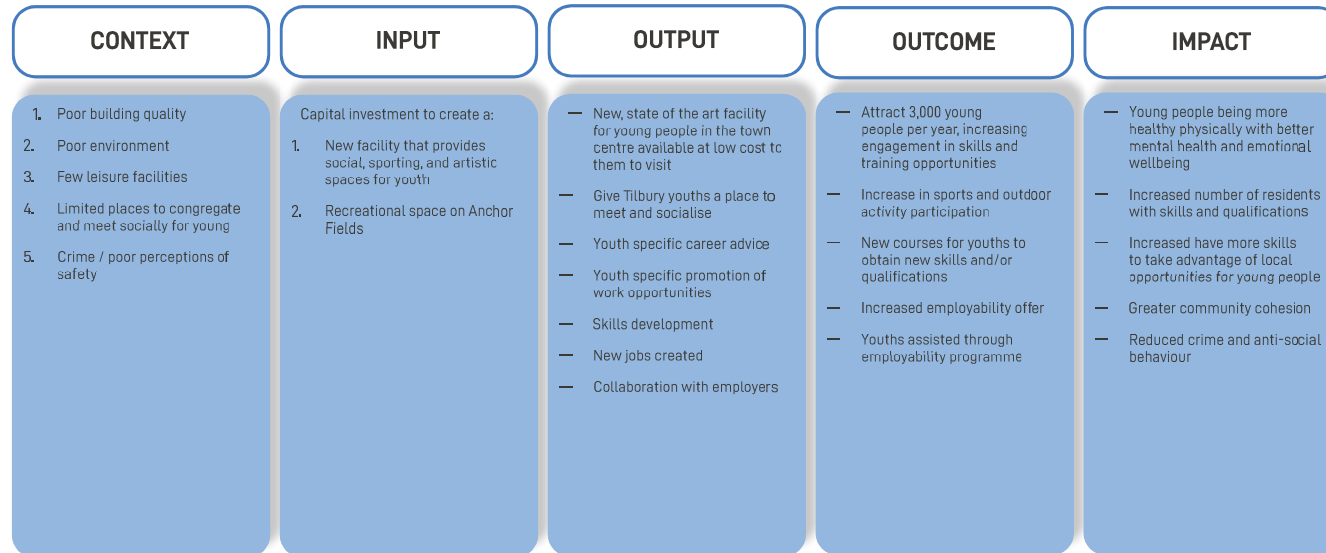
- Training kitchen; multi-sensory room
- Sports: Sports hall; fitness suite; climbing wall
- Creative: Dance and performing arts studio; arts and crafts areas; music studio, film, and multi-media room
- Outdoor Space: Outdoor 3G kick pitch; small skate-park facility; informal recreation space

Whilst difficult to quantify, the local impact of delivering a project that has received the support of 93% of the people who have engaged with the development of this TIP, should not be underestimated. This project is absolutely critical to raising aspirations and opportunities, going directly to the purpose of this Fund to level-up economic, social and health inequalities.

This project is closely linked with "Project 2: The Heart – Civic Square" and an overall vision combining the two projects has been created as part of the Masterplan for The Heart.



Proposed zones for 'The Heart's' masterplan



The Heart - Youth Facility logic map

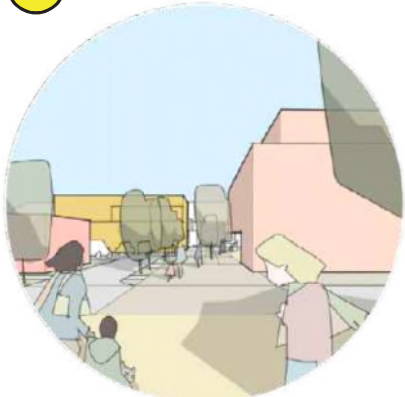


3D visual of Youth Centre proposal on Anchors Field at 'The Heart' looking south west

Key



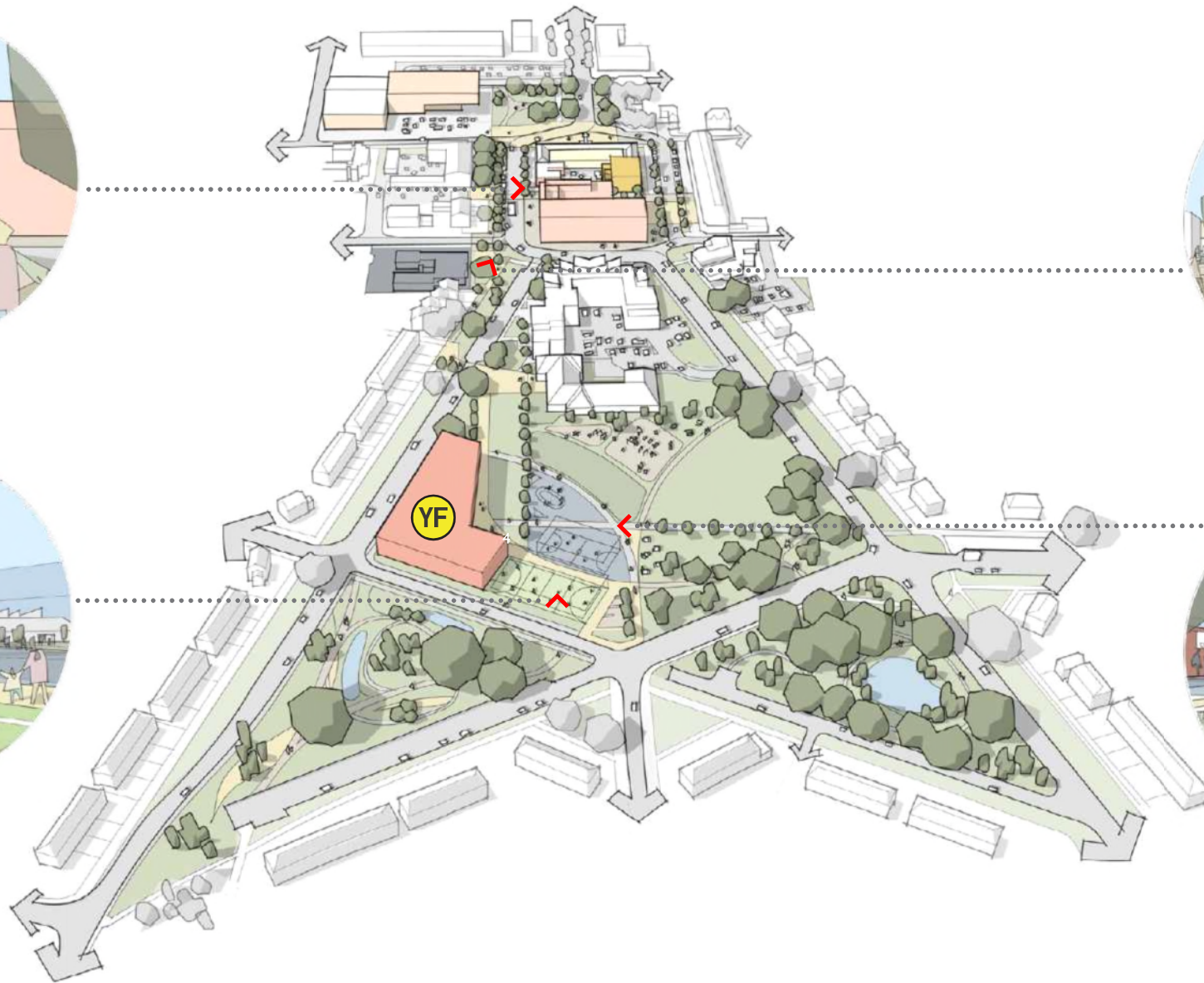
Youth Facility



View 1



View 3



View 2



View 4



Anchor Fields Park: existing



Legacy Youth Zone in Croydon



Legacy Youth Zone in Croydon social area and cafe



Umitas Youth Zone in Barnet



Future Youth Zone in Dagenham and Barking

Project 4: The heritage

The **Heritage Project** seeks to harness the environmental, social and economic value of Tilbury's riverside and its nationally significant heritage assets by delivering a range of linked projects and opening up the river for sustainable transport.

The overarching strategy is to reconnect the town with its riverside, port and heritage in a way that gives this area of Tilbury a distinct character and USP. This will provide a high-quality environment for the local community to enjoy, play and relax; helping to raise local pride in their area and improve overall health and wellbeing. It will also attract more day-trippers, weekenders and tourists to the area with significant benefits for the local economy; helping to build greater diversity and resilience.

The following interventions will be coordinated to transform this area of Tilbury:

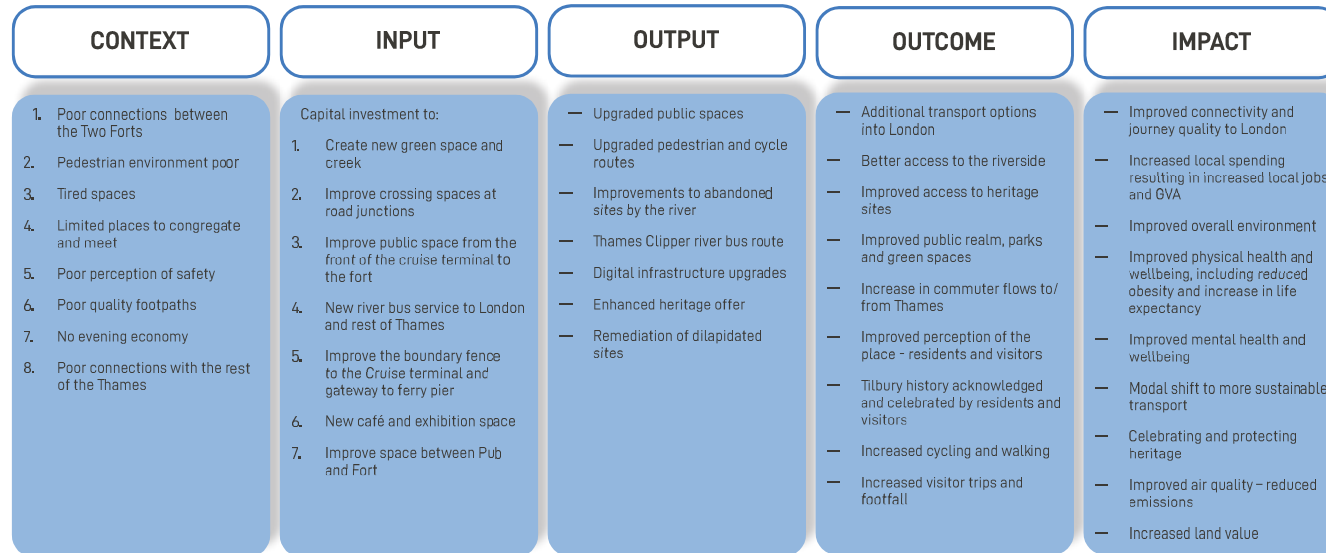
- **Thames Clippers:** a purpose-built ferry terminal and pontoon to facilitate Thames Clippers' aspiration to extend river bus services to Tilbury. This will open-up the riverside as an important gateway for visitors, tourists and commuters both to and from London. This project will be future-proofed so that London Resort can add further capacity to service cross-river travel

- **Tilbury Beach and riverfront:** creating access to the tidal beach area via architecturally designed steps and opening-up a new and unique area of public realm, with supporting food and beverage facilities to increase dwell times.
- **Tilbury Fort:** restoring the historic 'landside' access to Tilbury Fort allowing easier pedestrian and cycle access to this scheduled ancient monument, and to Coalhouse Fort.
- **Cruise Terminal:** promoting the heritage value of the Tilbury Riverside Station and adding this to the portfolio of heritage assets.

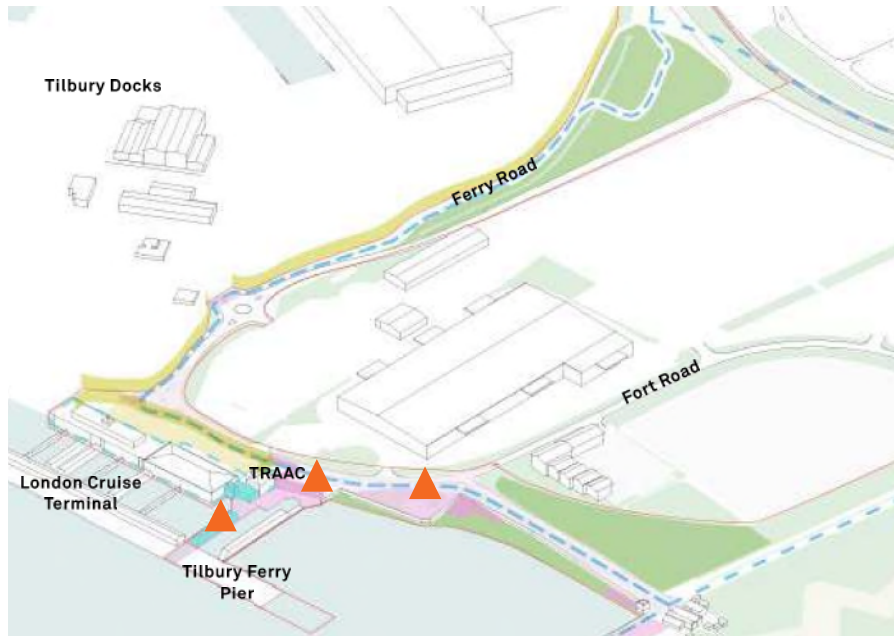
As for the other projects, new digital infrastructure will help to connect the Heritage projects with Tilbury's Hub and Heart. This will include free, fast public Wi-Fi and a range of digital wayfinding technologies for residents and tourists providing travel timetables, tidal times, flood warnings, upcoming local events for the town, etc.



Aerial view overlooking the ferry and cruise terminal towards Gravesend



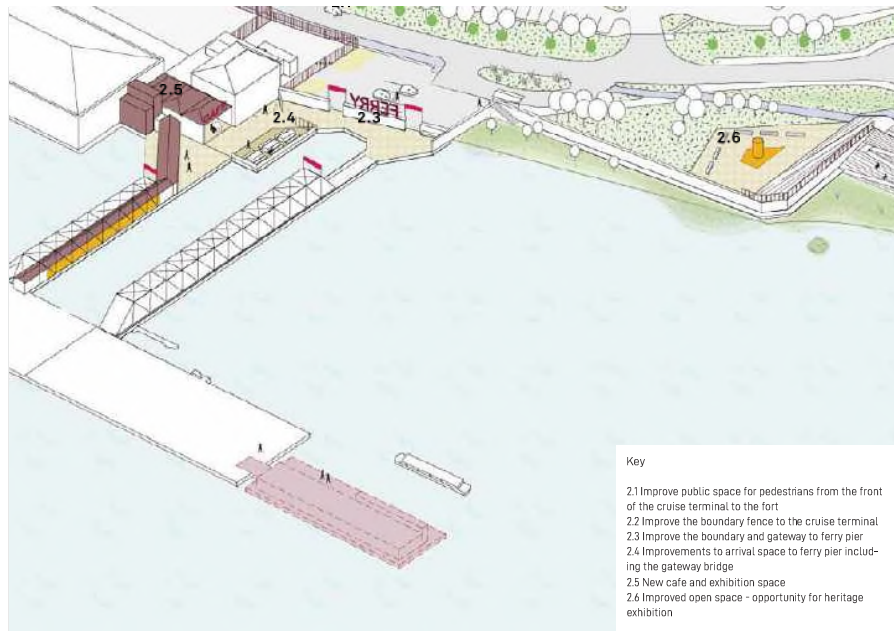
The Heritage logic map



The Heritage: overarching strategy



Tilbury Fort: public realm connections



Tilbury Pier arrival space illustrating landing stage extension location



CGI of proposed extension to the landing strip at the Ferry and Cruise Terminal

Tilbury on The Thames Trust are in discussions with John Studzinski from the Genesis Foundation with regard to Tilbury being the location for a world renowned piece of sculpture and a supporting art project that will work with local young people (see figure).



"The sculptures for consideration in Tilbury are recently completed large scale bronze sculptures by Canadian sculptor Timothy Schmalz.

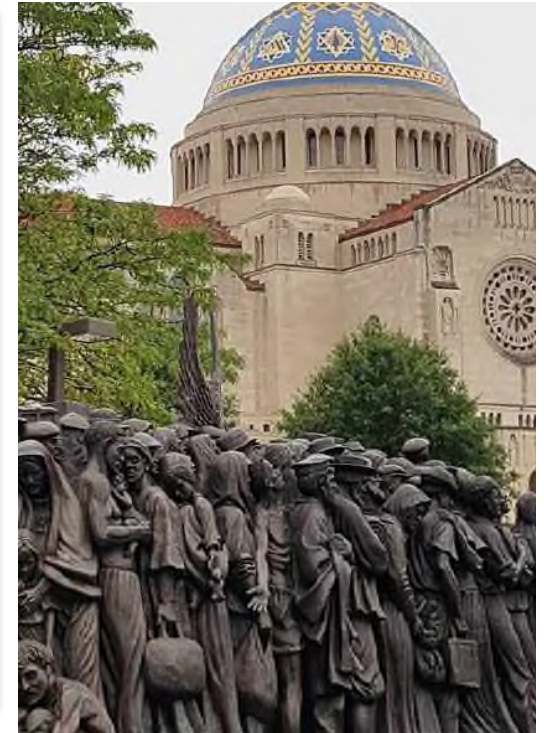
The works being installed in St. Peter's Square, Rome, and Washington D.C. are internationally known.

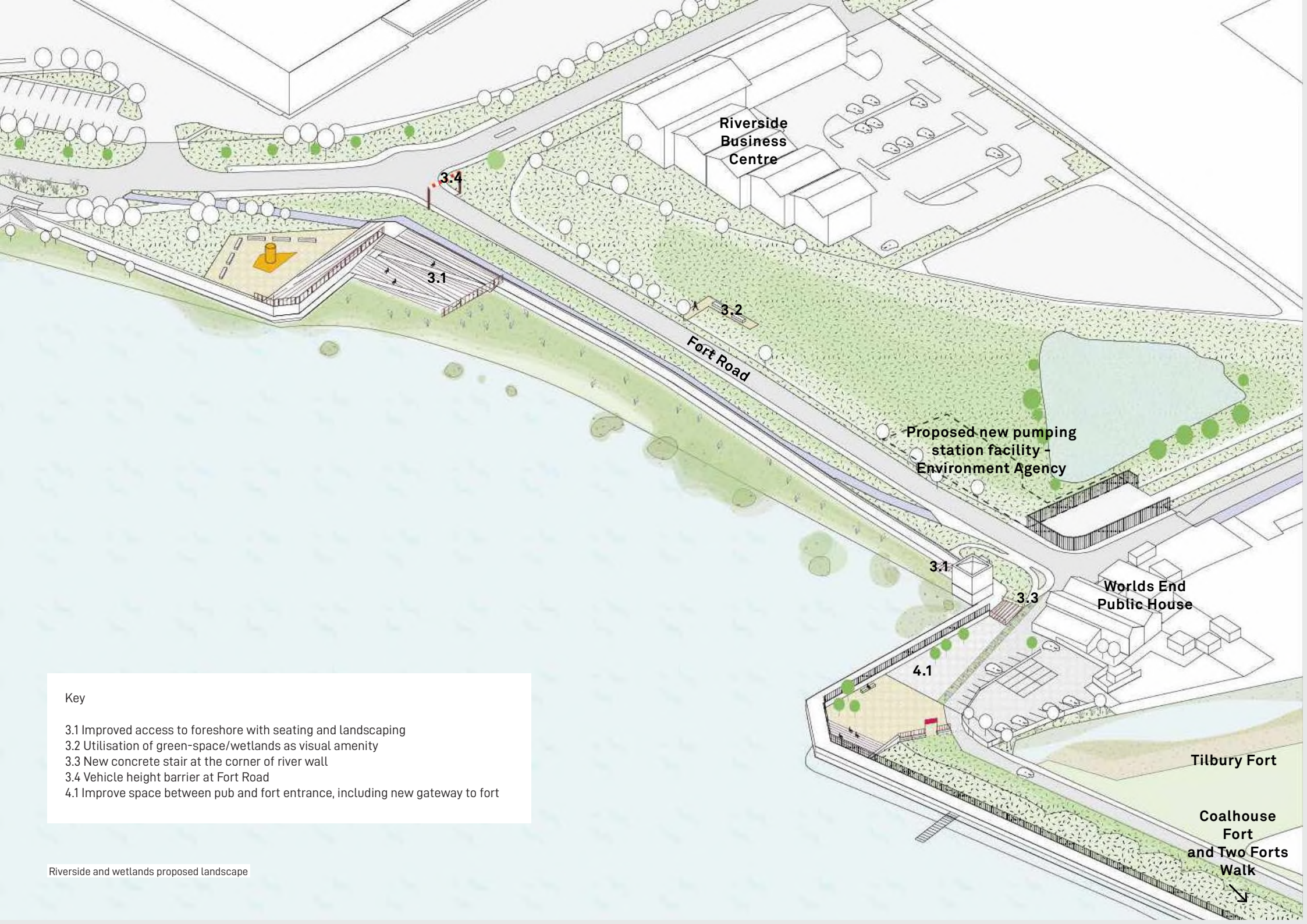
Both the Human Trafficking sculpture – 'Let The Oppressed Go Free' – and the Refugee sculpture – 'Angels Unawares' – celebrate the idea that it is our spiritual duty to show compassion and give help to the marginalised and forgotten in our society.

Although both sculptures show human disperse and struggle, their general message is one of hope and peace and Justice."

Mr John Studzinski: Genesis Foundation

<https://genesisfoundation.org.uk>





Riverside
Business
Centre

3.4

3.1

3.2

Fort Road

Proposed new pumping
station facility -
Environment Agency

3.1

3.3

Worlds End
Public House

4.1

Tilbury Fort

Coalhouse
Fort
and Two Forts
Walk

Key

- 3.1 Improved access to foreshore with seating and landscaping
- 3.2 Utilisation of green-space/wetlands as visual amenity
- 3.3 New concrete stair at the corner of river wall
- 3.4 Vehicle height barrier at Fort Road
- 4.1 Improve space between pub and fort entrance, including new gateway to fort

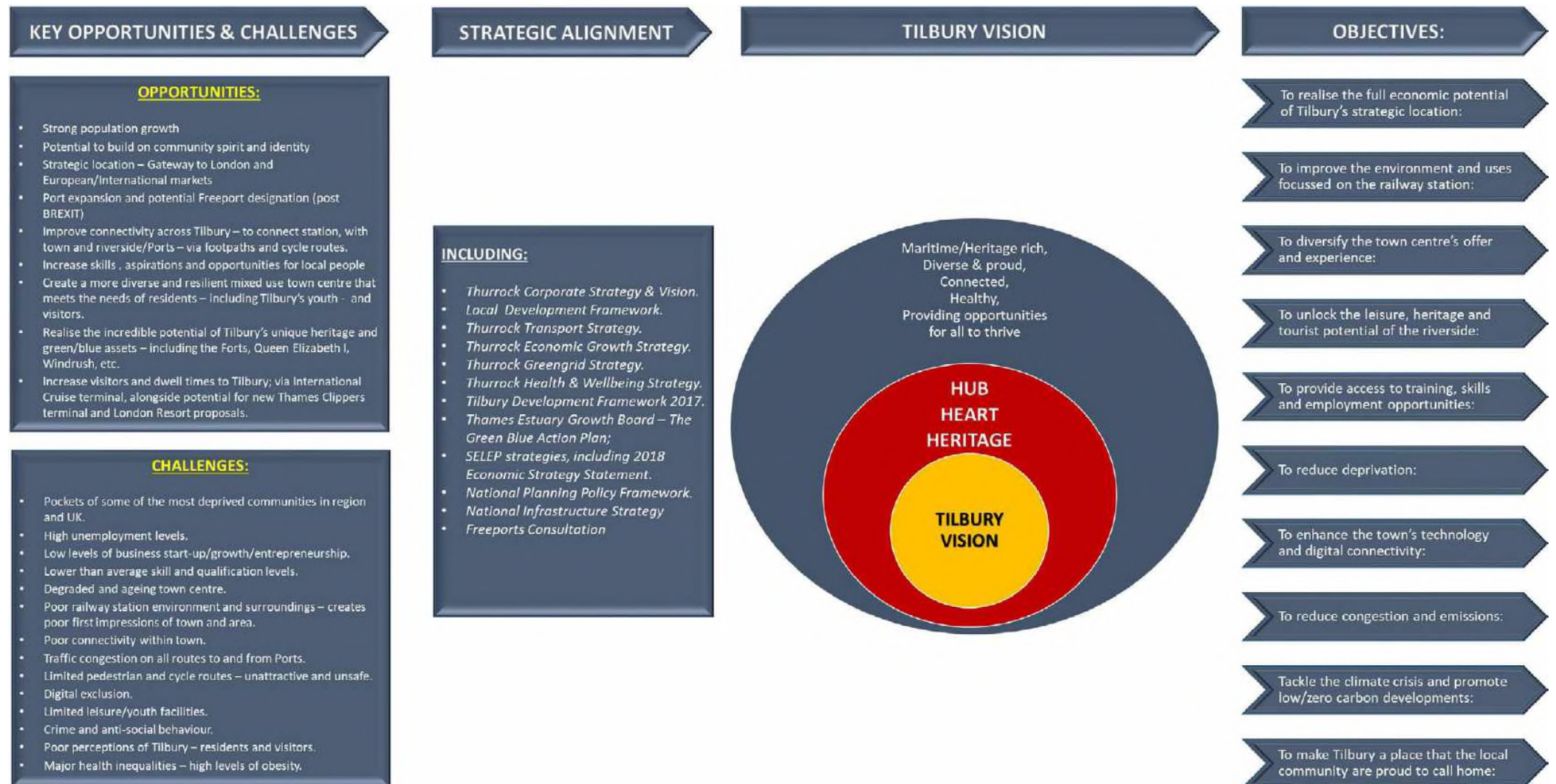


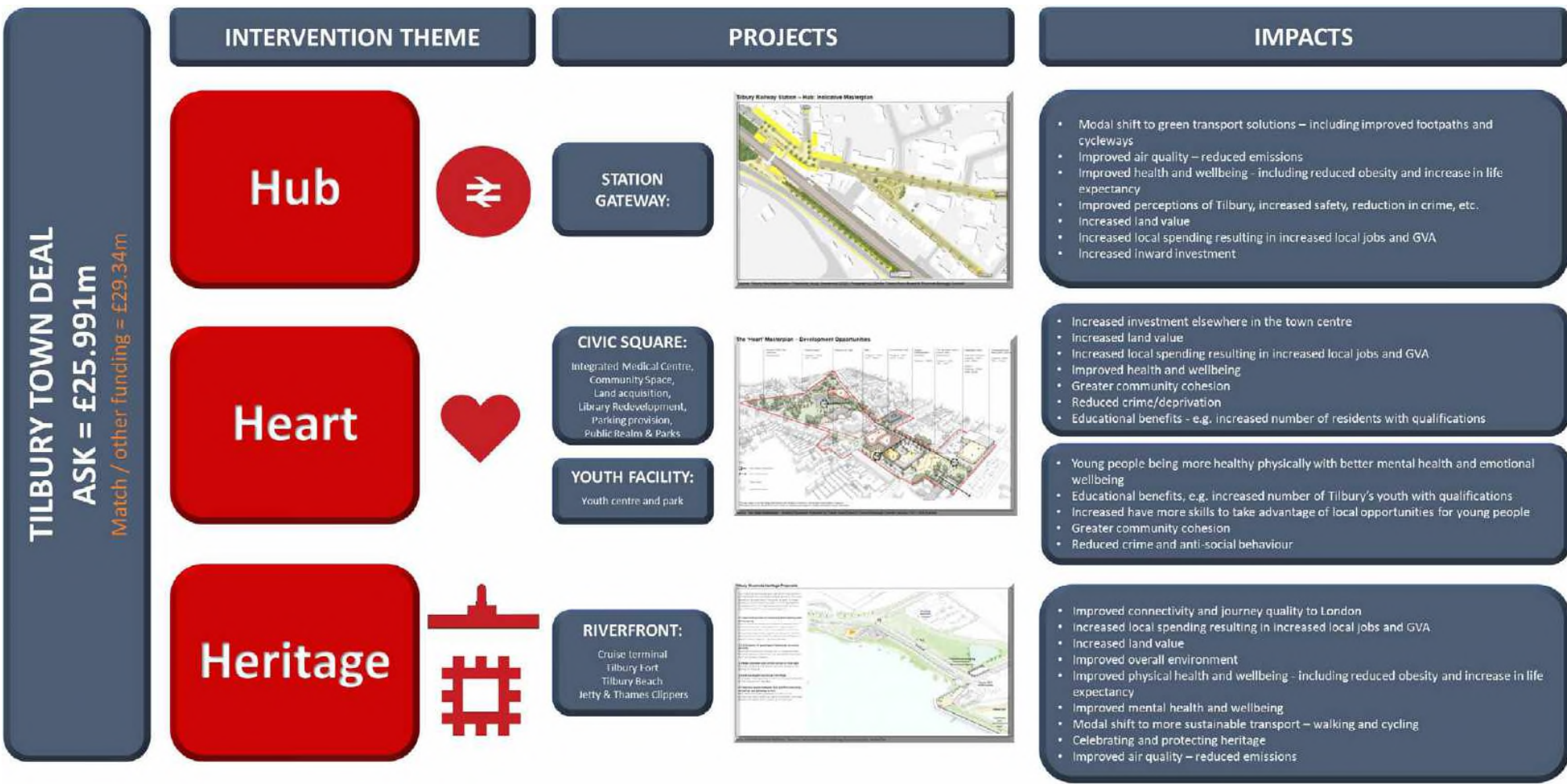
Existing Tilbury Bech and public realm



Proposed improvements to Tilbury Beach and Riverside

Town Investment Plan: Summary Figure

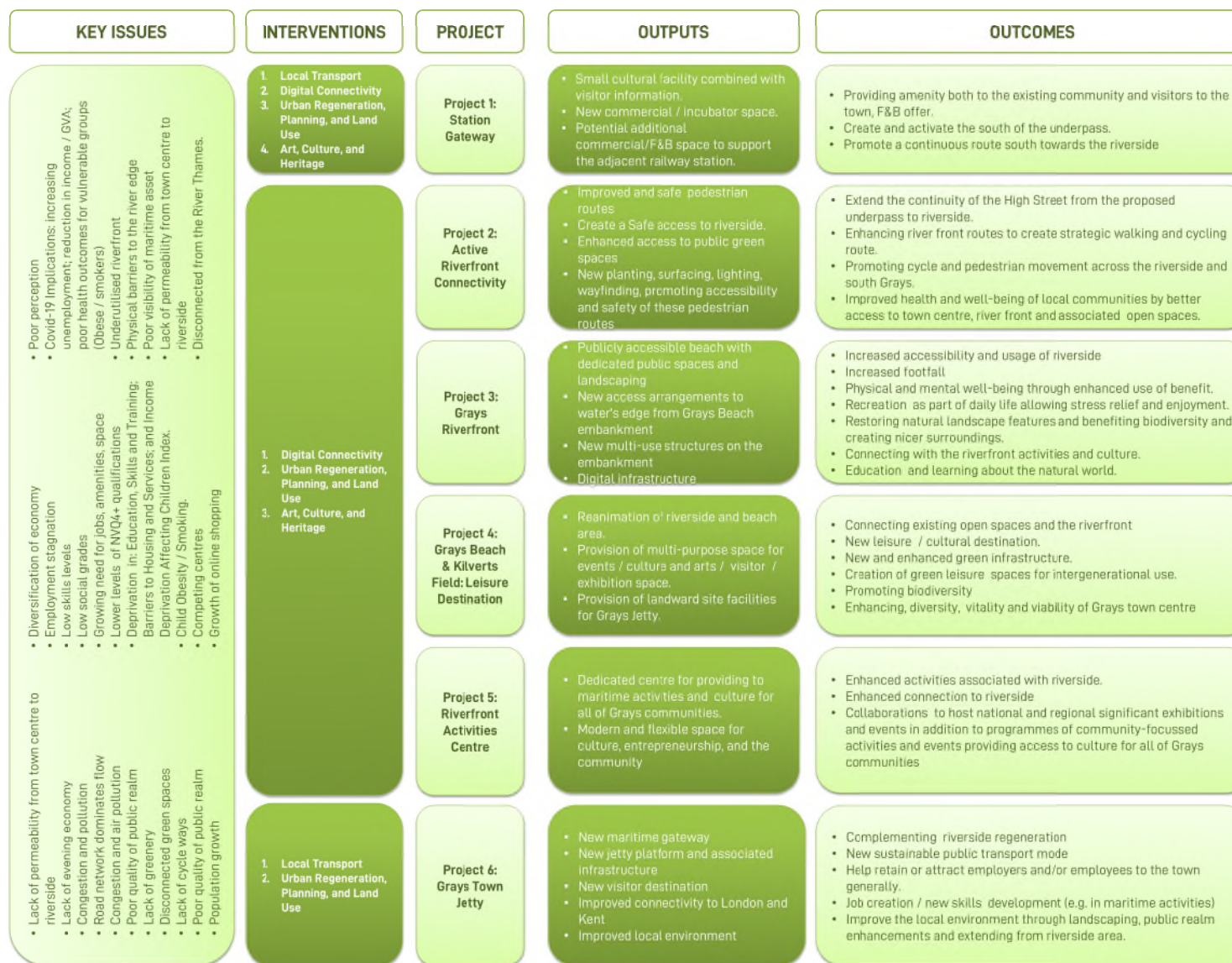




GRAYS TIP

3.4 OVERARCHING THEORY OF CHANGE

To show how the project proposals presented in GTIP Section 2 will help to address Grays challenges and capitalise on the major opportunities outlined here, we have completed a 'programme level' theory of change model.





3.5 SPATIAL STRATEGY PLAN

Our focus is to create a destination at the Riverside through new leisure infrastructure and improved connectivity with Grays town centre and beyond.

This will be underpinned by a jetty to enable new transport links by river to Kent and to central London. Our plans will deliver a significantly enhanced riverside environment to attract visitors of all ages who will benefit from improved access by foot, bicycle, rail and river. This will be a transformational investment to encourage more visitors and drive economic growth.

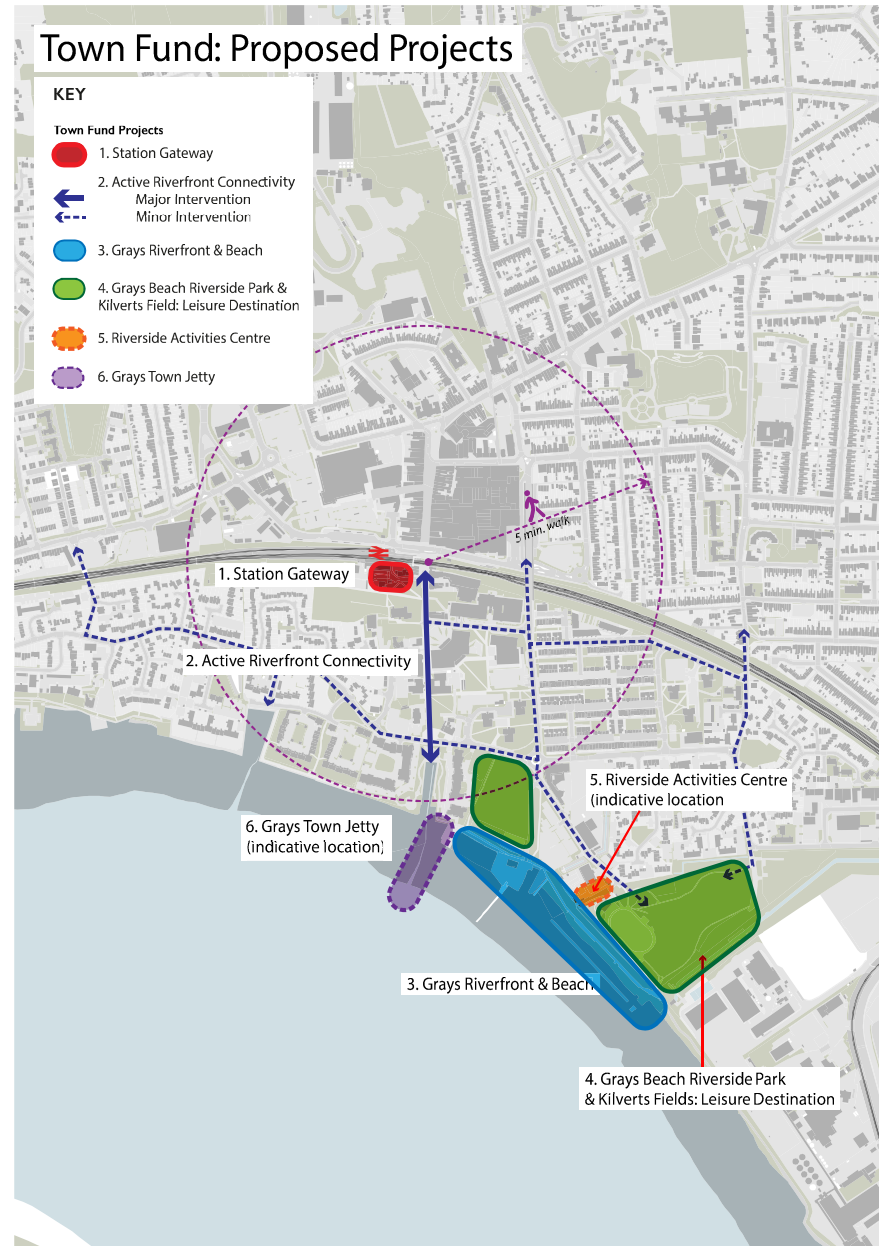
Grays is already well positioned on the north bank of the River Thames to benefit economically from:

- The enhancement of the Heritage offering at Tilbury Fort and Tilbury Cruise terminal;
- Thames Estuary Production Corridor with its creative and cultural cluster at Purfleet in Thurrock;
- The proposed underpass and improvements to Grays railway station;
- The proposed development at London resort immediately across the river from the proposed jetty; and
- The economic potential of the wider SELEP region and proximity to London.

Our proposals are presented to show the continuity of experience from initial arrival at the station with safe movement southwards to the riverfront and beyond. Our projects will enable economic diversification and growth and enhanced connectivity between the town centre, riverfront and green spaces.

Through our projects we want our communities to be able to reconnect with open spaces and green infrastructure as they make a significant contribution to quality of life locally. The pandemic is expected to have a long-term impact on mental health and there is an increased responsibility to maximise the availability of outdoor space. Grays Beach Riverside Park and Kilverts Field are catalysts for resurgence in the use of green space and crucial 'green lungs' in an otherwise urban and densely populated residential area.

The spatial context of our TIP interventions is shown opposite.



THURROCK COUNCIL

Welcome to

Grays Beach Riverside Park

THIS PARK WILL CLOSE HALF AN HOUR BEFORE DUSK AND WILL RE-OPEN AT DAWN

Notice of Events & Activities

Roast Every Sunday 12pm To 4pm
OAP Day Every Wednesday 1pm To 4pm
After School Dinners Every Friday 4pm To 6pm

- Please respect the park by disposing of your litter in the bins provided.
- In the interest of safety, please do not bring Glass or Alcohol into the area.
- To report any damage or vandalism to the equipment, or in the event of an accident, please contact a member of staff or call Parks & Open Spaces on (01375) 632308.
- The nearest public telephone box is located in: Grays Town Centre.
- An emergency telephone is situated within the park. This is your facility, please help us to keep this site in good condition.



HISTORY OF THE PARK
Grays Beach Riverside Park had previously been Victoria Park with a swimming pool (some pictures are situated within the cafe). The main part of the park which included the swimming pool had been largely derelict until the re-developments for the new park took place. The new look Grays Beach Riverside Park opened in May 1999. The main area of the new park is centred by the re-development of the old swimming pool. This was totally drained and filled with 5,000 tonnes of play grade sand. Other new developments in the park included: Adventure Golf, Junior Driving School, Puddle Go Karts, Splash Pool with interactive features, extensive re-planting, Cafe, Toilets and disabled access.



3.6 PROJECTS



Grays Riverside Panoramic



Grays Beach Existing



Grays Beach circa 1930



Grays Riverside and Beach Existing



1. Station Gateway

**4. Kilvert's Fields:
Leisure Destination**

**4. Grays Beach Riverside Park:
Leisure Destination**

**4. Extension and
enhancement of
Lightship Cafe**

**2. Active Riverfront
Connectivity**

**6. Grays Town Jetty
(indicative position)**

**5. Riverfront
Activities Centre
(location to be
determined)**

3. Grays Riverfront and Beach

Our Projects

Project 1: Station Gateway

The station is an important gateway for Grays. Currently, the busy C2C line runs through the town centre dividing the High Street into north and south. Services travel through a pedestrian level crossing which has a footbridge connecting both sides of the street. The Council working with Network Rail and C2C will separately deliver a new lower level concourse below the railway to improve safety and accessibility for pedestrians.

As part of this development, the proposed lower level concourse will create space in the form of a station forecourt or 'piazza' area. This area represents an important opportunity where the Towns Fund assistance is sought to provide:

- A visitor information facility providing amenity both to the existing community and visitors to Grays;
- New commercial / start-up space (e.g. new food and beverage concepts) at ground level to support the adjacent railway station;

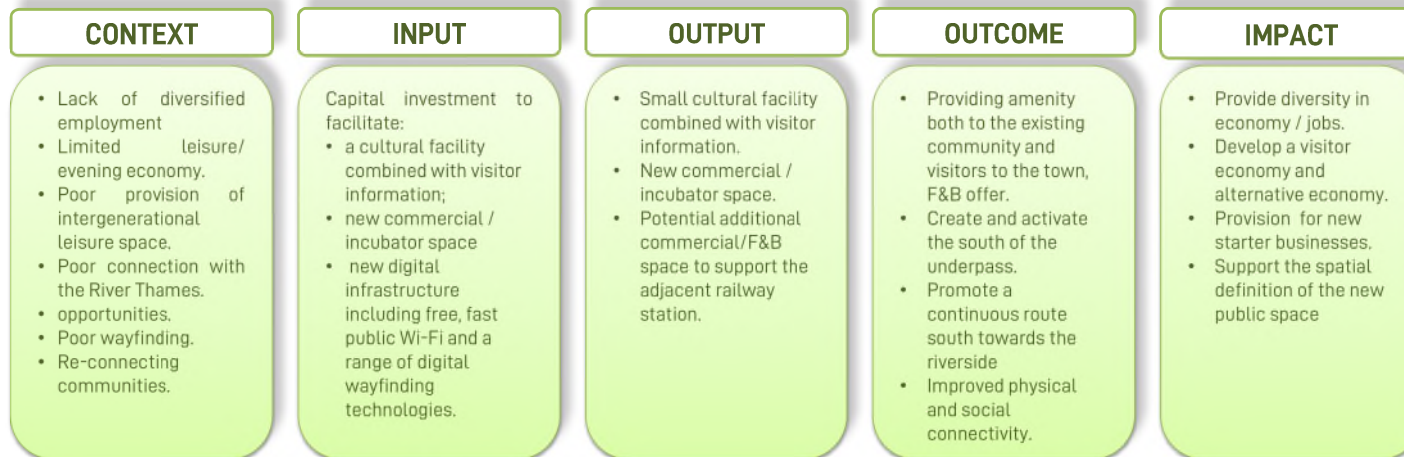
- New digital infrastructure including free, fast public Wi-Fi and a range of digital wayfinding technologies.

This intervention is essential to:

- Support the spatial definition and arrangement of the emerging new public space in front of the train station, to establish a new gateway to the town centre;
- Promote diversification of businesses and economic growth;
- Provide active commercial frontages and wayfinding enhancements to animate the lower concourse in order to optimise connectivity between north and south High Street;
- Define and promote a continuous route south from the town centre towards the riverside.



Station Gateway: Proposal Sketch



Station Gateway logic map

Project 2: Active Riverfront Connectivity

Building on Project 1, this intervention seeks to extend the continuity of the High Street from the proposed underpass to Grays Town Wharf. This route represents a 'central spine' connecting the town centre, the station gateway (Project 1), South Essex College (£45m investment), the riverside destination (Projects 3, 4, 5) and proposed jetty (Project 6).

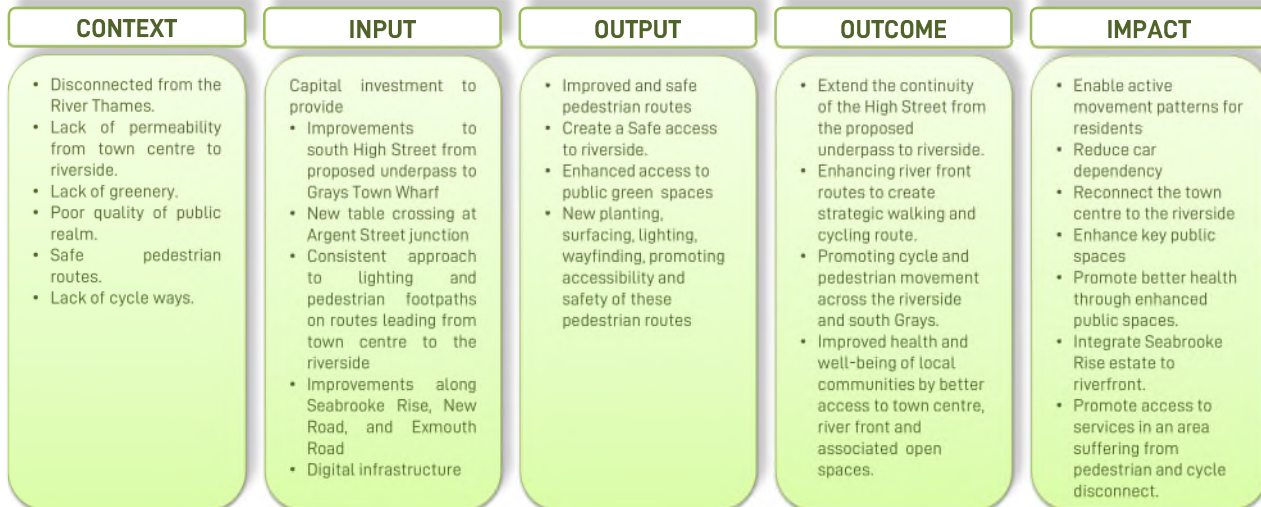
We believe that the riverfront must be accessible, clearly signposted and secure for users. Our project aims for better connectivity and promotes active modes of travel between town centre and riverfront. It will improve the legibility and sense of place south of Grays town centre and the surrounding residential areas. The project seeks to deliver:

- A new table crossing at Argent Street junction in front of the Grays Town Wharf gates, and improved planting, surfacing, lighting, wayfinding, promoting accessibility and safety of pedestrians;

- Consistent approach to lighting and pedestrian footpaths on routes leading from town centre to the riverside, principally High Street but also Wharf Road, Derby Road, Bridge Street;
- Feature lighting of St Peter and St Paul's Church to aid wayfinding and extend functionality of High Street route into the evening in a safe and inclusive way that will encourage pop up activities and commercialisation along the lower High Street; and
- Digital infrastructure including free, fast public Wi-Fi and a range of digital wayfinding technologies.



Active Riverfront Connectivity: Proposal Sketch



Active Riverfront Connectivity logic

Project 3: Grays Riverfront and Beach

The River Thames is a key defining asset for Grays, yet the town looks away from it. Together these proposals are designed so that the town embraces its connections to the river and so that it can be enjoyed by all.

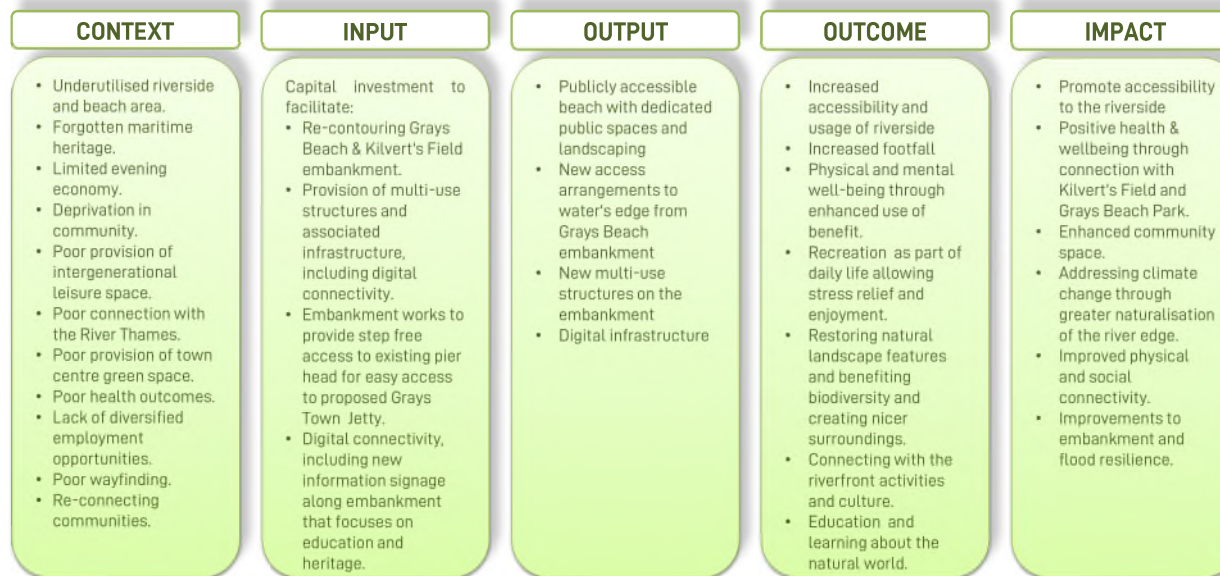
The riverfront consists of disconnected public spaces of varying quality and is under-performing as a destination and leisure amenity. The high railings, walls and flood defences impede sightlines. Elevation of the riverside pathway will enable the transformation of the riverside to a welcoming destination with amenities. Specifically this will include:

- Recreating a publicly accessible beach along the water's edge at the original Grays Beach Riverside Park with dedicated public spaces and landscaping that also promotes ecology and biodiversity;
- Allowing new access arrangements (steps and ramps) to the water's edge from Grays Beach embankment to re-engage the riverfront with the river;

- New multi-use structures and associated infrastructure, including digital, on the embankment to provide shelter and enable small events and new uses along the riverfront; and
 - Digital connectivity, including new information signage along embankment that focuses on education and heritage.
- To make this happen will be predicated by a range of infrastructure works including:
- Re-contouring of Grays Beach and Kilvert's Field embankment to address severance and promote accessibility to the riverside;
 - Resurfacing and enhancement of riverside walk, including widened footpath, new surfacing, removal of railings;
 - Embankment works to provide step free access to existing pier head for easy access to proposed Grays Town Jetty (Project 6) from Kilverts Field.

Our aim is to reanimate the riverfront and give it prominence with modern amenities and infrastructure. It will provide a quality environment reconnecting the community with nature and aiding a range of social benefits including:

- Physical and mental well-being – recognising benefits of being outside, among green spaces, which is particularly relevant as our community recovers from virus and ensuing economic downturn;
- Recreation – leisure is increasingly important as part of daily life allowing stress relief and enjoyment;
- Aesthetic enhancement – restoring natural landscape features and benefiting biodiversity and creating nicer surroundings, allowing people to connect with the river and the vista across to Kent;
- Education – encouraging adults and children alike to learn about our natural world; and
- Leisure – reconnecting the urban environment of Grays town centre with the riverfront activities which has been long part of Grays heritage, and enhancing the desirability of Grays as a place to live and work.



Grays Riverfront and Beach logic map



Project 4: Grays Beach Riverside Park and Kilverts Field: Leisure Destination

Building on Project 3, this intervention seeks to embrace the natural uses of the riverfront further by connecting existing open spaces and the riverfront. Grays Beach Riverside Park and Kilverts Field are public open spaces serving a wide community but suffer from a lack of facilities or activity. We seek to address this by making the area more visually permeable, create access up to the river and make existing amenity space more desirable and usable through:

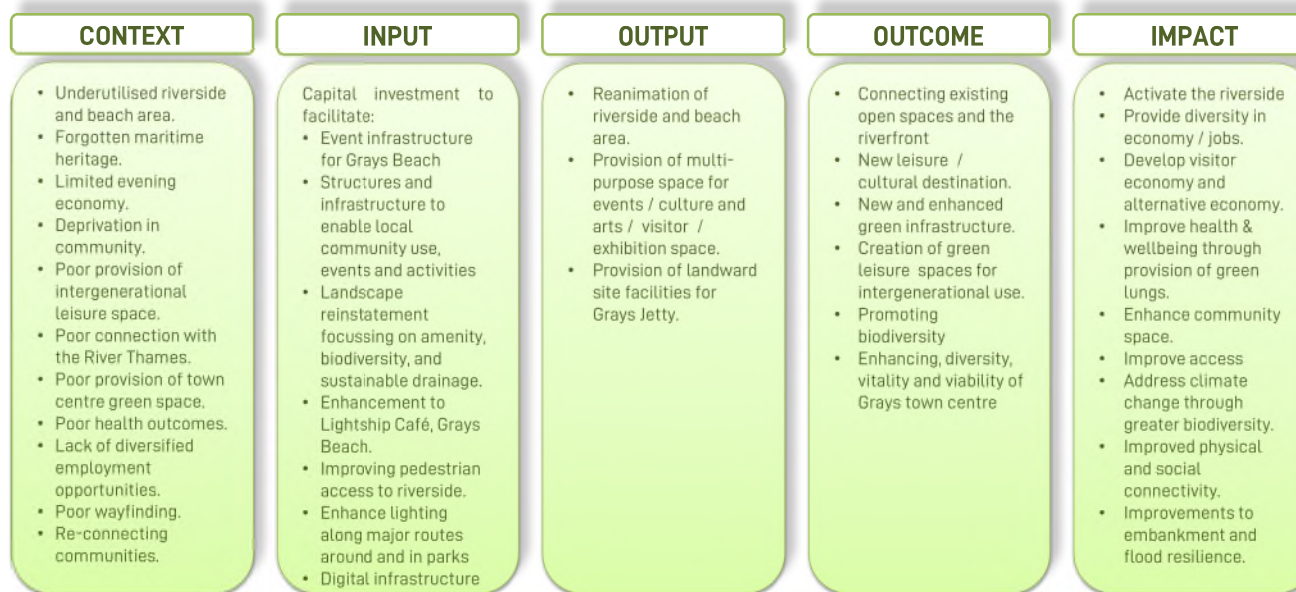
- Provision of physical event infrastructure including landscaped auditorium seating; plug-in electricity and digital utilities; provision of temporary and movable structures, such as additional seating and staging areas;
- Provision of small multi-use structures that can provide shelter and seating incorporating community-led public art displays. These structures could also provide space for seasonal local businesses such as kiosks serving visitors and users of the public green open spaces by the riverfront; and

- Reconfiguration of the existing Lightship Café within Grays Beach to provide multi-use food and beverage.

To enable this level of provision it will further require:

- Landscape reinstatement within Grays Beach and Kilverts Fields, with a focus on amenity, biodiversity and sustainable drainage enabling the community to connect with nature;
- New and enhanced lighting along major routes around and in parks, including digital connectivity, to extend functionality of spaces into the evening while promoting inclusive, accessible and safe movement; and
- Rationalising and redesign of Thames Road access and improving pedestrian access to riverside.

The interventions will enhance perception and use of these green spaces and contribute to thematic programming such as festivals and performances. It will enable provision of intergenerational activities all year round and help establish a convivial setting for social interaction. It is anticipated this will additionally reinforce the provision of cultural events in Grays and be a key contributor to the cultural provision under the wider Thames Estuary Production Corridor.



Grays Beach Riverside Park and Kilverts



Grays Beach Riverside Park and Kilvert's Field: Proposal Sketch

“People want to more than a cloned high street found anywhere else in the U.K. ... People want experiences and memories, so yeh high street needs to be a place for celebrating and exploring creativity, culture and heritage with festivals, events and a night time economy - no one of which are happening right now”
 2020: Grays Advisory Group Workshop



“I have been running regular fitness classes and personal training sessions on Kilvert's Field for over 2 years and the investment in the area will be a huge asset to the local community. The regeneration will attract more people and it would be fantastic to get people outside to enjoy all the benefits. My aim is to encourage more people to exercise outdoors and enjoy the surroundings that are on their doorstep and the investment in the area will definitely help with this”

Louise Ince
 Personal Trainer | Group Exercise Instructor
 dotty about fitness
 (2021)

Project 5: Riverfront Activities Centre

To enhance the riverside destination, we are also seeking to provide a dedicated 1,200 sq.m (GIA) riverside activities centre. This will facilitate community use of the river for leisure and maritime activity and provide event and education space.

It will be sited in an accessible location with enhanced connection to the riverfront (Projects 3 and 4). The aim is provide modern and flexible space with digital infrastructure for a range of activities including:

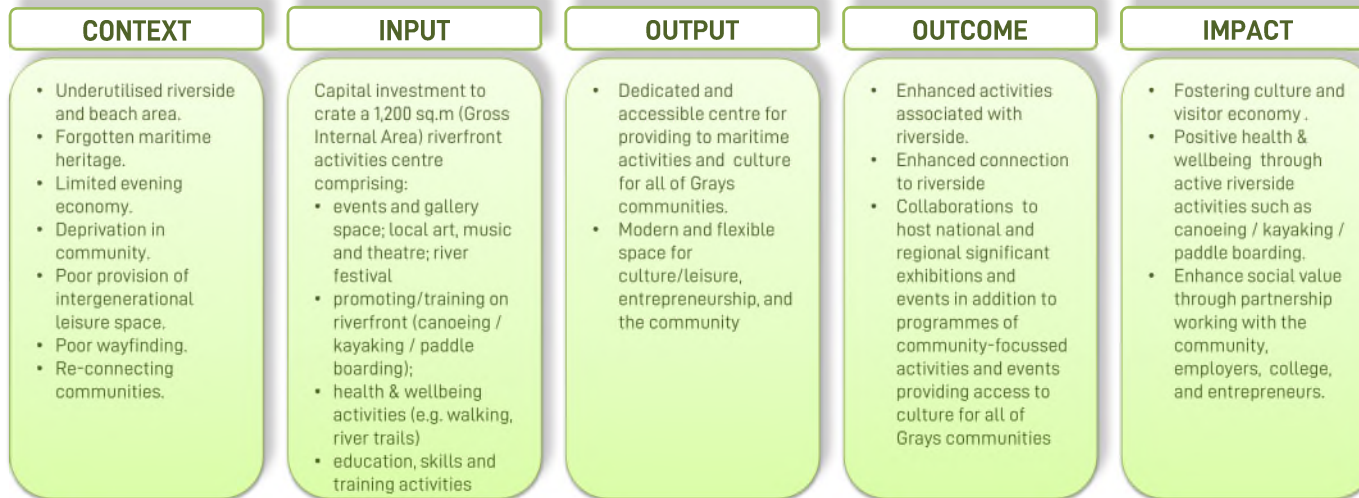
- Use of the River for sports and leisure for all generations improving access to sailing, sports and maritime activity;
- An educational facility to enable young people to learn about the Thames through our history; as a driver of economic wealth; as a focus for nature and conservation; as well as for sport and leisure;
- An events space to enable cultural activities such as events and gallery space; local art, music and theatre; river festival;
- Education, entrepreneurship, skills and training activities working with community partners including South Essex College.

The centre will act as a focal point for the revitalised riverfront destination bringing together a collaborative partnership between the community, employers, entrepreneurs and education. This will additionally nurture social value by way of local employment, better health outcomes and appreciation of public green spaces. Engagement has commenced with the Yacht Club and Sea Cadets but further engagement needs to take place before location can be finally agreed. The delivery of the activities centre will be in partnership with both organisations.

“Use colour, light and art to make a statement, allow residents to take ownership and to be proud of where they live!”
2020: Grays MyTowns Campaign

““We want to see colour and trends and make it much more family friendly for all ages.”
NewRiver REIT Community Engagement Charette Output (2020)

“link culture and heritage”
2020: Grays Advisory Group Workshop



Riverfront Activities Centre logic map

Project 6: Grays Town Jetty

The River Thames itself is the greatest asset for Grays. Historically, its wharves were the focus of river traffic and a major driver for economic activity and growth. We believe this can be restored by proactively planning for future river traffic. We seek to unlock this potential by providing a jetty from the riverside built deep into the River Thames to harness the untapped environmental, social and economic value of Grays' riverside setting.

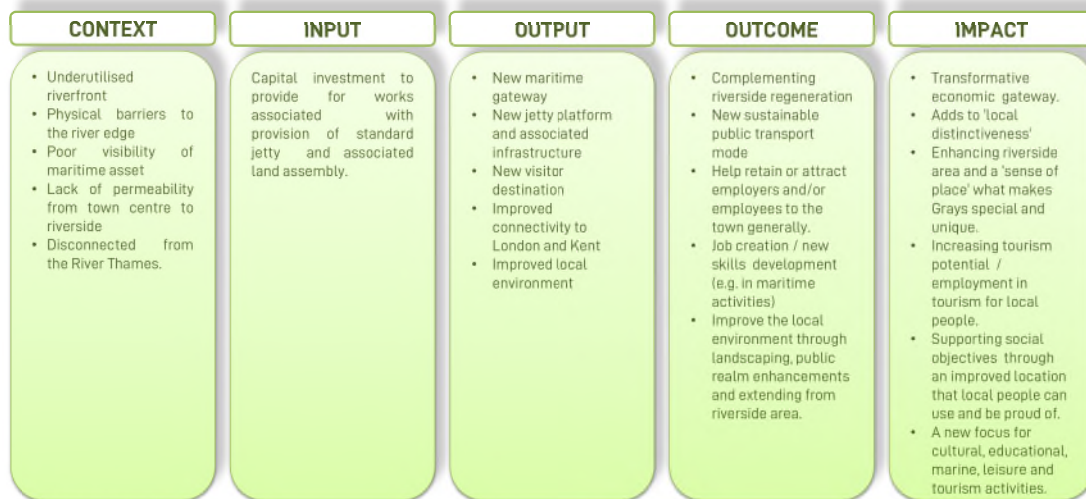
This fundamental maritime intervention is needed to enable:

- Greater connectivity between the north and south banks of the Thames; greater connectivity beyond to the East to Tilbury³⁵ and to the West to Canary Wharf and the City of London;
- Transport along the river consistent with the desire to make the Thames Estuary a more significant economic driver. Thames Clippers has provided a letter of support³⁶ with Grays as a stopping point which would open-up the riverside as an important gateway for locals and visitors;

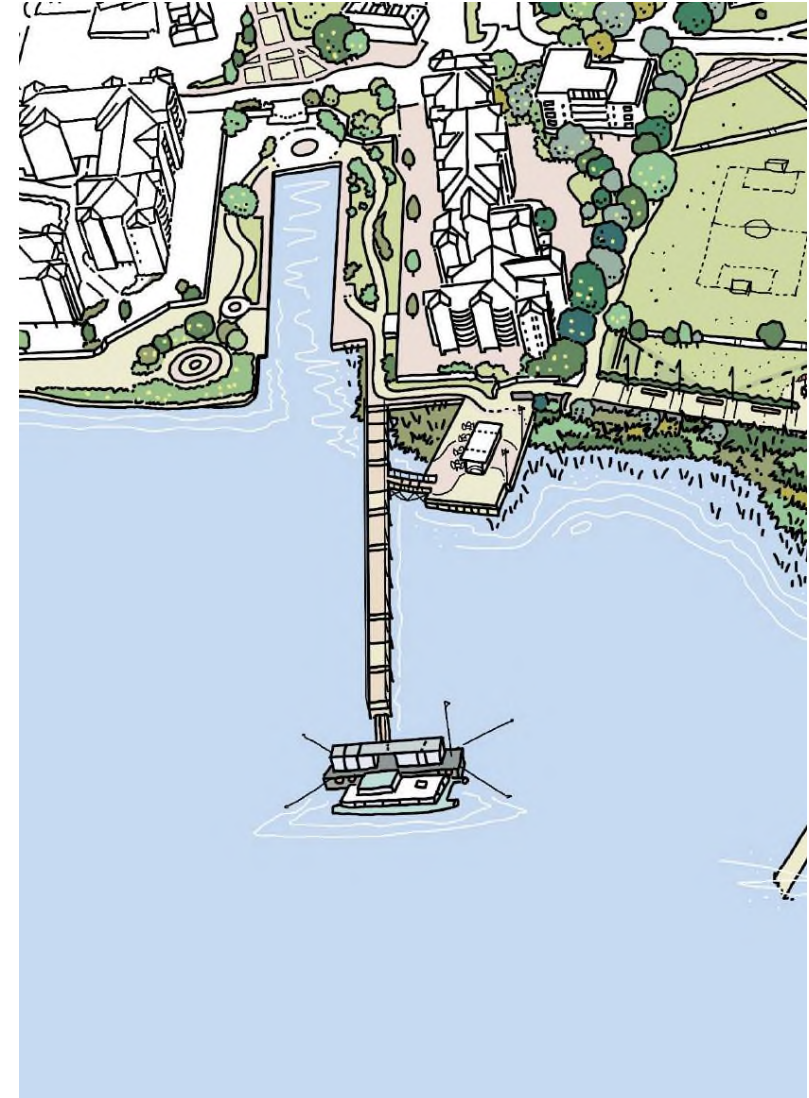
- Developing a visitor economy - as Grays rail station is the closest north of the Thames to the proposed London Resort³⁷, there is the future prospect to generate significant river traffic through a rail and sail service to the resort and a collaboration agreement has been signed between Thurrock Council and London Resort to further that intention; and
- Employment opportunities coming from the construction and operation of the proposed London Resort, easily accessing the workforce in Grays

As for the other projects, new digital infrastructure will help to connect with other riverside projects and will include free, fast public Wi-Fi and a range of digital wayfinding technologies.

This undertaking will be at the heart of our vision to reanimate the riverside area into a truly functional transformative location.



Grays Town Jetty logic map



Grays Town Jetty: Proposal Sketch

3.7 PROJECT COSTS

Initial feasibility studies have indicated the following overall costs per project.

Project	TOTAL TOWNS FUND ASK
Project 1: Station Gateway	£2.64m
Project 2: Active Riverfront Connectivity	£2.51m
Project 3: Grays Riverfront and Beach	£5.59m
Project 4: Grays Beach & Kilverts Field: Leisure Destination	£4.57m
Project 5: Riverfront Activities Centre	£3.037m
Project 6: Grays Town Jetty	£6.6m
TOTAL TOWNS FUND ASK:	£24.947m

Grays Town Fund Ask: Indicative project programme and timeline.

	20/21	21/22	22/23	23/24	24/25	25/26
Project 1: Station Gateway						
Project 2: Active Riverfront Connectivity						
Project 3: Grays Riverfront and Beach						
Project 4: Grays Beach & Kilverts Field: Leisure Destination						
Project 5: Riverfront Activities Centre						
Project 6: Grays Town Jetty						