



Statement of Community Involvement

# STARLINGS SITE, DOVERCOURT



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This document has been prepared by Concilio on behalf of Tendring District Council.



# 1.0 EXECUTIVE SUMMARY

# 1.0 EXECUTIVE SUMMARY.

## 1.1 Purpose of this document

This Statement of Community Involvement (SCI) demonstrates the schedule of pre-submission engagement, which was undertaken by Tendring District Council (referred hereafter as 'The Applicant') in preparation for the submission of their application for the development of the Starlings Site in Dovercourt. This SCI has been compiled by Concilio on behalf of The Applicant.

The Applicant is seeking to develop the vacant Starlings Site in Dovercourt to provide a new surface car park and public realm improvements as part of the wider masterplan to regenerate the town centre.

The new car park will provide 51 parking spaces, including four disabled spaces and electric vehicle charging points. New landscaping and a green pocket space and public toilet facility will also be provided. The car park will serve as a potential one-off events space in the town centre.

Concilio was appointed in September 2020 to perform a comprehensive public relations and public affairs role to manage pre-application consultation with neighbouring residents and stakeholders regarding proposals for the Starlings Site.

This report details the public consultation carried out to date in order to inform the evolution of the proposals. Consultation has been carried out in accordance with national and local policies, as is laid out in Section 2.0 of this report.

While the Statement of Community Involvement is not a statutory requirement,

The Applicant felt that the local community and other key stakeholders should be engaged in order to gain valuable feedback regarding the site and their views and consider this in developing the final proposals.

To achieve this, Concilio put together a sustained a meaningful engagement strategy to feed into the design process. This included creating a consultation website, survey, social media adverts and a flyer to be distributed within the local area.

This process followed and is in addition to ongoing correspondence and communication with Tendring District Council officers as part of formal pre-application processes.

Due to the impact of the COVID-19 pandemic and the inability to hold face-to-face consultation events, Concilio operated a digital first model of engagement.

Please find below a list of consultation activities undertaken by the project team to publicise the development proposals and engage with residents and local stakeholders.

**08/03/21** - Launch of digital consultation website

**08/03/21** - Social media advertisements live

**10/03/21** - Delivery of 1,579 flyers to neighbouring properties notifying them of the online consultation

**15/03/21** - Live webinar hosted

**22/03/21** - Meeting with Town Council

## **1.2 Objectives of the consultation**

The objectives of the consultation were to ensure that local residents, businesses, community groups, interested parties and elected representatives were made aware of the emerging development proposals and had an opportunity to participate in shaping the plans. The Applicant implemented a comprehensive programme of community engagement which began in March 2021 and included the following:

### **Digital Consultation Website**

A digital website was created and has been live since the 8th March 2021 featuring information about the scheme, exhibition boards and a survey designed to gather feedback and comments on the proposals.

### **Engagement with locally elected representatives**

From the outset, the Applicant sought to engage with the site's Ward / Town Councillors.

After 22nd March (advertised date for the consultation comments) the consultation website remained live to allow residents and stakeholders the opportunity to comment and ask questions.

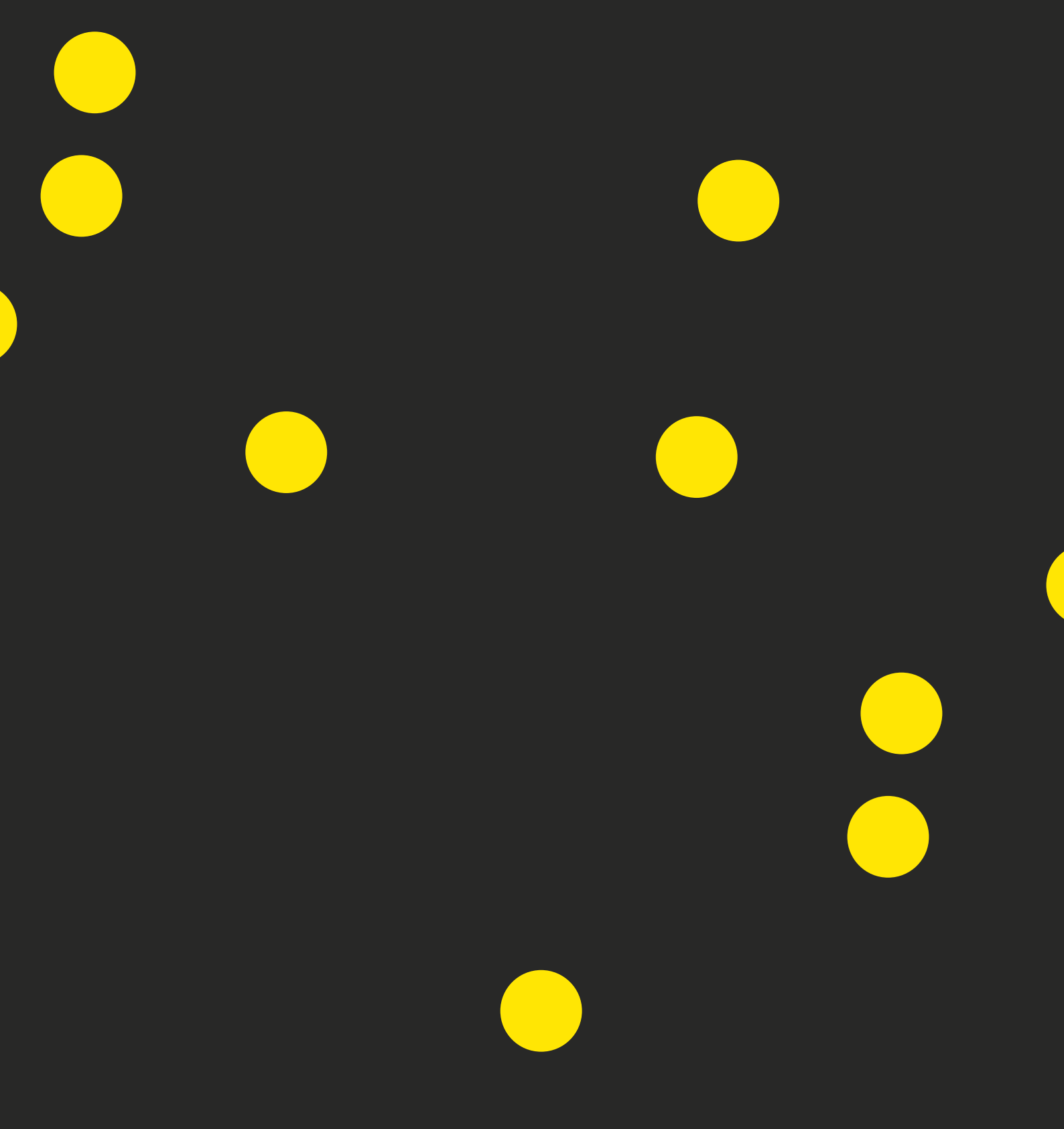
This document sets out a record of the public consultation process and a summary of the feedback received.

## **1.3. Result of consultation and response**

Overall, 353 people viewed the online exhibition website. 143 people completed our online survey. We received 178 comments on our Facebook adverts.

Stakeholders took the opportunity to put forward their aspirations for the site and constructive comments were received in relation to issues surrounding access, traffic and security.

Further details about the results of the consultation are provided in the Feedback sections of the SCI.



# 2.0 BACKGROUND & APPROACH

## 2.1 Policy Framework

The legislative framework for enhanced public consultation is presented through the Planning and Compulsory Purchase Act 2004 and within national planning guidance as set out in the National Planning Policy Framework (NPPF) and National Planning Policy Guidance (NPPG).

The NPPF (2019) encourages positive community engagement between all parties involved and affected by development proposals. Specifically, the NPPF states (at paragraph 39) that “Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.”

Tendring District Council’s Statement of Community Involvement in Planning (adopted in July 2020) outlines the Council’s commitment to involve the community in all aspects of Planning.

The Council agrees with the suggestion in the NPPF that the local community should be involved from an early, pre-application stage and that this involvement should be “tailored to the nature and scale of the proposal”.

The consultation strategy devised and implemented by Concilio has been designed to meet the requirements for consultation as laid out in the NPPF and in Tendring District Council’s Statement of Community Involvement. The full consultation programme undertaken has been outlined in sections 4.0 and 5.0.

This Statement is submitted to set out the type of community involvement undertaken, the views expressed, and the changes made, in accordance with Tendring District Council’s expectations.

# 2.0 BACKGROUND & APPROACH.



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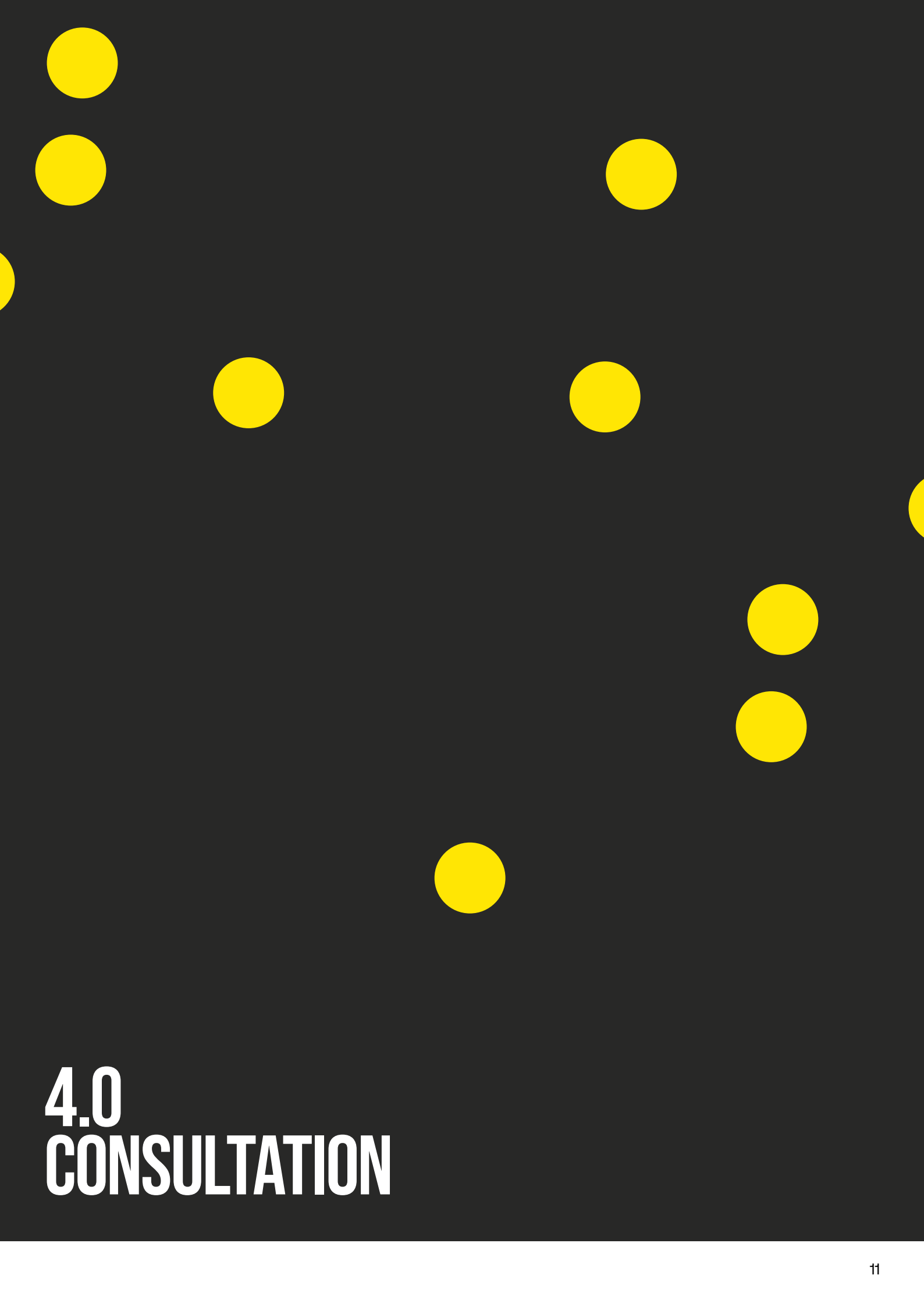
# **3.0 SUMMARY OF THE PROPOSED APPLICATION**

### **3.1 Planning description of development**

Tendring District Council is looking to submit an application for the development of the Starlings Site in Dovercourt. The proposals include:

- A surface car park with 51 parking spaces;
- Four disabled parking spaces;
- Four electric vehicle charging points;
- Landscaping and public realm improvements including a new green pocket space with benches and tree planting;
- A new public toilet facility; and
- A potential one-off events space.

# **3.0 SUMMARY OF THE PROPOSED APPLICATION.**



# 4.0 CONSULTATION

## 4.1 The consultation process

The consultation process that Concilio has undertaken with respect to the proposed development of the Starlings Site in Dovercourt is fully in line with the requirements of Tendring District Council's Statement of Community Involvement, and other consultation guidelines.

Specifically, Concilio has:

- Conducted an engagement programme that is appropriate for the local community and key stakeholders;
- Conducted a well-publicised and accessible digital exhibition over two weeks;
- Explained clearly the scope of the consultation;
- Analysed the results from the consultation objectively;
- Publicised collective responses, with due regard to the Data Protection Act and GDPR requirements; and
- Summarised how these responses have informed the proposals.

The Applicant had planned to hold a public exhibition in early 2021, alongside in-person stakeholder meetings. However, in light of the COVID-19 pandemic government guidance prevented this from being possible. Therefore, as a solution, a digital consultation was proposed to ensure the public could provide feedback on the proposals prior to submission.

We have been able to consult with identified stakeholders digitally, host an online consultation and engage with interested parties in a robust and comprehensive way.

## 4.2 Digital consultation

As part of the consultation process a digital consultation website has been live since 8th March. A survey was on the website from 8th March to 22nd March to give residents a chance to provide feedback.

The website included a range of information about the scheme and project team and offered a survey and contact information to provide feedback.

The survey on the website was live for two weeks to ensure as many people as possible were able to comment on emerging proposals.

The consultation website was publicised by a flyer which was targeted to addresses in the local area, encouraging people to visit the consultation website and provide feedback.

A telephone number was also provided to give residents who did not have access to the internet the opportunity to call and request hard copies of the consultation material be sent in the post.

## 4.3 Statistics - Digital Consultation

In total, 353 people visited the consultation website and 143 surveys were completed.

## 4.4 Recording Feedback

Visitors to the consultation website were encouraged to complete a survey. The feedback form was designed to give the project team an understanding of the concerns and aspirations for the site and overall levels of support for the project.

#### **4.5. Feedback Response**

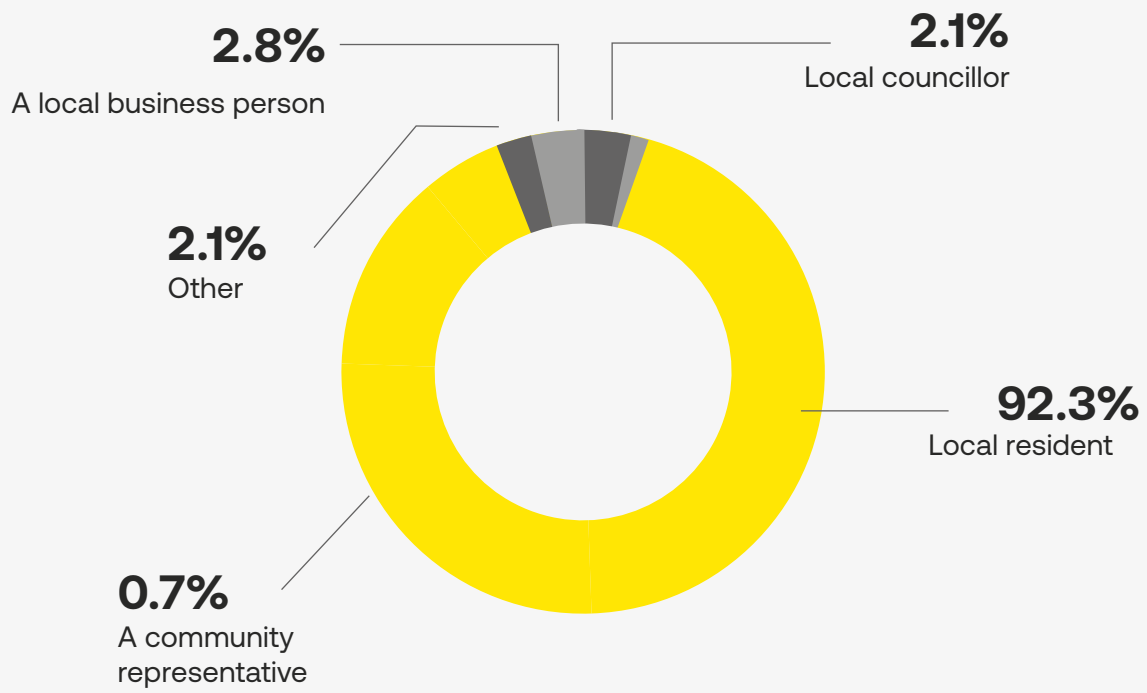
The feedback form sought respondents' thoughts on the proposals.

Questions 5 and 7 were 'open-answer' questions to ensure that respondents would not feel restricted by the principle questions. It also gave them the opportunity to voice their aspirations for the site and opinions fully, covering anything that was not included in the main questions.

The results of the feedback and some of the main themes of the 'open-answer' questions are below.

A full copy of the digital consultation survey is included in Appendix E.

**Q1) What is your relationship to the local area?**

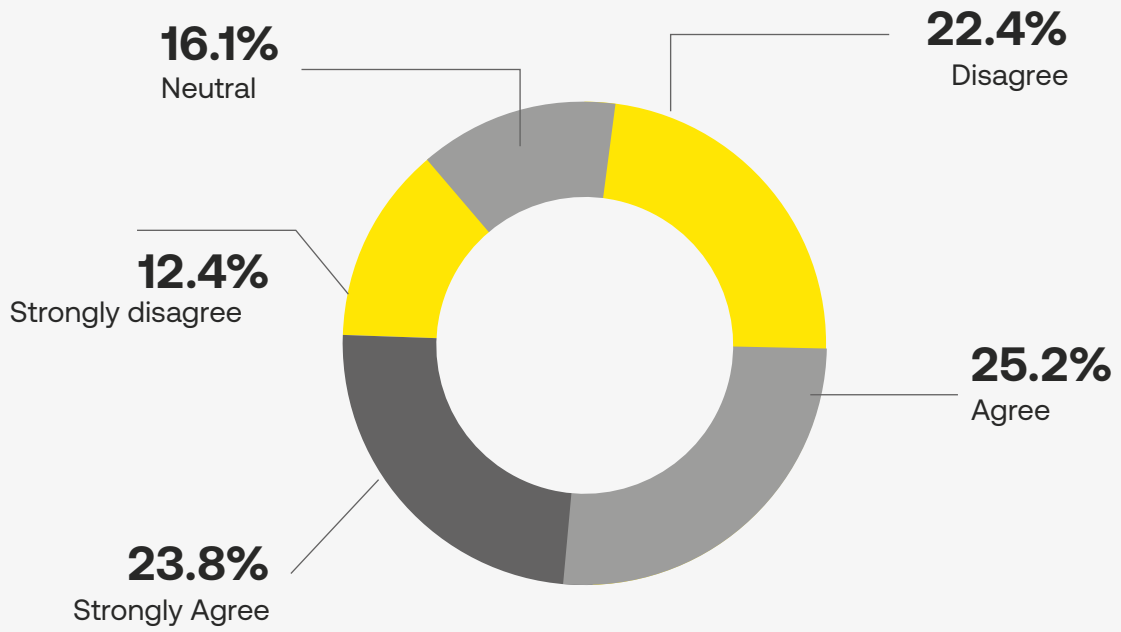


**Q2) How do you feel about the proposed landscaping improvements?**

Average score: 6/10



**Q3) Do you agree with the Council's decision to provide an improved parking area?**



**Q4) How do you feel about the provision of EV charging points?**

Average score: 7/10

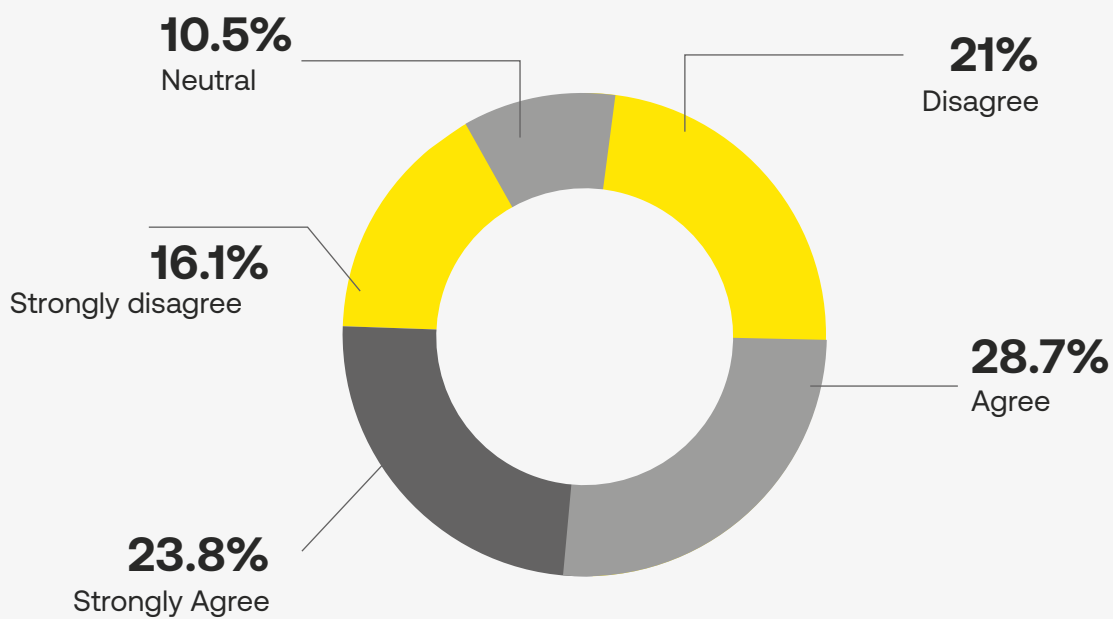


**Q5) This proposal will allow the car park to double up as an event space. What would you like to see from this new space?**

This was an 'open-answer' question designed to give respondents the chance to put forward their aspirations for the site. Some of the most popular ideas are detailed below with the number of times they were mentioned.

- |    |                |    |                                      |
|----|----------------|----|--------------------------------------|
| 71 | Markets        | 8  | Outdoor theatre and cinema           |
| 4  | Festivals      | 4  | Public holiday celebrations          |
| 10 | Fairs          | 17 | Festive events                       |
| 4  | Car boot sales | 4  | Local cultural and historical events |
| 13 | Live music     |    |                                      |

**Q6) Which community facility would you welcome the most?**





**Q7) Do you have any further comments?**

This was an 'open-answer' question designed to give respondents a chance to voice their opinions fully, covering anything that was not included in the main questions. Some of the main themes are detailed below with the number of times they were mentioned.

- 16 Positive comments**
- 17 Questions about whether or not more parking is needed in the town centre**
- 10 Regenerative impact concerns**
- 10 Security concerns**
- 10 Traffic and access concerns**

The page features a dark grey background with several bright yellow circles scattered across it. There are 12 circles in total, arranged in a non-uniform pattern. Some are clustered together, while others are isolated. The circles vary in size slightly but are generally uniform in appearance.

# 5.0 CONTINUED ENGAGEMENT

## **5.1 Commitment to continued engagement**

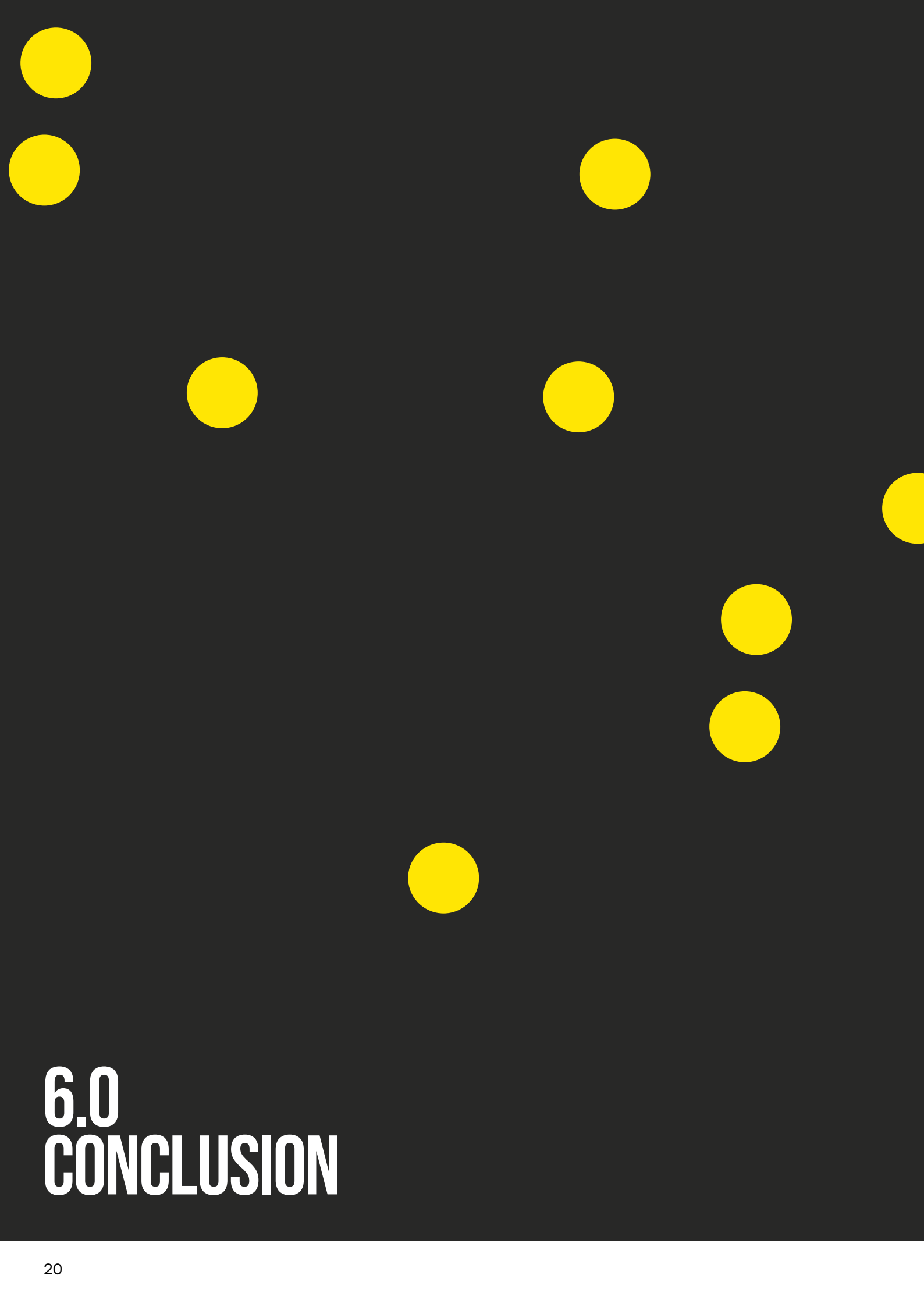
The Applicant has undertaken public consultation in advance of submitting a planning application to ensure local stakeholders have had an opportunity to comment on the emerging proposals.

This Statement of Community Involvement demonstrates that the Applicant is committed to thorough and meaningful public consultation.

The submission of the planning application does not mark the end of this consultation.

They will continue to meet with local groups and individuals as appropriate throughout the process.

# **5.0 CONTINUED ENGAGEMENT.**



# 6.0 CONCLUSION

## 6.1 Conclusion

The purpose of this consultation process was to facilitate dialogue between the Applicant, key stakeholders, residents and community groups. The Applicant has actively sought meetings with interested parties throughout the consultation, positively engaging with the local residential and business community to fully explain the context for the proposal, present the design and respond to comments raised.

Despite the challenges presented by the COVID-19 pandemic and government advice on face-to-face meetings and events, the Applicant has been able to conduct a far-reaching and comprehensive community consultation digitally.

The Applicant has held pre-application discussions with Tendring District Council's planning officers and engaged extensively with the local community to help inform their proposals.

The Applicant will continue to engage regularly with stakeholders and interested parties post submission, and if the application is approved throughout the construction period.

# 6.0 CONCLUSION.



# 7.0 APPENDICES

**Appendix A**  
**Flyer encouraging people to have their say on the proposals**

## Launch of online consultation for development proposals at the Starlings Site, Dovercourt.



Site masterplan



Potential one-off events space

On **Monday 8th March**, Tendring District Council will be launching an online consultation to showcase our plans for a new surface level car park in the centre of Dovercourt with significant public realm improvements. Prior to submitting our planning application, we would welcome your feedback. You can access the consultation website using the link below: <https://yoursay.online/dovercourt>

The survey will be live until **5pm on Monday 22nd March**.

As part of our consultation we will be hosting a webinar. This will give you the chance to meet the project team and to ask any questions you might have. The webinar will be held on **Monday 15th March at 6pm**, and you can sign up on the project website, by scanning the QR code on this flyer or by getting in touch with us.

If you are unable to access the website and require printed copies of the consultation material, then please get in touch using the email address or free phone number at the foot of this page.



If you would like to contact the project team then please email: [kbrown@conciliocomms.com](mailto:kbrown@conciliocomms.com) or call our free phone number: 0800 774 7638

**Tendring**  
District Council

**Appendix B**  
**Geographical area of the flyer distribution**





## Appendix C Consultation website



### Starlings Site Tendring District Council

Tendring District Council is pleased to present proposals for a new surface car park and public realm improvements at the Starlings Site as part of the wider Dovercourt masterplan to regenerate the town centre. The car park will provide 51 parking spaces, including four disabled spaces and electric vehicle charging points. The proposals will provide important new green space and a public toilet facility. If you would like to leave your feedback on the proposals, please do this by clicking the 'Survey' tab.

**Home**

[Timeline](#)

[Exhibition](#)

[News](#)

[Contact](#)



## About the project

**Welcome to our website on plans to create public realm improvements and bring forward a new surface level car park at the Starlings Site as part of the Dovercourt regeneration masterplan.**

Tendring District Council approved the Dovercourt masterplan in 2019. The masterplan sets out a strategy for the regeneration of Dovercourt town centre, identifying a range of projects that will attract residents and visitors and improve the image and quality of the centre.

As part of this masterplan, Tendring District Council is proposing to make significant public realm improvements in the centre of Dovercourt by creating a new surface car park at the Starlings Site.

The new car park and public realm has been designed to visually enhance the area by bringing the site, which is currently boarded up, back into use. The Council's proposals will also provide car parking in a much more accessible location than the existing one on Milton Road. This site is in a poor structural condition and detracts from its immediate street environment.

Our proposals will provide 51 parking spaces including four disabled spaces and electric vehicle charging points. We envisage this to become central to the local community, with the car park also providing the capacity for one-off events space. The public realm improvements will include an important new green pocket space in the centre of Dovercourt, with benches, tree planting and landscaping, and a new public toilet.

**Exhibition Boards**

CONCILIO

# Webinar - New surface car park and public realm improvements at the Starlings Site

from Concilio



53:37

vimeo

Windows taskbar icons: File Explorer, Microsoft Edge, Word, PowerPoint, Teams, Outlook, OneDrive, Settings, Task View, Start button.

System tray: Signal strength, Network, Settings, Full screen, Vimeo logo, Date/Time: 10:11 10/11/2021.

## The proposals

- Bringing a boarded-up site back into use and making substantial public realm improvements
- A more accessible and better designed surface car park with 51 parking spaces
- Four disabled parking spaces and electric vehicle charging points
- A new green pocket space with benches, tree planting and landscaping
- A new public toilet facility



A potential one-off events space in the Town Centre

## Construction period

Some roads surrounding the site may be subject to partial road closures from mid-summer to December 2021, whilst construction is underway, with access allowed for residents only. Restrictions to parts of Milton Road car park during this time may also apply.

## Timeline

✔ Online consultation (March 2021)	Upcoming
✔ Planning Application Submitted (May 2021)	Upcoming
✔ Planning Committee decision (Summer 2021)	Upcoming
✔ Works commence (Autumn / Winter 2021)	Upcoming
✔ Car park open for use (2022)	Upcoming

## The Team



**Tendring District Council**  
Applicant



**Boyer**  
Planning Consultant  
and Urban Designer



**Richard Jackson**  
Lead design  
consultants



**Concilio**  
Communications

## Where We Are



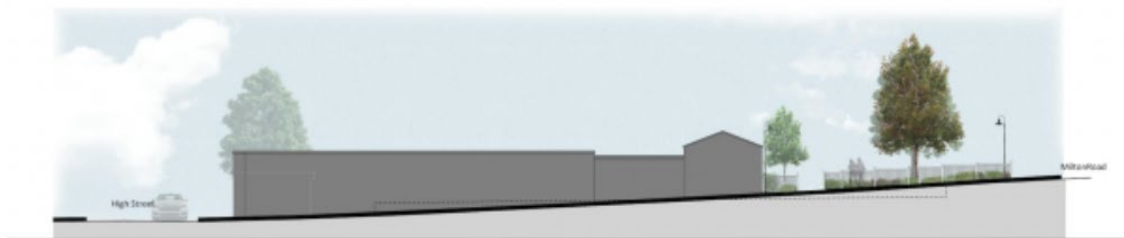
**Appendix D**  
**Exhibition boards available on consultation website**

**INTRODUCTION**

**Welcome to our exhibition for plans to bring public realm improvements and a new surface car park to the Starlings site as part of the Dovercourt regeneration masterplan.**



- A. Area with raised planting and benches
- B. Public toilets
- C. Electric supply
- D. Buffer strip 750mm
- E. Widened entrance & kerbs adjusted
- F. One way road
- G. Steps to car park
- H. Climbing vegetation along retaining walls
- I. Pocket green space



**THE DOVERCOURT MASTERPLAN**

Tendring District Council approved the Dovercourt masterplan in 2019. The masterplan sets out a strategy for the regeneration of Dovercourt town centre, identifying a range of projects that will attract residents and visitors and improve the image and quality of the centre.

In preparing the masterplan, the council worked with local stakeholders, councillors and council officers to help shape their proposals for improvement and change in Dovercourt. The Starlings Site development is the first in a list of twenty key regeneration projects proposed in the masterplan document.



## SITE LOCATION

The Starlings Site is located in Dovercourt town centre on the town's main shopping thoroughfare and within a few minutes' walk of Dovercourt Station and the seafront. The boarded-up site occupies a plot of land between Bay Road and Orwell Road which faces onto Dovercourt High Street. It is adjacent to the existing Milton Road car park.



The boarded-up Starlings Site



Site location map

## OUR PROPOSALS

- 1 Improving the public realm by bringing a boarded up site back into use
- 2 A more accessible and better designed surface car park with 51 parking spaces
- 3 Four disabled spaces and electric vehicle charging points
- 4 A new green pocket space with benches, tree planting and landscaping
- 5 A new public toilet facility
- 6 A potential one-off events space



A potential one-off events space in the Town Centre

**SUSTAINABILITY**

The Dovercourt masterplan aims to create a healthy and sustainable town centre for present and future generations. This has informed plans for the new car park, which will feature electric vehicle charging points, a new green pocket space and tree planting and greening. These initiatives will help to reduce pollution and enhance the site's biodiversity. The new green pocket space will also help to promote social sustainability, creating a community space which encourages a range of health and wellbeing benefits.









EV charging points for electric vehicles



Green pocket space with benches and planting

**KEY BENEFITS**

-  A better designed and more accessible car park facility
-  Four disabled parking spaces
-  EV charging points for electric vehicles
-  A new green pocket space with tree planting, landscaping and benches
-  New event space
-  Improved public toilets

**TIMELINE**

✔ Online consultation (March 2021)	Upcoming
✔ Planning Application Submitted (May 2021)	Upcoming
✔ Planning Committee decision (Summer 2021)	Upcoming
✔ Works commence (Autumn / Winter 2021)	Upcoming
✔ Car park open for use (2022)	Upcoming

**HAVE YOUR SAY**

Tendring District Council is pleased to present plans for the Starlings site development and would welcome your thoughts on the proposals.

If you would like to, please fill in the survey that can be found on our Your Say website or by clicking below, where you can provide us with further comments. You do not need to leave personal details, however if you would like further information, please leave us your contact details so we can get in touch.


We encourage you to visit the website and leave your feedback by Monday 22nd March, however if you have any questions you would like us to answer during the webinar, please send these in advance of Monday 15th March.

If you would like to get in touch with the project team or submit a question please email: [kbrown@conciliocomms.com](mailto:kbrown@conciliocomms.com) or call our free phone number: 0800 774 7638.

[Fill in the survey](#)

Appendix E  
Feedback survey available to complete on the consultation website

Q1



What is your relationship to the local area?

Local councillor

Local resident

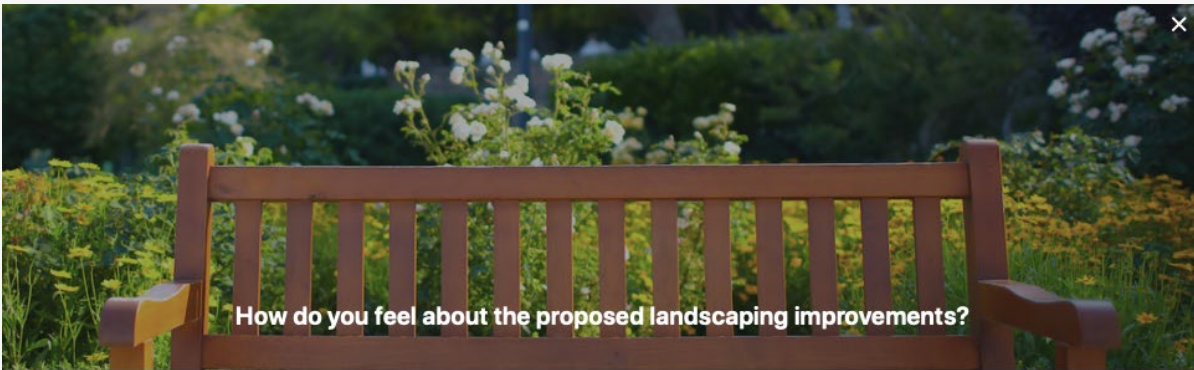
Local business person

Community representative

Other

Dovercourt Survey Question 1 of 7 Previous Next

Q2




How do you feel about the proposed landscaping improvements?

Move the smiley face to the left and and to the right! Strongly agree on the right, strongly disagree on the left.

😊

Dovercourt Survey Question 2 of 7 Previous Next

Q3




Do you agree with the Council's decision to provide an improved parking area?

Strongly agree      Agree      Neutral      Disagree

Dovercourt Survey      Question 3 of 7      Previous ↑ Next ↓

Q4



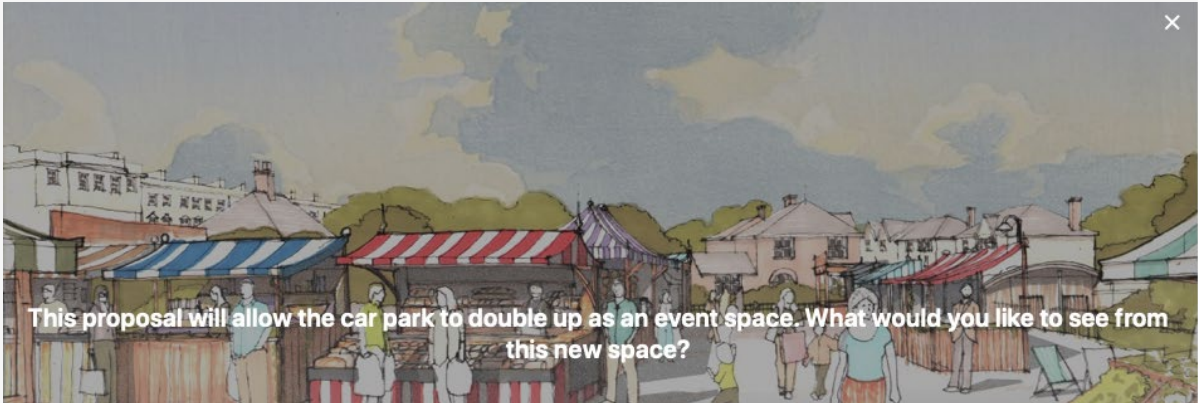
How do you feel about the provision of EV charging points?

Move the smiley face to the left and and to the right! Strongly agree on the right, strongly disagree on the left.

😊

Dovercourt Survey      Question 4 of 7      Previous ↑ Next ↓

**Q5**




This proposal will allow the car park to double up as an event space. What would you like to see from this new space?

Answer here...

Dovercourt Survey Question 5 of 7 Previous Next

**Q6**



Do you agree with the uses being proposed for the Starlings Site as part of the Dovercourt regeneration?

Strongly agree Agree Neutral Disagree Strongly disagree

Dovercourt Survey Question 6 of 7 Previous Next

Q7



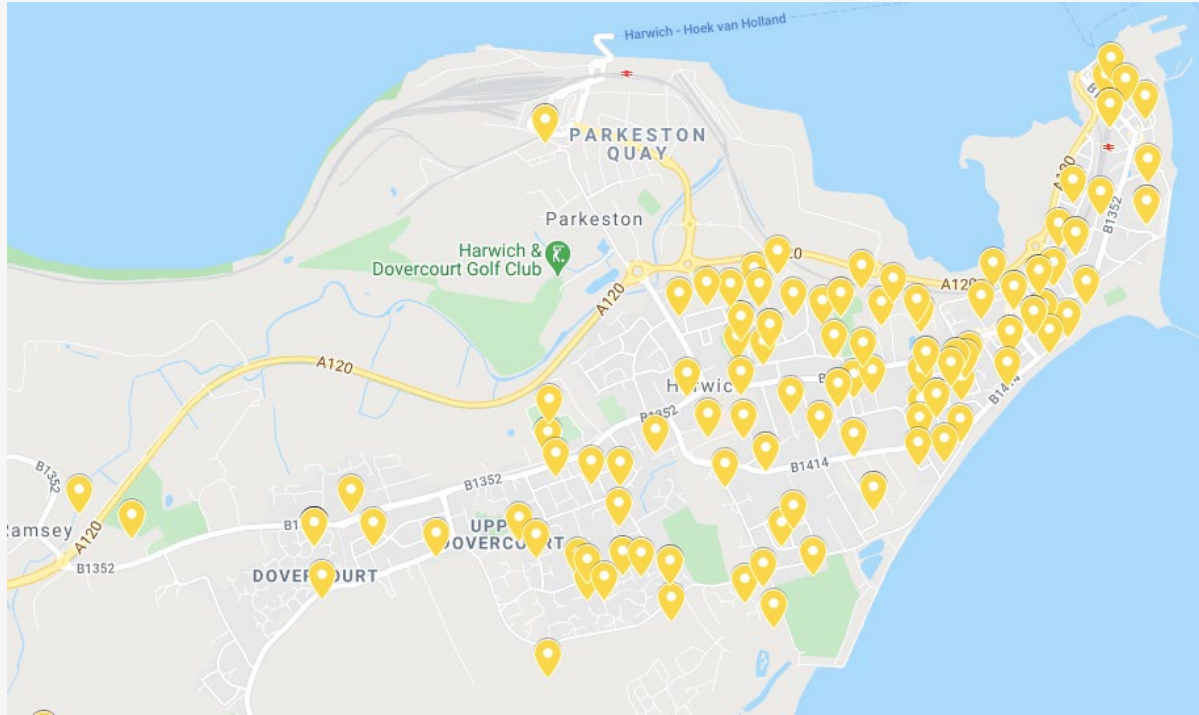
Answer here...

Dovercourt Survey

Question 7 of 7

Previous ↑ Next ↓

**Appendix F**  
**Location of survey respondents**





## Appendix G

### Open question survey response

#### 1) This proposal will allow the car park to double as an event space, what would you like to see from this new space?

- The town needs to be modernised, we are missing out on so many opportunities, we need markets, fairs, festivals and more events to help improve Harwich.
- Where will the people who are attracted to the events park if the car park is full of stalls etc? In principle it is a great idea to attract people to the area and spend their money in local shops etc, but if events are happening on the car park there is nowhere for them to park. Local roads, especially the seafront are constantly clogged up with parked cars - both residents and the people who work in the town centre shops - it is ridiculous to put on events to attract people to the area, and then have nowhere for them to be able to park.
- Car boot sales
- An event place/ market and small shop units seating area for people to congregate have a coffee and a chat. Bring something into the town for people and cars to come too. Milton road to remain as car park why do we need another car park. Shops, employment is what the town needs.
- The market held here instead of blocking the high street.
- Move the Market to this space so that we can have parking back in Kingsway on Fridays !!
- The local Market
- I think the space should remain solely as a car park. If events take part on this site it will cause parking issues elsewhere in the town.
- Christmas Market, Craft Events, Live Music and Farmers Market.
- Not much point when the town is dead. It will become a site for where the boy racers hang out and leave rubbish everywhere.
- I fail to see how using a car park for events would be feasible, where would visitors to such events be able to park in the town centre if the car park is full with stalls etc ? I think the Milton road car park site should be improved instead to provide extra car parking spaces and the starlings site have a bigger and better thought out events area including seating and refreshments facilities to provide for community events such as the market, Craft fairs, small concerts, charity events etc.
- Markets. Open area activities and celebrations for St. George's Day etc. Not a car park or green space we already have these. We need some decent shops coffee shop and benches.
- I would like to see this as a town square, we could have a market there every single day without interrupting any current parking in the town. If this space was used for markets etc it would bring people into the town, which is what we desperately need. Not another greenspace for youth to use to drink in. Our town needs people, not parking spaces. Leave the current car park where it is and put the market on this space.
- I think the space should be made into a town square with more green space rather than a car park. Currently there are no problems in finding a parking space in Dovercourt at any time, and there does not seem to be a lack of parking. It would be good if the weekly market were hosted in the town square too. It doesn't seem like a good idea for residents' health or the environment to encourage more cars into the town centre, which already has a heavy traffic flow.

- A Small farmers market /alternative lifestyles promotion
- I would like to see more green space than is already planned. Also, a feature such as a water fountain or structure.
- Events for children, teens and families as there aren't many attractions or places for entertainment purposes.
- Just parking.
- Summer fair, Sunday markets, farmers markets, craft markets, beer festivals. Live music events in the summer.
- Markets: Crafts, Farmers, Christmas. Art shows, Flower shows.
- The market move from the high street.
- Really don't know what should go there, but why would you want to park near a town that has nothing in it?
- It would be the perfect place to host the weekly market - free up the roads, make use of a safe area and generate more business for the town. Parking restrictions in the High Street and Kingsway can then be removed. I would also recommend for events such as the Christmas Lights launch, Harwich Society events etc.
- It would be good to see the weekly market located in this space, plus Christmas markets etc. However, as these events would bring more people into the area to shop, then where are they going to park if the market is using the space that people travelling into the area would utilise??? Also, will the carpark be chargeable. If so would barriers be used of an evening to close the exit/entrance after a certain time period so that it's not used as a racetrack by "bored" drivers.
- Busking area and Themed markets.
- Pop up live music and cultural events.
- The only difficult I can foresee with that is where do people park to visit the event.
- Weekly Markets, Farmers Market on Saturdays, Antiques Market/Flea Markets at Weekends, Christmas Market, Children's & Family outside theatre in the summer months and Pop-up restaurants.
- A town square.
- Christmas markets etc. Performances e.g singing, bands, acting, stand up comedy etc
- Market events- ie Christmas/German/Italian etc. Boot fares.
- That's great but where are people going to park when there is an event going on, surely an event will attract more cars but there will be no car park!
- Move the Friday market out of the high street to ease congestion that this causes (and lift Friday parking restrictions). Food festivals. Car boot sales/flea market. Craft & antique fairs. Seasonal events e.g. xmas lights. Music & theatrical events.
- This could be used by the Friday market which will open up the high street and give better circulation for pedestrians. The suspended parking bays in Kingsway and the High Street will then be available.
- Vibrant market and community events.
- Farmers market, craft fair, general market.
- That this space should be available for public events throughout the year and at minimum cost so that local can put events together and not have to pay exorbitant prices.
- Music events.
- Green area, market stalls, splash park for kids, meeting points, benches, event area.

- Opportunity for Farmer's Markets, themed markets....all good, but they need to be regular. With good public turn out these markets will want to book again.
- Outdoor cinema.
- A weekly market to free up the High Street. Space to be used for Craft fayres and other recreation for locals and younger generation.
- I'm not sure, but the current proposals seem good.
- I think it's a silly idea to use the only car park as an event space. Where will the people coming to the event park? This has not been thought through.
- How about a town square with shops a water feature something for the community to be proud of not more overpriced parking for an already dying town centre we don't need more houses on the old site either how about a better infrastructure first and support for the town centre.
- I would like to see it being used for the weekly market, Craft fairs and events throughout the year, this would have a positive effect on the town centre.
- Honestly I would prefer to just have a town square where the market/local shops can have outside stalls. As well as this it would be a nice place alongside Cliff Park for people to meet. The idea of having another car park when there is already a two story car park across the road that just needs redeveloping to work better, is in my opinion just a waste of good valuable space. Surely there is something better we can put in this space instead of another car park...a town square or at least shops that are affordable for people to rent out.
- Market.
- We have an event space at the park next door and at Kingsway Hall. And the Fort. Don't need another.
- Move the market into it on Fridays to keep the main road through town clear.
- I cannot see how it can be both a car park and event space. Where would those coming to attend events park their cars? If the space was to be used purely for events, as in a town square scenario, I would like to see Farmers' Markets, Christmas Fayres, Craft Markets, Music Events, children's fun events, occasional commercial and food outlet stalls.
- Community garden with a fruit and veg stall and different local business offering stalls.
- Where will cars park while these events take place?
- There is nothing for anyone to do in this ghost town, so maybe a skate park, bowling alley, cinema.
- Farmers markets for locally grown produce a few times a year. Christmas Markets.
- How about holding the Friday market there instead of in the High Street? Once you see how well that works - where the cars go when they don't have this space available - you can expand the number of events.
- Anything but housing.
- The weekly market could be held there, which would allow buses & traffic to flow in the high street and people could still park in the existing Milton Road car park.
- There could be outdoor markets/fetes, with charities and local businesses able to buy stalls.
- Perhaps some of the Harwich Arts festival events could be held there too?
- Community groups could use the space to hold recruitment/PR events.
- For the market to have a permanent site each Friday, with other market types used on other days.

- CCTV so when it's vandalised or rubbish is dumped (as happens regularly in Harwich/ Dovercourt) there is at least a chance of prosecution.
- move the Friday market to this site and free up the town on Fridays, resulting in no more parking fines and no more diverted traffic
- I would love to see the market moved out of the road & onto this new space, parking restrictions for on road parking on market days would need to be lifted so people can access the market & have a viable parking option. It would be lovely if we could encourage farmers market stalls here as well as a German style Christmas market.
- A market, Public Entertainment space, Specialist Events- Charity Auction Christmas Market, Meeting place and Outside Art installation space.
- Arts, crafts, music venue as well as a good market stall venue once a week.
- Anything to bring more people to the town, event markets, festive events, etc...
- A proper town square a community space. However you parcel it up, this is just moving a car park.
- Not much point having an event if nowhere to park.
- Market facilities, Small exhibition facilities, Small fairs facilities and Secure electric/ water point for mobile barista type coffee vendor and other such like business temporarily in this location.
- Parking we don't need green space, we have a lovely park a few minutes away looking across to the sea with trees and benches.
- For a town centre like Harwich to survive, we must have spaces that are versatile. Public realm improvements are a must. The space MUST be well-lit to avoid this being an area people do not want to visit in the dark.
- I see a big problem here, an event space would take over the car park and more people will be coming to the town for the event and have nowhere to park !
- It should have been an open landscaped space for market and fate use with something updated for the younger kids from new-born up I don't see the point of another car park Milton road is barely used as it is this one will get barely any use either.
- An international food event would be amazing. One thing I really miss, having moved here from London, is the availability of foods and ingredients from around the world. There is an international food row at the Colchester market, some of those might consider an event in Dovercourt and would be something different and expose people to food outside of Fish and Chips!
- I'm assuming the regular market on a Friday will be here? Farmer's market? A regular open air cinema night in the Summer, Car boot sale events, Seasonal Christmas market, Summer exhibitions and Like 'art on the railings' in Wivenhoe.
- Shops.
- I would prefer, much like many other residents, local businesses and Councillor's, to see this not as a car park at all but as a solely event space (Town Square) to encourage local growth, independent retailers and a boost for an economy that has had little to no invested for a prolonged period of time. The town, to those living here and from local areas is always referred to in a derogatory way due to the lack of of said investment. A car park will only become as Milton Road has. Underused, decrepit and frequented by those who wish to vandalise and look to make another 'no go' area right at the heart of the town.

- I'd like to be able to see the market relocated to this space. If you take some ideas from the space outside Reuters plaza in canary wharf, they have small kitchen type kiosks that are rented out serving food etc it's a really good way to keep people in the space for shopping and socializing and also get a return on some of the investment for the council. I'd also love to see licensed busking here for the same reasons and because there's nothing quite like live performance.
- The Friday Market to be held here, community events.
- Less car park spaces, more room for community events.
- Put the weekly market on there.
- Weekly market, Christmas market, summer open air theatre / cinema.
- Not a car park. Car park would be much better on the waste land at the back of Dovercourt Station, which is accessible from the main A120 road and would encourage people shopping in Parkeston to visit town centre. Lots of space which is never going to be used by the dock. Town Square would be a better option and proper development of the War Department (jewel in the crown) as a WWII museum and focal point to encourage visitors. Imagine this area with a couple of tea houses\ restaurants overlooking the river views.
- Festivals, local markets, music, community run events.
- Music, drama, market, Xmas events.
- A toilet and get rid of the awful ones in the old car park- or update the old ones like Frinton have. Use for market on Fridays and for stalls for people to buy and sell on Saturdays. Limited seating as we already have Cliff Park, Mayors gardens and promenade close by and already seats in the town centre. Information kiosk. CCTV. We used to have The pieces of eight coffee shop for youngsters to gather and play a juke box and buy soft drinks. They need somewhere like this that is staffed by suitable adults.
- A lovely place to relax.
- A Christmas market, outdoor cinema, have the main market there on a Friday, to ease traffic restrictions.
- Anything other than another car park or more housing.
- Yes, French markets, farmers markets.
- All types of markets throughout the year , specialist Art fairs, events for children and adults.
- It be purely an event space and the current car park be renovated.
- The space should be a community space used for the market on Fridays but also have small units that can be used for pop up business's all the year through and some permanent units to attract more small business and more shoppers. it can be used for free community events and music events during the day. a small area for a children's roundabout. A wall or trees planted to commemorate all the people from Harwich who lost their lives due to Covid during this pandemic. Look at the Market place in Norwich as an example of what could be done and use your imagination.
- I don't think that having the space used for parking alone is a forward thinking idea. I would like to see a communal space where there is the opportunity to hold events as well as a space for the market, it would great to see the town centre brightened up as it all looks very tired and in need of some tlc. What it doesn't need is another grey slab of tarmac.
- Market, live music.

- Occasional seasonal craft and farmers markets, plus the weekly market should definitely move here, maybe on half the area.
- An event space is a good idea but not a car park.
- Regular events as well as seasonal special events. Markets are great but they are not the only thing of interest to local residents. Events for different demographics including children will be important.
- Market. Open air music events for local groups such as dancing, karate etc.
- Antique fairs, open air concerts, international food markets, entertainment for children.
- Would be nice to have a communal space for the weekly market and other events. Not too sure how much of it would be devoted to car parking spaces to the detriment of social events. Could be used for events such as Boat Jumbles, Vintage Car Rallies, Farmers Markets Christmas Markets and our local weekly markets to draw visitors to the town.
- Developing as a commercial site. The proposed seating is alongside the main road with parking behind which places people in harms way from fumes and debris. There were businesses on the site and should be rebuilt in some form or another. If used for events the parking would be reduced in the town having a knock on effect to the residents' parking. The existing car park should be retained not turned into housing. Complete waste of taxpayers money.
- So when there are event there will be no where to park. This does not make sense!!!!. Keep the old car park and make the new area more pedestrian only. With cafe and undercover seating.
- A Decent Market.
- This is not very good, selling the old car park for houses to fund this and it will not be used for its potential, it really needs to be a proper square where people can socialise.
- This is a leading question since I have already expressed that I do not want to see this space developed in this way. If you do use it as an event space where will parking be for the event?
- Market on a Saturday.
- Market space.
- The Friday market, get it off the main highway. People avoid Dovercourt on Fridays because of the disruption, and parking enforcement.
- Local businesses allowed to trade here, community fundraising events, Christmas markets.
- An event's space all year round.
- A farmers market for fresh produce.
- Maybe some themed markets on Bank Holidays or memorable local Historical dates.
- More spaces for disabled parking. To really attract visitors you also need to get owners of buildings in the area to improve the upper facial of their properties.
- The Market on a Friday.

## 2) Further comments

- This looks like a great plan and will certainly brighten up the town. While it is good to have more parking spaces it would also be good to have more space and a dual use of the carpark for things like pop up events, farmers markets, markets and community space.
- Using the area for events is a great idea. Do not want it to just end up being a car park.
- Should include covered cycle storage with secure furniture to secure cycles to in order to encourage cycling. CCTV covering this and the toilet area would be beneficial. I don't like the position of the vehicle entrance and the need to turn right from the main road. With this being a one way road, I think the one way system will be prone to abuse and hence present a risk to transport.
- Why waste a perfectly good car park we have already, when we can make this site just more events based, the toilets are a brilliant idea as there aren't many in town, but it would be nice to have little coffee stalls or shops.
- The new car park will have fewer spaces than the existing car park, which is to be made into houses - who would want to live in a house situated behind shop buildings with no outlook etc? Also the original plan made reference to pedestrianizing Kingsway and other roads - this will have a very negative effect on the already dying town centre - often I will park in Kingsway or the high street to nip into the library or Superdrug - if I then have to park on the Starlings car park area (and presumably be expected to pay if outside the residents free hours) and walk back along to be honest I would probably just get my toiletries next time I went to Morrisons. It will cause an increase in lack of use of the town centre. We need more parking spaces, and free parking at all times, otherwise people will just continue to go to the out of town shops and the town centre will just cease to exist. Please think again and provide what Harwich and Dovercourt needs!
- An open space with toilets will attract drug users & people to congregate drinking alcohol & thus will not be a place for other residents to use. This space would be far better developed into an area for children & teenagers to use appropriately. For example, a trampoline centre or a bowling alley for older children/teenagers & soft play area for younger children. The premises could have 2 floors (ground & first floor) in keeping with shops to allow these ventures to be provided. There is nothing for children here to do & it's even worse in bad weather. These would be profitable businesses as families would wish their children to be occupied rather than roaming the streets. Please give further consideration to your plans, as currently personally I think it's going to be a huge waste of money & will do nothing to regenerate the town. New businesses will also provide employment which is drastically needed in this town.
- Better toilet facilities are a huge bonus for town centre.
- The problem is with that car park/event space is the entrance on Orwell Road. This is a narrow road and the additional traffic noise and local troublemakers could make the local residents life hell. If the access is in Orwell Road there is going to be a major traffic congestion on the Main Road/Orwell Road junction. There are 5 flats in Harrison House on corner of Main Rd/Orwell Rd. Where are the cars from these flats going to park? Parking is currently at a premium in Orwell Road. If you take away these spaces to allow access/exit to the new car park, where do they park?

- I would like to see a comprehensive plan for the whole of Dovercourt. I would like to see the entry and exit arrangement changed to avoid a conflict point. There has obviously been a traffic safety audit of this scheme. Serious consideration should be given to angled parking spaces for ease of entry and exit. This may also allow for more landscaping.
- What is the full cost of this scheme and does this represent good value for tax payers? What is the cost benefit?
- No to a car park, yes to a town square with entertainment/market site. Interesting shop units to get people back and into the town.
- Side streets like Kingsway need looking after! At the back of the Cabin Bakery there is a cover over a large shed or outside fridge which is green with slime and adds to the dirty look down our street! We need Railings put back up at the cabin Traffic lights as I've seen Children run across the road which I see as a danger ! Who took the railings down ???
- The entry/exit is in the wrong position. Cars exiting from the car park will have difficulty turning right to go up Orwell Terrace due to cars parking on the opposite side of the road therefore forcing cars to drive on the right. If onward traffic is waiting to turn into the car park, cars may then attempt to exit the car park and turn left onto a blind junction onto the main road. The entry/exit would be better placed on the main road for safety and clear view of traffic.
- Stop giving money to Clacton and spend it on other parts of Tendring.
- A large car park is not needed unless other facilities to improve the town centre are in place first.
- Waste of time and money. The town is dead it need to improve first before more car parks and let's hope it free for residents that live in Harwich and Dovercourt and not the whole of tendring.
- The tdc proposals are rubbish.
- We need to encourage people to the town because of the facilities there. No one will visit Harwich because we have a lovely car park. They come to visit because of shops and amenities, which we really don't have any more. Encourage shopkeepers and the town will thrive again.
- This is a disappointing and dismal set of proposals.
- I think it would be better as a town square with more social spaces e.g. benches and green aspects to it, rather than a car park.
- It would be correct procedure for some of the budget to be allotted to artistic input and I suggest as a theme to put out to tender 'Starlings' , and just as an idea may be a pattern of starlings in the tarmac if you want to regenerate you may be might like to think of history and the soul of the space a little more deeply as this will gain respect for space and ownership of those who live near by, giving rise to a better environment enhancing the town and bringing about a general wellbeing to the place. Such things have to be given wings and a properly managed and funded arts involvement will reap untold benefits town and lives of the residents !
- Surrounding streets should have parking permits for residents and a warden to enforce. shoppers/employees/commuters use the free parking on residential roads, making impossible for residents to park anywhere near their homes no matter the time of the day.



- Don't agree with it having so much car parking, would look better as a purpose built town centre with a clock tower and market space.
- Ensure trees that are planted as part of landscaping are well protected from possible damage by late night revellers etc.
- Town square with market? That was what we were led to believe firstly.
- Please do also consider security - if there are concerns about cars being vandalised or damaged, then the project is a waste of time. Therefore CCTV is a must as a warning.
- I assume the agreement has already been approved, as this was discussed with council officers over a year ago - so any comments will probably not be taken into consideration. Can you advise of noise and time expected to complete the work - autumn/winter is on the proposed plans but does this take into consideration weather conditions etc. Plus what sort of disruption will there be for local residents in the area? Also why are benches being located in the area directly onto the main road.... surely pollution from traffic would deter people from using them - unless this seating is going to be a catchment area for the cafe and chip shop for takeaways and they've suggested this as a business proposition to the council... Also would it not be potentially beneficial to change the traffic direction going up Orwell Road to both directions, or solely down, so access can be gained to the carpark either way. If people are queuing to drive UP Orwell Road to get into the carpark then they will be holding up traffic on the Main Road. Would it not be easier to drive DOWN Orwell Road into the carpark, and then DOWN again onto the Main Road to exit.
- First thing to do is get more of the shops open not have them closed up and standing empty.
- Just happy to finally be having the area put to use.
- Just cannot wait for the current eyesore of the site to be redeveloped!
- The car park is not needed. A social space is. The town is a very depressing place with no energy, character or charisma. We need more small shops, cafes and restaurants. Perhaps then we could encourage the use of our international port and increase tourism. Ask the young people what they would like too.
- I think there needs to be a time period that is free to park, to allow for shopping or for outside visitors to visit the town. If a charge is to be made whilst buying something from say the Deli or Newsagent then people are just going to use online shopping instead - why pay more when you can have it delivered for less. Perhaps a 2hr window to park and then anything over to be charged. CCTV cameras would be a great addition to the car park and hopefully discourage crime/ anti-social behaviour. A section for motorbikes that is free to use would also be good.
- The town centre has to be improved, currently, it is an absolute mess! You cannot improve areas as a business, local community unless the local council are in support of it. If this proceeds, I can see local areas and businesses following suit and making improvements which will improve the area greatly.
- Stop wasting our money. Who will park there? For what? You should bring shopping centre there with basement parking. Harwich and Dovercourt need shopping centre first. People keep travel for shopping to Colchester or Ipswich. Keep our money in our town.
- A market square would have been good. Present carpark could be modernised.
- I hope this gets done within the time frame suggested.

- Why knock down the present car park, which, although it may need some structural work is perfectly usable, to move it to the old Starlings site? The only reason I can see is to built housing on the present car parking site, which will no doubt make a profit for someone, but not needed in a town with full doctors, schools & little employment. I would like to see a town square, not a car park. At the end of the day, the plans as they are will probably go through, no matter what the public say or think. I went to a meeting at the Catholic Church a while ago about this, it was to air our hopes for a town square, but Ivan Henderson stood up & told us it was going to be a car park, so it has been decided a while ago.
- We have a multistory car park in Mill Road which to be honest remains mostly empty as there is nothing to attract people to the town. The town is full of empty shops it takes a maximum of 5 minutes to complete your visit to the town. I think the space could be much better used as a permanent market square, which will make the High Street much easier to access on a Friday when the High Street currently has to close for a small market which is so small it's not worth all the hassle it occurs of having to drive around it. If the UK is going to have fully electric cars by 2030 are 4 EV spaces going to be enough? If your going to build it make it future proof!!!
- I feel that this space should be treated Primarily as a town square and secondarily as a car park. Not the other way around. Without clear proposals for the use of the land where the existing car park stands. It is very difficult to be fully behind this idea. More of the 'Masterplan' needs to be revealed before I can fully approve. I don't think that the proposed plans provide adequate public toilet facilities or enough in the way of green space. I have concerns the main routes into and out of the car park will cause unnecessary congestion on part of the high street that is already a bottleneck. I imagine that street parking restrictions would have to be implemented causing an inconvenience to local residents. I believe that the toilet facilities are inadequate and should be increased to at least 4. Also a number of benches along the high street frontage will give locals a place to meet and greet. Once established there will need to be surveillance of the area in order to deter wanting damage and drug dealing, plus there will be a need to ensure there are adequate litter bins and a responsibility placed on fast food shops to clear their rubbish or pay for the local authority to provide this service.
- It would be much cheaper to enact the changes to the original car park and upgrade a social area in Cliff Park. There is no immediate necessity for yet more housing in the town, due to developments on brown sites that have already taken place, such as Customs House to name but one.
- Not sure that the existing parking in Milton road is fully utilised, do we really need that much more parking.
- I am pleased that finally something is happening to the site. It has remained derelict for far to long and is a major reason why the centre looks tatty and run down. The built environment has a direct relationship to peoples well being but probably the most crucial thing is to bring jobs to the town. Obviously a comprehensive and holistic plan for the regeneration of Dovercourt is well overdue- the area has so much potential.
- My worry is that with the coming free port initiative the needs of local residents will suffer for that of a business/political agenda. This seems to be happening with the new housing development of the A120.

- I think the car parks use should be limited as this prevents people from coming to Dovercourt from outside the area and then where would they park? I have occasion to go to Sudbury in Suffolk where car parking is free for a limit of 2 hours. This encourages people to come in from areas where walking to town is impossible.... whether because of age/mobility issues, distance, transport times which don't fit in with the reason for coming into town or parents with children who may find walking into town more problematic than taking the car and probably lots of other reasons. The car park at Sudbury is ALWAYS full both during school holidays and during term time. This will reduce the effect of parking on the sea front as people will try to park somewhere where they don't have to pay if the car park becomes a pay and display. A 1 or 2 hour limit is reasonable, as most families using the beach stay for much longer. If the bandstand in the park...which would be very close to this new car park, is also used more frequently by musicians/performers, and the car parking is free for 1 or 2 hours, then people local to the area may come in for this type of organised entertainment. Surely, what you want is to encourage people to come in to the centre of Dovercourt... if it becomes a vibrant centre of the town more empty shops may be filled. Shop local may then become a reality!
- Only 4 disabled parking spaces that is not enough also you state steps to the car park will there be a ramp for the disabled.
- Why has the idea been changed to a car park? Why not use the space to create activities for the younger generation as there is not a lot Dovercourt for the youngsters apart from the Skate Park near to the swimming pool.
- Totally support the scheme with the exception of the event space which is illogical.
- Yes actually listen to the people of Harwich I have lived here 45yrs and seen all the money go to other towns and we get left behind parking is not what we want a lovely square with greenery and a help for young entrepreneurs to flourish there talents without being ripped off with high rents there the towns future if you get this wrong it will be the final nail in Harwich's coffin.
- Only 4 electric charge points !!!!!!! in 9 years only electric cars will be sold. if anyone is thinking about buying a new car after 2025 they must be thinking EV. if Tendring really wants to attract visitors to the area we need more than 4 ...at least have the infrastructure underground on each bay so charge points can be fitted cheaply later on..... also not sure if on the plans but Milton road needs to be widened alongside the car park.
- I like the idea of an events space, however, where will all the cars park when it is being used as an events space. If the Market is going to use this space where will all the cars park because at the moment they park in our current car park?. Does the new car park hold as many cars as the old one? I think the idea is good but unfortunately its 25years too late. when we had a high street with all manner of shops and services to offer not just the residents of Dovercourt but also the holiday industry. I hope that if this development goes ahead that it does as you say regenerate the town centre and bring prosperity back to Dovercourt high street. But with plans for further retail development along the Dovercourt bypass, I feel that it will struggle to fulfil its potential. On a positive note, it will greatly improve the ambience of the town centre and I wish the council well in their efforts to improve our sadly neglected Town Centre.

- Perhaps put a few plans together and allow the local residents to vote on what they would prefer.
- Lots of car parking is ugly. There is little business anyway. Are the proposed new flats counting on this car parking space? Is this a moneymaking scheme? How about a town square? Cafes. Attractive features. Fountain. Wildlife garden?
- I know this car park will cost a lot to build and also maintain but please make it free to park in or at least free for 90 minutes, so people don't just leave cars there. It also would make people more wanting to go to town as they can park up for free and hopefully shop in town more.
- Although I am pleased that the site is going to be tidied up at long last I am disappointed that, basically, it is only going to be a car park. I thought that the initial idea was for a town square, although I appreciate that Cliff Park is in close proximity. I agree that the existing car park is unfit for purpose (and the toilets even more so) but could space have been found on the site to have some parked cars AND some open space for events, etc? You show benches and green planting but the only view from those will be parked cars - hardly inspiring! In the graphics the toilet block appears to be very small and I hope you haven't underestimated the number of units needed because people really don't want to queue on to the High street whilst waiting to use the facilities. At the moment the turn into Orwell Terrace when travelling from west to east is incredibly tight and not easy because it is from the narrowest part of the High Street into a narrow road and with constant oncoming traffic from Harwich to contend with. I trust this issue has been considered and that the junction of Orwell Terrace and High Street will be widened considerably.
- We don't need more car parking we need a good old paint job in the town already there and more local business.
- Parking during events at the site is a concern. Unruly behaviour in the seating areas after dark. Litter problems/fly tipping.
- Public toilets should have a reasonable charge to use them, to discourage vandals and cleaned regularly. Car parking spaces need to be generous in size similar to the spaces adjacent to Home Bargains at the Harwich Gateway Retail Park, even if it means at the cost of losing a couple spaces overall. First 30 mins - 1hour parking free. Spaces should be marked out to lay diagonally, much easier to drive into and reverse out of. Litter bins for the pocket green areas/bench seating on High Street. Visitors information/map of town.
- Please don't turn it into a car park. Will be such a shame to waste such a good sized, plot when it could be used to benefit the whole community by turning it into a town square. I would like to see the existing car park renovated, with new lighting, improved toilets and CCTV installed. I would like to see the wasteland area to be made into a town square, where the existing market can go onto every Friday, and different events held there EG Christmas Market or French market. I think turning it all into a car park is a HUGE disappointing project.
- The whole thing is a waste of money, why do we need a new car park, no one is going to visit a ghost town, we have no shops, nothing to do whatsoever.
- What I do object to is any intention to use any of this site, or the current car park site for residential purposes. The council continues to move families to the town despite the lack of facilities and, most importantly work. How many are doctors, lawyers, captains of industry?

- To consider converting a disused space into another carpark in 2021 is incredibly short-sighted. We have a carpark in town, and it is hardly used because there is nothing in town worth driving to.  
Surely, we need a town that has an attraction of sorts before we need somewhere to park. Cars that come to this carpark will be full of people wanting to go where exactly? With high streets up and down the country shrinking due to the challenges 21st century retail presents, I am not convinced an improved shopping space would work either, sadly. Relying on private enterprise to populate newly built premises would likely result in a space that is unpopulated and unused.  
With many empty shopfronts already in Dovercourt, give the town something that people can use to relax and enjoy time away from home. A nicely kept garden, sitting space and maybe a few places to grab a coffee and some food and that might increase footfall which in turn could provide some demand for other local businesses that are already struggling.
- Waste of money, we already have a car park that is under used.
- What will happen to the existing car park on Milton Road? As a resident of Milton Road, I am concerned that the space will be turned into housing, blocking my view and adding to the traffic, pollution & noise levels we already experience.  
Could the site be turned into something like a small park or children's play area, where people can relax? Being opposite the newly proposed car park site, this would be a welcome green space which provide a place for meet that is in town whilst being more environmentally aware. It could also be an extension to the event space offered by the newly proposed car park, giving more space for traders/entertainments etc.
- No more car parks, no toilets as we have some in the park. Use the site for something more purposeful i.e. markets, events etc. All planted with something like cherry trees for the blossom. We need some bright spaces and things like markets bring people in from other local areas.
- Would be better to build flats here, more people may bring a little bit more income into the area.
- This will be another drug user and litter dumping site. why not locate Tendring district council site there instead thus creating more local jobs and then you can sell the building at Weeley and build a load of affordable homes their instead of over populating Harwich with Clacton and London undesirables.
- Our High Street is in desperate need of regeneration, it is becoming increasingly important as we have more houses being built & not everyone wants to go to Colchester or Ipswich to shop. As we have just gained Freeport status & are hopefully going to get more investment in our town I think it's only right that the High Street meets the criteria for an up and coming area where people want to invest instead of looking at it as an area of deprivation that is not worth investing in.
- Best use of a dilapidated space.
- Very disappointed that the revenue from car parks is far more important than community space.
- We need shops and parking not just parking. We need more doctors school places dentists.
- Attractive planting scheme relevant to a coastal area.
- We are very supportive of this initiative to improve the Town Centre.

- Money on green area and bench we have all of that in the park, this would be a waste of money, when there is so many things that need to be sorted in the town. The market is in the high street, or are you thinking of moving that as well. Carpark is what we need with good clean toilets and yes to Disabled parking.
- Make sure there is plenty of car parking especially when there are events. And the money made from the new housing could cover cost of cheap parking instead of lining someone's pockets.
- We need more for kids here for mums to be able to relax in a park not hit by gale force winds coming off the sea etc a lot of kids live in town and to have a sort of covered play we have to walk up into upper Dovercourt i.e Asda park and others that way.
- Making the town centre a beautiful place would be very much appreciated, I am not bothered about encouraging more shops in (there's only so much you need in the town centre when there are shopping centres in Clacton and Colchester accessible via bus/car) but making the current experience nicer.
- I really think having more trees and greenery is a great addition. I hope that this is achieved as the plans suggest.

Dovercourt desperately needs this in it's centre.

It's very important to get this bit right as it would bring good feeling to this area and a communal space for locals to just 'be', especially for people without a garden who live nearby. More trees please!

- It's ridiculous to have a new carpark when we don't have any decent and not many shops who will visit Dovercourt.
- Harwich and Dovercourt residents, businesses, Services and Councillors are proud to call this Peninsular home. There is an overwhelming objection to another Car Park and Green space which is, somewhat ironically, proposed between an existing Car Park (Milton Road) and Green Space (Cliff Park). Our Town has lacked comprehensive investment, town planning, or strategy for 'local services for local people' and this proposal is another oversight that is committed to looking good but has been designed by those who do not live or work in the local area. I have an alternative proposal that I can guarantee will be substantially supported and utilise costs already spent and minor alterations to designs from Boyer.
- I really really don't want to see more housing being built here when there are so many new developments around Harwich. We need the infrastructure to support a bigger community and the town centre needs new life not more degeneration through more living space. I'd love to see more independent shops etc coming to the high street... Harwich could very much become like The Broadway in Leigh on Sea of the right type of community space is created.
- I agree we need a new car park as the old one is in despair, but this was first to be a town square, a car park is not a town square.
- Clean the town centre up.
- Instead of housing on the current multi-storey make that a permanent event site for a daily market with purpose built stalls, benches and greenery. The Starlings site can be a permanent car park. If you multi purpose the Starlings site there will be nowhere to park when a one of event is held. Making the dual purpose site nonsensical.
- Re- generation of the Town is welcome and hopefully a few more shops will be filled . Sad to see out town in the state it is.

- Car park would be much better on the waste land at the back of Dovercourt Station, which is accessible from the main A120 road and would encourage people shopping in Parkeston to visit town centre. Lots of space which is never going to be used by the dock. Town Square would be a better option and proper development of the War Department (jewel in the crown) as a WWII museum and focal point to encourage visitors. Imagine this area with a couple of tea houses\ restaurants overlooking the river views.
- Please get more input from the local residents, perhaps consider leafleting or emailing to ensure sufficient responses. There are local Facebook groups where people are making their ideas and feelings known and it would be beneficial for you to be aware of these as many will not bother to use this site but still have really useful input.
- 1. This is unlikely to add any particular regeneration value to the area as the council will, no doubt require inflated prices for parking and will sell the parking contract to a company rather than maintain it as a facility for the residents and visitors to the town. If the parking is free and maintained, it has potential to be a positive influence but the local council doesn't have a good record of keeping the streets clean, let alone safe. It would need ongoing investment to be worth doing.  
2. It's all very well to point out the potential for there to be events held in the new Car Park, but will there be any; and if there are events, where will people be able to park to attend them? I think that rather than make a political promise of events, the final plan should have proposed drafts of events that attract council funding to make them happen. There is a real potential for this to start to deliver something of regeneration value but I have no confidence in the Local or County Authority to deliver it.  
3. Has anyone given any thought to designing the Car Park with a "Mayflower" theme given that is probably what Harwich has the strongest historical connection to? This would enable a big return for a relatively small investment in tourism, with maps of an easy to walk historical trail from the car park, visiting the Captain's House, Restaurants, the Railway Museum, the Lifeboat Station, the Naval Shipyard (which is the latest suggestion for a Restaurant Plaza), the Lifeboat Museum, the Electric Palace, the Maritime Museum, Beacon Hill Fort, St Nicholas' Church and Dovercourt Bay.  
4. Has anyone given any thought to placing a Compulsory Purchase Order on the site of the old Cliff Hotel, to make this wonderful area with sea views the site of the Restaurant Plaza that will seemingly never happen? The local Council has recently declined permission for a change of plans from Flats, Hotel and independent restaurant to just flats so the area is standing redundant in a prime location. The Car Park would provide good support to this, being close by, potentially free and, with investment in the Harwich Historical Trail, could be the final location for refreshment and to bring much needed jobs to the area.
- I hope this is helpful although I expect it to be ignored as usual.
- We can only hope we get this vast improvement to our forgotten town.
- We want a town that our local Council invests in, that includes the infrastructure. We have watched investment in Walton, Frinton, Jaywick and of course Clacton, when is it Harwich and Dovercourt and surrounding villages time? This plan for regeneration was drawn up two years ago, where have you been? Local people are very very angry if you listened to what we have to say.
- Please ensure the area is covered by CCTV.

- Cheap parking or even free parking would encourage drivers to not use the surrounding streets and people to come to the town to shop.
  - We need more shops open so a drop on rent in the empty ones might help.
  - In a seaside town, a wet fish shop would be good, also a good brand shoe shop, Greggs, a shop selling typical seaside items eg Dovercourt rock, buckets, spades, awnings etc.
  - This area has been a total disgrace for years. I would like to see a timeline to complete proposed plans.
  - About the time Dovercourt had some positive thought to bring prosperity back to the town.
  - It's good to see something being done with the site but not a car park anything other than a car park we have one that needs some TLC use the space for events have the market there on Fridays.
  - We don't need another car park that will not get used. Close off the lower section of the Milton road car park to make small shop or workshop units and make the upper part more accessible and free.
  - We need to create a better environment, much better than a large car park with a bit of green peripheral landscaping and benches! Yet another cheap uninspired solution and excuse to redevelop pre-existing parking provision.
  - People still need a reason to come to Dovercourt town centre. Building another car park will not attract potential visitors.
  - Bike racks definitely needed, since the railings were removed from high street by the traffic lights.
- CCTV also definitely needed from day 1 as it's likely to be used by youngsters and fly-tippers, also littering from cars can be identified.
- Sufficient permanent signage installed in town centre to identify car park and other significant amenities, like toilets, library etc. Which for last two years has been pointing in wrong direction, I did advise councillor but nothing happened.
- Any planting needs to be maintained and tidied by council regularly.
- If used for events, there still needs to be provision for car parking close by, to enable maximum participation.
- Car park also needs to be very reasonably priced... maybe free first 30 mins... and NOT complicated to obtain ticket. Plus should still participate in Residents 10 months free parking scheme.
- Tending should lead by example on EV parking - if this is to be a car park and only 4 spaces are EV active then the rest should be EV ready to futureproof for this need. However, it is being put forward premature of the local plans process and more thought should be given to alternative uses for this prominent site. Car parking needs to be near the high street but not right on the frontage. Using the site for car parking feels like a missed opportunity.
  - Does this mean there would be less parking spaces if there was an event going on - if so NO if no alternative parking spaces provided.
  - Come up with some inventive ideas not created projects to profit developers and to the detriment of the community.
  - Please don't just chuck tarmac down make it welcoming and a place to sit and chat with trees and flower beds, also maintain it. As normally something done in Dovercourt and then left and not maintained.




- I am concerned by the proposed access and exit to the site. Orwell terrace is narrow and leads to a congested area of Marine Parade especially in the summer months. Will this be in addition to the existing car parking provided? If so I do not believe this will be sufficient especially with the roll out of electric cars recharging and possibly parking for longer periods. Too few disabled spots, we are a town with a high number of elderly residents who drive with blue badges.  
Apart from council officials and members of parliament actually listening to residents and acting on what residents have put to Tendring District Council and not what they think we want to see and have in our town. 'We', the residents just need to be listened to and taken seriously more often that they have in the past. But, not just on this proposal, but many other proposals that have been before and those that will come in the future.
- I moved to Dovercourt 4 years why I don't know but as I got to find my way around I noticed how neglected and sad it was Empty Shops loads off Rubbish in all the back alleys no one seems to care tendering council seem to forget Dovercourt.
- I agree with using the land to do something with as it has been left in a sorry state for a long time, but it needs to be a free car park and have restrictions on parking if going to be a car park e.g no stay longer than 4hrs to allow people to frequent the town.
- It seems a poorly thought through regeneration proposal - there is nothing in the town centre to attract anyone to park there. The other end of the same street near the station is a disgrace totally neglected by the council as dumped rubbish sits there for weeks - the old Victoria hotel site and the area around the station could be used for a market coffee shops etc - and then maybe you'd need a car park - until then why do we need parking when there is nothing to visit - the town has been marginalised by continued investment in other areas in Tendring - a car park in a run-down unused area won't fix that.
- This site should be used for new shops with affordable rates and seating areas for people to relax.
- If the carpark is not completely closed off, of an evening/night it will be inappropriately used and the local wino's/druggies will be pleased that they no longer have to walk all the way to the park before they have to take a pew or make a deal.
- Don't think it needs so many parking spaces, I know this is cheaper than other options, but if it means the existing parking in town is further restricted and enforcement taken to ensure people pay to use this new one. Wrong move.
- There is no need for a car park in Dovercourt as there is nothing to go into the town for.
- If this car park incurs fees I suggest you keep these to a minimum as there is not many shops left in Dovercourt and people are not going to pay large fees to park when they can do so in surrounding roads . This was one of the downfalls for Highstreets globally.
- People were reluctant to pay an overpriced tariff when they can buy online or book a grocery slot for less money than petrol and parking.
- Get the high street looking good. Visitors won't stay around in a shanty town. There are some beautiful buildings being allowed to deteriorate.
- A long overdue development of a brown field site which at present is an eyesore.
- Good idea but if you put a charge on the carpark you will simply drive shoppers to the shopping area by Morrisons B& M etc as the parking is free.

- The area proposed for a car park, I think is wrong and I would personally think it an eye sore (as I believe most car parks are). Car parks in my opinion shouldn't be in such a prime area as the proposed one is. A permanent Market place would be a far more beneficial idea, which in turn should ease, if not reduce the utter weekly chaos that many people have to endure on Fridays. And, why they had to move the Friday Market (which worked extremely well for quite a number of years) from the football ground car park, I have never really understood. So, for me, would say go with a permanent market place and let the High Street get back to normal every Friday.
- But, one thing I am wondering is, do we really actually need more properties built in this area? Personally, I've lost count of how many plots of land that have had buildings demolished and only to be turned into new housing. Harwich seems to be the over fill for every other places that are overflowing. It really is a sorry state of affairs.
- I am concerned that the Master Plan turns an empty area into a car park which we already have. It mentions the area also being used as an events area. However with the Milton car park being demolished and turned into housing then when the new area is being used for events there will not be any parking. Disappointing.
- It is unlikely that the quality of the car park surface and the fixtures, landscaping and fittings will be sufficient to enhance the area. Some sort of provision for a Youth centre or activity hub including skate/bmx park/basketball hoops etc would be more beneficial than a car park. The space for events could be integrated with a more imaginative use of the space. The current two storey car park is rarely occupied by more than a handful of cars, so the new car park will probably be used to justify building more flats.
- TDC need to go to other towns and look at the diversity of what they offer and then reload at what we are expected to accept. No working police station, no manned train stations, a traffic warden you only see Fridays, schools that are over populated, a fraud of a hospital, no way to attract Doctors or Dentists to the area! Maybe that could be a use for the space, a new meeting place for TDC I am sure it would have the investment then, even Parliament is going North, maybe TDC could follow the example and relocated to other areas of the community.
- The town desperately needs more parking spaces, preferably free/low cost, (because of the lack of businesses) .....and modern toilets. This town is way behind its neighbours regarding facilities and deserves more than it has. The fact that a nicely landscaped area/car park can be also used as an event space is an excellent idea, as we have no other open space in the town.....BUT....this will mean that without Milton Road car park also, sadly, we will have nowhere to park to attend the events. We often try to go to the Friday market, but give up trying after two circuits of the town, because for what we buy at the market, the cost of the car park makes it not viable.
- The town centre was already severely depleted of open businesses and with the pandemic this will only get worse as more businesses are going online and this is the way of the future. If it is used as an event space, to draw people into town from surrounding villages, where will they park then, especially if the plan to pedestrianise the high street goes ahead. Why would we remove parking spaces from the town centre as well. Surely regeneration is needed to draw businesses here and that means more parking and not less. There are 68 spaces on Milton Road car park and only 51 on Starlings space proposal.

- So in addition to losing official parking we will lose all of the spaces in the surrounding roads making parking in the town even more challenging. Having charging points is excellent but are there sufficient? Why would anyone want to sit in that strange little corner where there will be nothing to look at? Can't we have flowering trees planted throughout the town anyway? The old car park space would be a great space for a market place, they could even keep the toilets. We could have twice weekly markets and specialist ones occasionally and it would provide parking for the events in the Kingsway Hall which is a listed building and a great space for events such as the Beer Festival and possible food markets.
- Whatever happened to the idea of the Restaurant and Cafe Plaza? The Dovercourt High Street is as good as dead. This should be free parking.

## Appendix H Facebook and Instagram advertisements

### Facebook advertisement 1




**Your Say**  
8 March at 13:53 · 🌐

Have your say on Tendring District Council's proposals for a new car park, toilet facility and public realm improvements at Starlings Site.

Tendring District Council is consulting on the proposals as part of its plan to regenerate Dovercourt town centre.

Find out more and help shape the proposals and let us know your thoughts by completing the survey on the website below.



The diagram is a site plan for the Starlings Site, outlined in red. It shows a large rectangular area with a central section labeled '32 Parking spaces'. To the north of the parking area is a row of buildings and a toilet facility. To the south is a green area with a circular feature. The site is bounded by High Street to the north, Milton Road to the south, and a road labeled 'by bus' to the west. A road labeled 'Overall Street' is visible to the east.

## Facebook advertisement 2

 **Your Say**  
16 March at 15:14 · 🌐

Have your say on Tendring District Council's proposals for a new car park, toilet facility and public realm improvements at Starlings Site.

Tendring District Council is consulting on the proposals as part of its plan to regenerate Dovercourt town centre.

Find out more and help shape the proposals and let us know your thoughts by completing the survey on the website below.



## Instagram advertisement



Your Say



Have your say on Tendring District Council's proposals for a new car park, toilet facility and public realm improvements at Starlings Site.

Tendring District Council is consulting on the proposals as part of its plan to regenerate Dovercourt town centre.

Find out more and help shape the

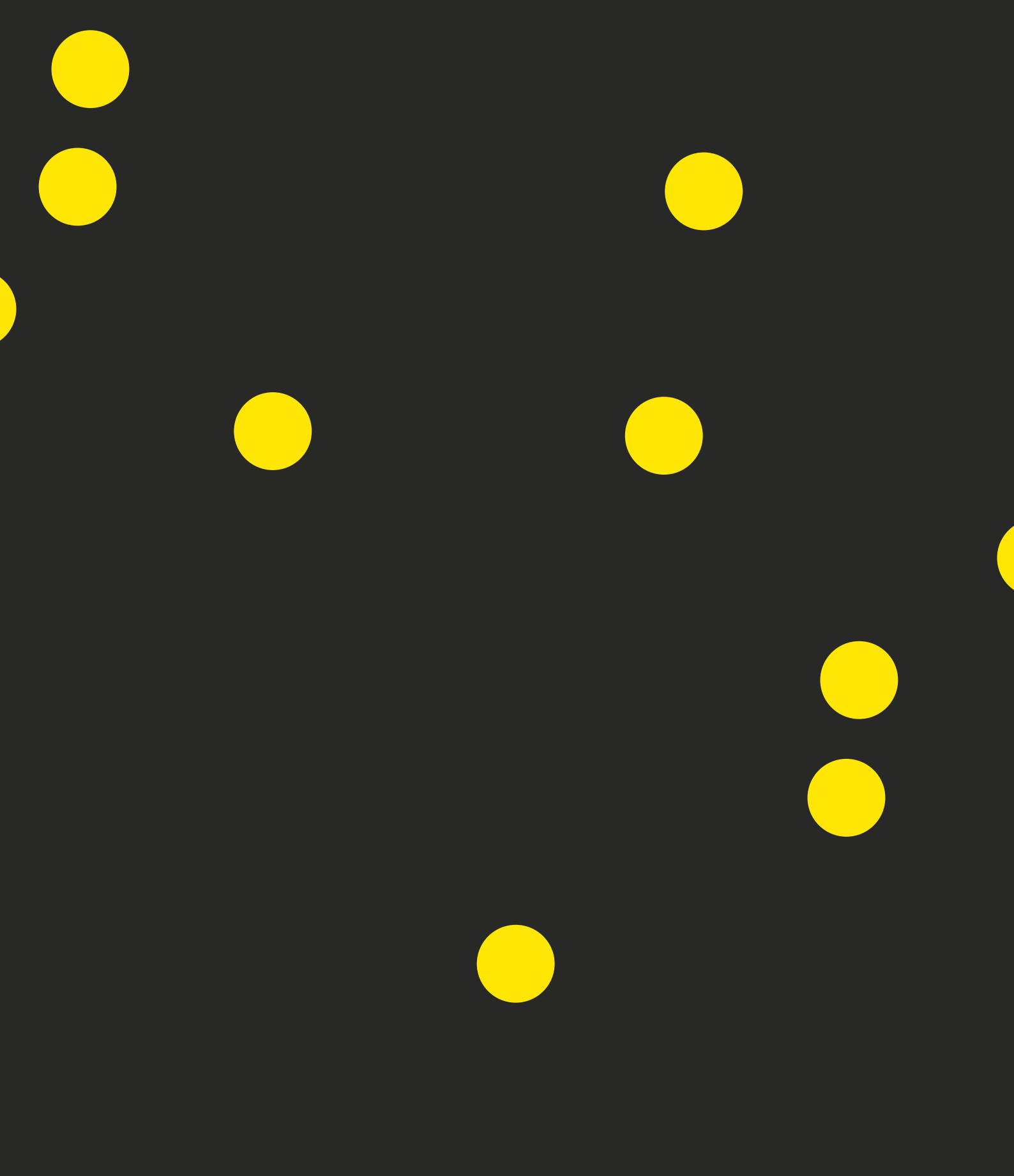


3 likes

MARCH 8



[Log in](#) to like or comment.



**THANKS**