

Thurrock Town, Local & Neighbourhood Centres Health Check Assessment 2024

Thurrock Council

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1 Introduction

- 1.1 Thurrock is currently preparing a new Local Plan for the Borough. This means that policies within the currently adopted Core Strategy Development Plan Document (Core Strategy) will need to be reviewed and updated, where necessary, along with the evidence that is there to support it.
- 1.2 In terms of Retail and Town Centres, Thurrock's adopted policies from the Core Strategy are CSTP7 – Network of Centre and CSTP8 – Vitality and Viability of Existing Centres. Policy CSTP7 sets out designations for the centres within the Borough, including; Lakeside Regional Centre, Grays Town Centre, Local Centres and Neighbourhood Centres, consisting of large and small neighbourhood parades. The evidence behind these designations comprises of the Thurrock Retail Study (September 2007), the Thurrock Retail Study (February 2012) and the Lakeside Basin Single Issue Review Agreed Final Report (March 2009). CSTP8 sets out measures for maintaining and promoting the retail function of existing centres and for improving their vitality and viability.
- 1.3 Since the publication of the Thurrock Retail Studies, new national policy and guidance has been published. It is therefore necessary to update the retail and town centres evidence base, in order to inform the retail and town centres policies of the new Local Plan. This will involve assessing the health of existing local centres. Health check assessments are important for appraising and monitoring changes in the vitality and viability of centres and can be used for plan-making and decision taking.
- 1.4 This document reports on the findings of the health check assessments carried out during October 2024 for Grays Town Centre, the Local Centres of Corringham, Stanford-le-Hope, South Ockendon, Tilbury, Aveley and Socketts Heath, and Thurrock's Smaller and Larger Neighbourhood Parades.

2 Policy Context

National Planning Policy Framework

- 2.1 The revised National Planning Policy Framework (NPPF) (2024) sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally-prepared plans can provide for housing and other development in a sustainable manner. The NPPF must be taken into account when preparing development plans, such as the Local Plan.
- 2.2 The purpose of the planning system is to contribute to achieving sustainable development, which can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs.
- 2.3 There are three overarching objectives to sustainable development within the planning system, all three of which are interdependent, and which should be pursued in mutually supportive ways.

Economic objective: to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure.

Social objective: to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being.

Environmental objective: to protect and enhance our natural, built and historic environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

- 2.4 To ensure that sustainable development is pursued in a positive way, paragraph 11 identifies that at the heart of the Framework is a "*presumption in favour of sustainable development*," which should be applied for both plan-making and decision-taking.
- 2.5 With regard to ensuring the vitality of town centres, paragraph 90 of the NPPF states that "Planning Policies and decisions should support the role that town

centres play at the heart of local communities, by taking a positive approach to their growth, management and adaption.”

- 2.6 It specifies that planning policies should define a network and hierarchy of town centres and promote their long-term vitality and viability; define the extent of town centres and primary shopping areas, making clear the range of uses permitted in such locations; retain and enhance existing markets and where appropriate, re-introduce or create new ones; allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed in at least ten years ahead; allocate appropriate edge of centre sites that are well connected to the town centre, where suitable and viable town centre sites are not available for main town centre uses, allocate appropriate edge of centre sites that are well connected to the town centre and; recognise that residential development can play an important role in ensuring the vitality of centres, encouraging residential development on appropriate sites.

National Planning Practice Guidance

- 2.7 The National Planning Practice Guidance (NPPG) was published in 2014 and has been continuously revised up to the present day. It brings together in one place, planning guidance on various topics.
- 2.8 The most recent guidance on Town Centres and Retail was published in 2020. It recommends that town centre strategies should be based on evidence of the current state of town centres, as well as identify opportunities that exist to accommodate a range of suitable development and support their viability and vitality.
- 2.9 The NPPG also highlights the following indicators as being relevant in determining the health of town centres:
- diversity of uses
 - proportion of vacant street level property
 - commercial yields on non-domestic property
 - customers' views and behaviour
 - retailer representation and intentions to change representation
 - commercial rents
 - pedestrian flows
 - accessibility

- perception of safety and occurrence of crime
- state of town centre environmental quality
- balance between independent and multiple stores
- extent to which there is evidence of barriers to new businesses opening and existing businesses expanding
- opening hours/availability/extent to which there is an evening and night time economy offer

Local Policy Context

2.10 Until the new Local Plan is adopted, the Council's Core Strategy will continue to form part of the policy context for decision making in Thurrock. The Core Strategy was originally adopted in December 2011 and was subsequently updated in January 2015, following the publication of the NPPF.

2.11 With regards to retail, the relevant policies from the Core Strategy include:

CSTP7 – Network of Centres

2.12 CSTP7 designates centres within Thurrock and sets out development expectations within them during the plan period (up to 2026). Designated centres include: Lakeside Regional Centre; Grays Town Centre; Existing Local Centres; New Centres; and Existing Neighbourhood Centres.

2.13 For Grays, the Council supports the regeneration of the town centre and for it to become the focus for cultural, administrative and educational functions, whilst providing retail development that is complementary to the Lakeside Basin. Development in Grays town centre will include the following:

- (i) Up to 5,500-6,500 sqm of net comparison floorspace by 2026;
- (ii) Up to 4,000-5,000 sqm of net bulky durable floorspace by 2026;
- (iii) Between 1,500-2,000 sqm of net convenience floorspace by 2026;
- (iv) Other cultural, administrative and education developments consistent with the spatial vision for Grays.

2.14 For Existing Local Centres, the Council encourages the following development for local centres:

- (i) Renewal, upgrading or remodelling of existing floorspace;

- (ii) Additional small scale retail floorspace in suitable locations that will strengthen the centres' retail offer;
- (iii) Investigation into the potential of a new supermarket on an appropriate site in Stanford-le-Hope to reduce convenience expenditure leakage from the east of the Borough.

2.15 For Existing Neighbourhood Centres, the Council encourages them to maintain existing retail function, with changes to ground floor retail units to non-retail use permitted where it can be shown there is no long-term demand for retail use of the unit, or where there is a particular community need that would be met by the change of use.

CSTP8 – Vitality and Viability of Existing Centres

2.16 CSTP8 sets out measures for maintaining and promoting the retail function of existing centres and for improving the vitality and viability of the network of centres in order to meet the needs of the Borough's residents and to act as a focus for retail, leisure, cultural, business and residential uses. The Council will do this in the following ways:

- (i) Permitting applications for main town centre uses on suitable sites of an appropriate scale to the role and function of the centres, with Town Centres being the preferred locations, followed by edge of Town Centre locations;
- (ii) Resist proposals for main town centre uses in out of centre locations if town centre or edge of town centre locations are available, and also at edge of town centre locations if town centre locations are available;
- (iii) Encouraging diversifications and improvement of the range and quality of facilities including retail, employment, leisure and entertainment, community, culture and education;
- (iv) Retaining and, subject to other Core Strategy policies, permitting additional residential development in appropriate locations and in particular on sites identified for mixed development;
- (v) Improving access for public transport, pedestrians, cyclists and those with special needs, whilst managing road traffic and improving road safety;
- (vi) Improving the wider environment by ensuring new development protects and/or enhances the designated centres including historic character, townscape and biodiversity;
- (vii) Where appropriate seeking to improve personal safety and contribute to crime reduction by design and other measures.

- 2.17 Appendix 7 of the Core Strategy lists saved Local Plan (adopted 1997) policies and identifies how they will be replaced. With regards to town and local centres, the following saved policies are relevant to this assessment.

SH3 – Grays Shopping Centre – Additional Retail Floorspace

- 2.18 Policy SH3 aims to increase the provision of retail floorspace and improving the quality of shopping facilities in Grays Shopping Centre, as defined on the Local Plan Proposals Map (1997). The boundary shown on Maps 1, 2, 3 and 4 of 'Grays Shopping Centre' is saved from policy SH3.

SH10 – Non-Retail Uses in District and Local Shopping Centres

- 2.19 Policy SH10 seeks to restrict the change of use from Class A1 (Shops) at ground floor level in district and local centres. It identifies what, if any, change of use will be permitted for each of the identified areas. The areas identified include:
- Core Areas
 - Central Areas
 - Peripheral Areas
- 2.20 It states that district and local centres in the Plan area; Grays, Tilbury, Corringham, Stanford-le-Hope, South Ockendon, Aveley and Socketts Heath perform a convenience and in many cases a comparison shopping function. The policy aims to safeguard their shopping function while being sufficiently flexible to allow a range of uses, appropriate in town centres to fill in any lower demand for shops. The policy identifies primary shopping frontages, where non-retail uses will be restricted in order to maintain a good number of shops and secondary frontages where there will be no restrictions to changes of use to certain defined use classes providing development control standards are met.
- 2.21 Maps 5, 6, 7, 8, 9, 10 and 11 show the boundaries for 'Shopping Areas' and 'Shopping Centres and Parades' from policy SH10 .

SH11 – Non-Retail Uses in Neighbourhood Shopping Parades

- 2.22 Policy SH11 seeks to restrict the change of use from Shops at ground floor level in neighbourhood parades. It states that changes of use will not be permitted unless it can be demonstrated that there is no long term demand for a retail use of the premises. In this case, Financial and Professional Services, Food and Drink, Non-Residential Institutions and other community facilities will be acceptable.

3 Methodology

- 3.1 This Health Check Assessment assesses the Borough's adopted Town, Existing Local Centres and Existing Neighbourhood Centres set out within Policy CSTP7 – Network of Centres of the Core Strategy. It does not assess Lakeside, which is a designated Regional Centre.
- 3.2 The assessment was undertaken during October 2024 and involved visiting and assessing all of the designated centres listed in Table 1 below.

Table 1: Assessed Centres

TOWN CENTRES	
Grays Town Centre	
LOCAL CENTRES	
Aveley Corringham Socketts Heath South Ockendon Stanford-le-Hope Tilbury	
NEIGHBOURHOOD CENTRES	
Smaller Parades	Larger Parades
Aveley: Romford Road; Hall Road	Chadwell St Mary: Defoe Parade; River View
Corringham: Woodbrooke Way/Gardner Avenue	Chafford Hundred: Roebuck Park; Armada Centre
Grays: Lenthall Avenue; Kingston Parade	Corringham: Lampitts Hill
Linford: East Tilbury Road	East Tilbury: Stanford House
Purfleet: Garrison Parade	Grays: Southend Road
South Ockendon: Canterbury Parade; South Parade; Aire Drive; Garron Lane; Broxburn Parade	Little Thurrock: Broadway
Stanford-le-Hope:	Stifford Clays:

Turol Road; Valmar Avenue; Nursery Road/Abbotts Drive Tilbury: St Chads Road	Crammavill Street
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- 3.3 For Grays Town Centre and Local Centres, information was recorded firstly on the centre as a whole and secondly, on each individual unit. Table 2 shows the methodology of the assessment, including the criteria used and how each centre/individual unit was scored.
- 3.4 For the Neighbourhood Parades, information was collected on each individual unit only, as set out in part B of Table 2.

Table 2 – Methodology of Health Check Assessment

A. DESIGNATED CENTRE		
Criteria Assessed		Methodology/Assessment Criteria
Environment	- Street furniture (quantity and quality) - General condition (cleanliness, maintenance and utility condition) - Safety and security	Is the centre equipped with a mix of essential street furniture (benches, bins, planters, lighting and bollards)? (yes +1, no -1) Is there sufficient street furniture in the centre? (yes +1, no -1) Is the positioning of the furniture ideal for the users? (yes +1, no -1) Does the appearance of the furniture add positively to the character of the centre? (yes +1, no -1) Is there litter around? (yes -1, no +1) Is there any graffiti present (not including on units being assessed)? (yes -1, no +1) Is the street furniture in good condition? (yes +1, no -1) Are the pavements wide and evenly paved? (yes +1, no -1) Is there enough policing and surveillance? (yes +1, no -1)

Accessibility	• Rail • Bus • Car • Cycle	Is the nearest railway station within 5 minutes walk from the centre? (yes +1, no -1) How many bus routes serve the centre? Is the centre accessible by car and is there parking available? (yes +1, no -1) Is the centre easily accessible by bicycle? (yes +1, no -1) Are cycle racks available at the centre? (yes +1, no -1)
B. INDIVIDUAL UNITS		
Criteria Assessed		Methodology/Assessment Criteria
Shop/business name Function Unit exterior Night-time Economy (what effect do the premises have on the night-time economy of the overall centre?)		Name of the retail unit/organisation What is the use-class of the unit or is the unit vacant? Is the unit's exterior inviting? (yes +1, no -1) Are windows cluttered with leaflets? (yes -1, no +1) Can you see into the shop premises in the day time? (yes +1, no -1) Are shop signs in good condition and well maintained? (yes +1, no -1) Is there graffiti on the exterior of the premises? (yes -1, no +1) Is it open into the evening? (after 7pm) (yes +1, no -1)

Limitations

- 3.5 The assessments were undertaken by one officer and therefore, centres have been fairly assessed, as far as possible. It should however be acknowledged that some of the assessment is down to the opinion of the officer and is subjective, for example the rating of the street furniture, the window displays and shop signs/shutters. When assessments are undertaken in the future, it is advised that one officer undertakes the whole assessment in order to get a fair result across all centres.

4 Use Classes

- 4.1 The Town and Country Planning (Use Classes) Order 1987 (as amended), put the uses of land and buildings into categories known as 'Use Classes'. In September 2020, the Government introduced a significant change to the land use class order. Table 3 below sets out the changes that were made.

Table 3 - Use Classes

New Land Use Class	Previous Land Use Class
B2 General Industrial – Use for industrial process other than one falling within class E(g) (<i>previously class B1</i>) (excluding incineration purposes, chemical treatment or landfill or hazardous waste). B8 Storage or distribution – This class includes open air storage.	B2 General industrial – Use for industrial process other than that falling within B1 use. B8 Storage and distribution – Includes open air storage.
C1 Hotels – Hotels, boarding and guest houses where no significant element of care is provided (excludes hostels) C2 Residential Institutions – Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres. C2A Secure Residential Institution – Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks. C3 Dwelling houses C3(a) covers use by a single person or a family (a couple whether married or not, a person related to one another with members of the family of one of the couple to be treated as members of the family of the other), an employer and certain domestic employees (such as an au pair, nanny, nurse, governess, servant, chauffeur, gardener, secretary and personal assistant), a carer and the person receiving the care and a foster parent and foster child. C3(B) covers up to six people living together as a single household and receiving care e.g. supported	C1 Hotels – Hotels, boarding and guest houses (excluding hostels). C2 Residential institutions – Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres. C3 Dwelling houses

New Land Use Class	Previous Land Use Class
housing schemes such as those for people with learning disabilities or mental health problems. C3(c) allows for groups of people (up to six) living together as a single household. This allows for those groupings that do not fall within the C4 HMO definition, but which fell within the previous C3 use class, to be provided for i.e. a small religious community may fall into this section as could a homeowner who is living with a lodger. C4 Houses in multiple occupation – Small shared houses occupied by between three and six unrelated individuals, as their only or main residence, who share basic amenities such as a kitchen or bathroom.	
E(a) Display or retail sale of goods, other than hot food. E(b) Sale of food and drink for consumption (mostly) on the premises. E(C) Provision of: – E(C)(i) Financial services – E(C)(ii) Professional services (other than health or medical services), or – E(C)(iii) Other appropriate services in a commercial, business or service locality E(d) Indoor sport, recreation or fitness (not involving motorised vehicles or firearms or use as a swimming pool or skating rink,) E(e) Provision of medical or health services (except the use of premises attached to the residence of the consultant or practitioner) E(f) Creche, day nursery or day centre (not including a residential use) E(g) Uses which can be carried out in a residential area without detriment to its amenity: – E(g)(i) Offices to carry out any operational or administrative functions	Classes A1, A2, A3, B1, D1 (a-b) and 'indoor sport' from D2(e).

New Land Use Class	Previous Land Use Class
– E(g)(ii) Research and development of products or processes – E(g)(iii) Industrial processes	
F1 Learning and non-residential institutions – use (not including residential use): – F1(a) Provision of education – F1(b) Display of works of art (otherwise than for sale or hire) – F1(c) Museums – F1(d) Public libraries or public reading rooms – F1(e) Public halls or exhibition halls – F1(f) Public worship or religious instruction (or in connection with such use) – F1(g) Law courts F2 Local community – F2(a) Shops (mostly) selling essential goods, including food, where the shop's premises do not exceed 280sqm and there is no other such facility within 1000m – F2(b) Halls or meeting places for the principal use of the local community – F2(c) Areas or places for outdoor sport or recreation (not involving motorised vehicles or firearms) – F2(d) Indoor or outdoor swimming pools or skating rinks	Classes D1, parts of D2(e) (outdoor sport, swimming pools and skating rinks).
Sui Generis – theatres – amusement arcades/centres or funfairs – launderettes – fuel stations – hiring, selling and/or displaying motor vehicles	

New Land Use Class	Previous Land Use Class
– taxi businesses – scrap yards, or a yard for the storage/distribution of minerals and/or the breaking of motor vehicles – ‘Alkali work’ (any work registerable under the Alkali, etc. Works Regulation Act 1906 (as amended)) – hostels (providing no significant element of care) – waste disposal installations for the incineration, chemical treatment or landfill of hazardous waste – retail warehouse clubs – nightclubs – casinos – betting offices/shops – pay day loan shops – public houses, wine bars, or drinking establishments – drinking establishments with expanded food provision – hot food takeaways (for the sale of hot food where consumption of that food is mostly undertaken off the premises) – venues for live music performance – <i>newly defined as ‘Sui Generis’ use</i> – cinemas – concert halls – bingo halls – dance halls	A4 A4 A5 D2(a) D2(b) D2(c) D2(d)

5 Grays

- 5.1 Grays is the largest town within Thurrock and lies on the River Thames, centrally within the Borough. Historically, it was the dominant centre for retail in the Borough, but it has been greatly affected by the opening of Lakeside Regional Shopping Centre, in 1990.

Map 1 – Grays Town Centre Boundary

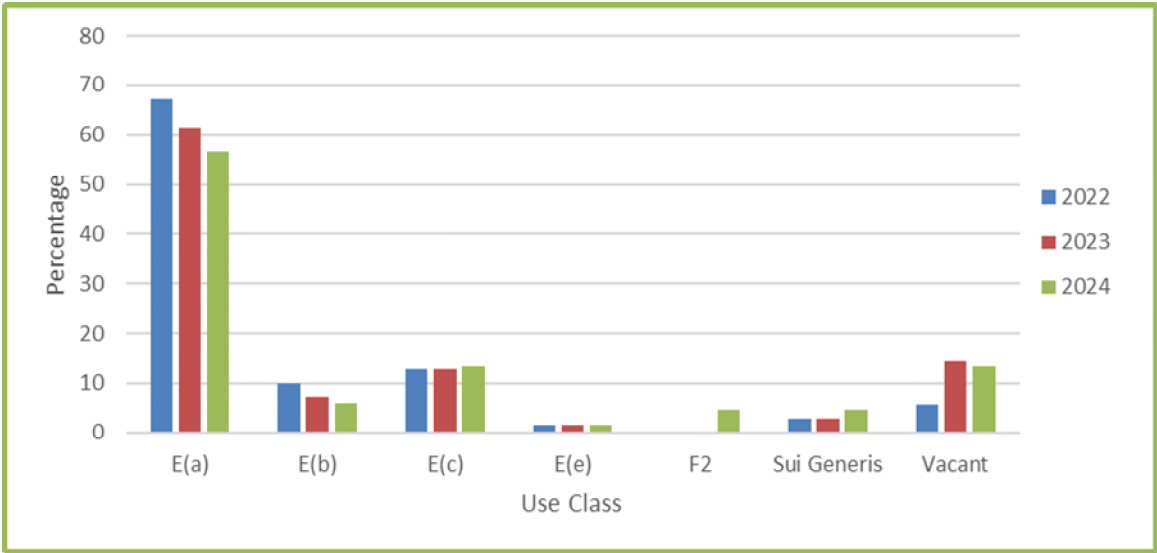


- 5.2 As shown on Map 1, the Grays Town Centre boundary extends from the River Thames, northwards past Orsett Road. The Town Centre boundary includes the smaller Grays Shopping Centre boundary, where the 'Shopping Centres and Parades' for Grays are. These are identified as the 'Core Area' and the 'Central Area' within saved Policy SH10 of the Local Plan, 1997. This assessment has also assessed any additional 'other' units which are within the Grays Shopping Centre boundary, which are previously referred to as 'Peripheral Areas' within saved policy SH10 of the Thurrock Local Plan (1997).

Grays Core Area

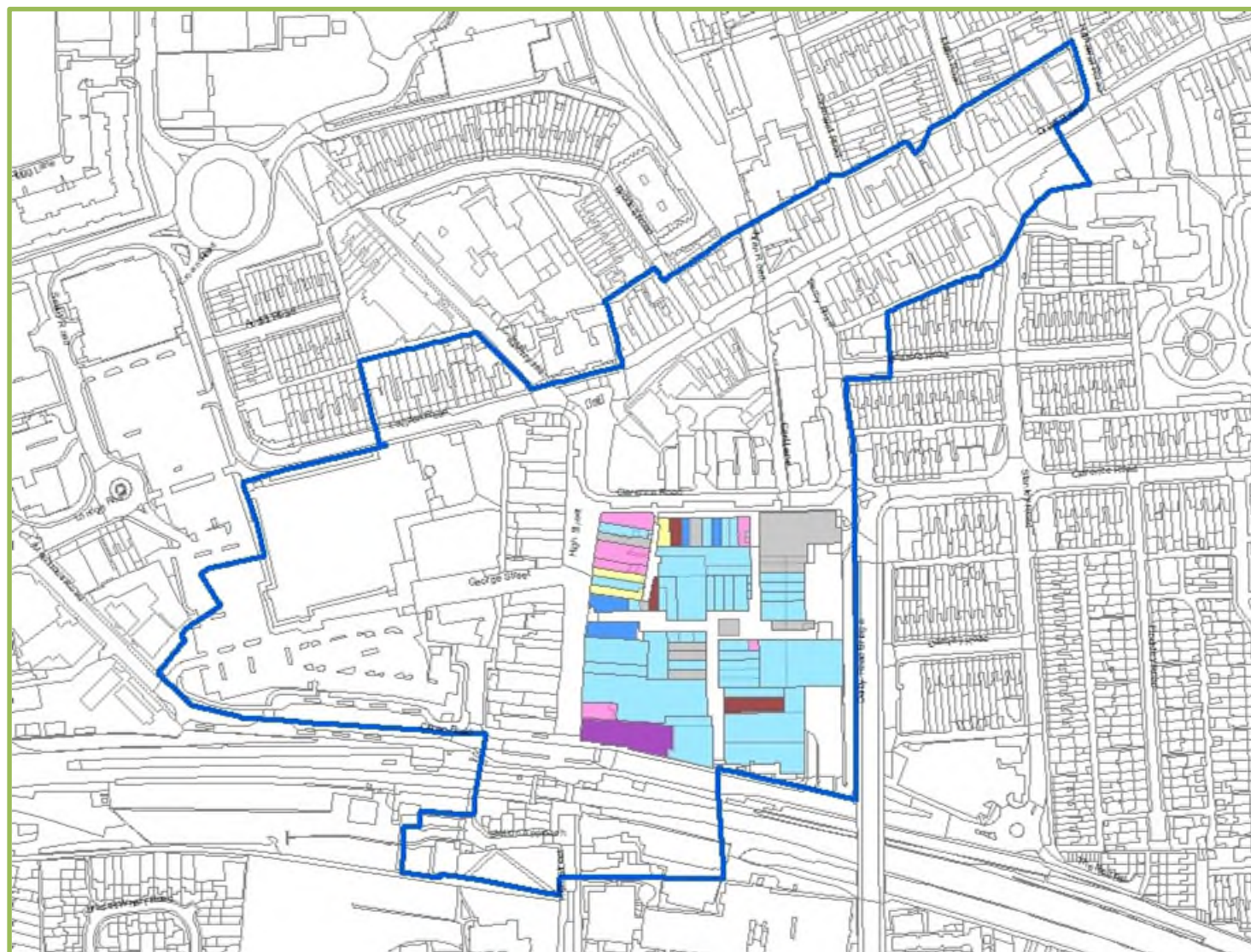
- 5.3 Grays Core Area comprises of the area around the eastern side of the High Street (north of the railway line), and the indoor shopping centre.
- 5.4 The High Street is a pedestrianised area with ample street furniture including bins, benches, phone boxes, a post box, a few trees, attractively designed lighting, informative signs and public art.
- 5.5 The High Street comprises mainly of comparison retail units, which are a mixture of national retailers, such as Boots and Costa and local retailers, along with financial services. The shop fronts are generally well maintained, with most having signs in good condition and uncluttered window displays, making the stores inviting.
- 5.6 The indoor shopping centre offers a pleasant shopping experience, well-lit by natural light, with a tidy, modern looking environment and well-maintained shop fronts. The majority of tenants are national chains, including Savers, Poundland, Card Factory, Shoe Zone, Specsavers, Holland and Barratt, Iceland, The Fragrance Shop and The Works.
- 5.7 The High Street and the indoor shopping centre both have CCTV present, whilst the shopping centre also has security officers, which increases perception of safety for visitors. This can have a positive effect on the number of people visiting the Core Shopping Area.
- 5.8 The Core Area includes 67 individual units, comprising of the following use classes:

Chart 1 – Use Classes of Units in Grays Core Area



- 5.9 As Chart 1 shows, a large majority of units in Grays Core Shopping Area are E(a) the display or retail sales of goods, other than hot food (56.7%). This has decreased slightly since 2023 and 2022 when it was 61.4% and 67.1% respectively. In 2018, 69% of units in Grays Core Shopping Area were Retail. This is highlighting a trend for a year on year decrease in retail units within the Core Shopping Area.
- 5.10 Vacancy levels in the Core Shopping Area is 13.4%. This is a slight decrease from 2023 when 14.3% units were vacant. However, it is still a considerable increase since 2022 and 2018 when the vacancy level was 5.7% and 8.5% respectively. Of the open units, 55.2% are local businesses/shops, whilst 44.8% are national chains.

Map 2 - Distribution of uses in Grays Core Area



Use Class

- E(a)
- E(b)
- E(c)
- E(e)
- F2
- Sui Generis
- Vacant
- Grays Shopping Centre (saved policy SH3)

Grays Central Area

- 5.11 The Central Area of Grays comprises of the west and north eastern end of the High Street and George Street.
- 5.12 Like the High Street, George Street is also pedestrianised. It is situated about half way up the High Street and leads to a large Morrisons supermarket and car park. George Street is also home to the former State Cinema.
- 5.13 The High Street consists of national retail chains, such as Greggs, Subway and Choice discount store, along with local retail units and financial services including Lloyds bank. Shops fronts are fairly well maintained, with just over 65% having signs in good condition and the majority having inviting window displays, with uncluttered windows.



Northern end of High Street, Grays



George Street, Grays

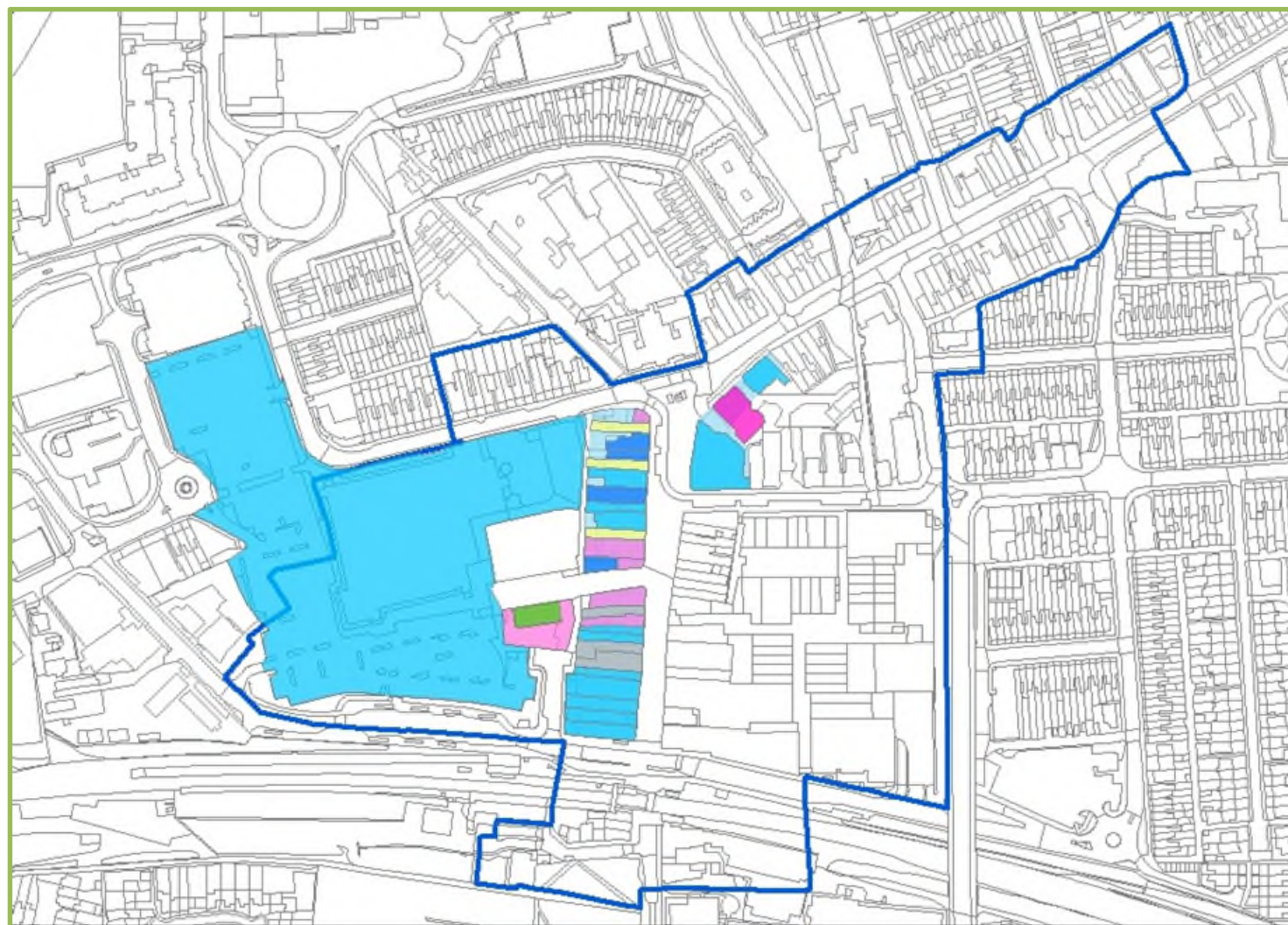
- 5.14 At the northern end of the High Street, the street scene is classed as average, with numerous bins, trees and public art. The street in this area is wide, with ample space, but which is poorly used. The war memorial, at the end of the High Street, provides a focus point and a sense of place, however, it seems rather isolated from the rest of the High Street by the numerous bollards and the barrier cluttering up the paving, which are there to stop motor vehicles accessing the pedestrianised area.
- 5.15 There are 38 individual units assessed within Grays Central Area. These include the following:

Chart 2 - Units in Grays Central Area



- 5.16 As Chart 2 shows, the majority of units in Grays Central Area are E(a) – the display or retail sale of goods, other than hot food (44.7%). This is a slight increase since 2023 (42.1%), but still a decrease from 2022 (47.4%). In 2018 51.3% of units were retail (use class A1).
- 5.17 The vacancy rate in the Central Area is 10.5%, which is the same as in 2023. This is a large increase since 2022 and 2018 when the vacancy rate was 5.3% and 5.1% respectively.
- 5.18 Of the occupied units, 69.7% are local businesses, whilst 27.3% are national chains.
- 5.19 Map 3 shows the spatial distribution of units within Grays Central Area. As can be seen, the E(a) retail unit in the far west of the designated centre, which is the Morrisons supermarket, falls partly outside the Grays Shopping Centre boundary. It is recommended that going forward, the centre boundary is amended to include the whole of this site.
- 5.20 As previously mentioned, CCTV is present at various locations on the High Street. This can increase the feeling of safety amongst people visiting the centre and reduce the perception and fear of crime.

Map 3 - Distribution of uses in Grays Central Area



Use Class

- E(a)
- E(b)
- E(c)
- F1(a)
- Sui Generis
- Vacant
- Grays Shopping Centre (saved policy SH3)
- Shopping Centres and Parades

Other Shopping Areas in Grays

- 5.21 Other areas within Grays Shopping Centre boundary, includes the area listed as the 'Peripheral Area' within saved Policy SH10 of the Local Plan (1997). It includes London Road/Orsett Road, which is directly north of the High Street and Clarence Road, which is to the east of the High Street. All three roads have units on both sides. It also includes the Queensgate Centre, which can be accessed from Clarence Road and Orsett Road, as well as a few units on Station Approach.
- 5.22 London Road/Orsett Road is largely occupied by retail and financial/professional services, specifically estate agents and solicitors. It is a busy main road leading in and out of Grays Town Centre and has numerous traffic lights and pedestrian crossings. Pavements vary in width along the road and street furniture is limited. Pavements are instead overwhelmed with concrete bollards and metal railings, to separate the road from the pavement.
- 5.23 On the whole, shop fronts, including their signs and shutters are classed as fair, with just over 80% of units having signs in good to fair condition, with some being better well maintained than others. Shop window displays for most units are inviting, which improves the attractiveness of the units, as well as the area as a whole.



Orsett Road, Grays



Orsett Road, Grays

- 5.24 CCTV is present at numerous locations on London Road/Clarence Road. This helps to reduce crime and increases the feeling of safety for people visiting the area.
- 5.25 There are 6 units that lie within the designated Shopping Centre boundary on Clarence Road. However, there are an additional ten units which are adjacent, that fall outside of the designated boundary, as can be seen in Map 4. Units on Clarence Road are mainly small, independent shops. Shop fronts, including their signs and shutters are on the whole good, whilst their window displays are on the whole uncluttered and are inviting. The street scene of Clarence Road is poor, with

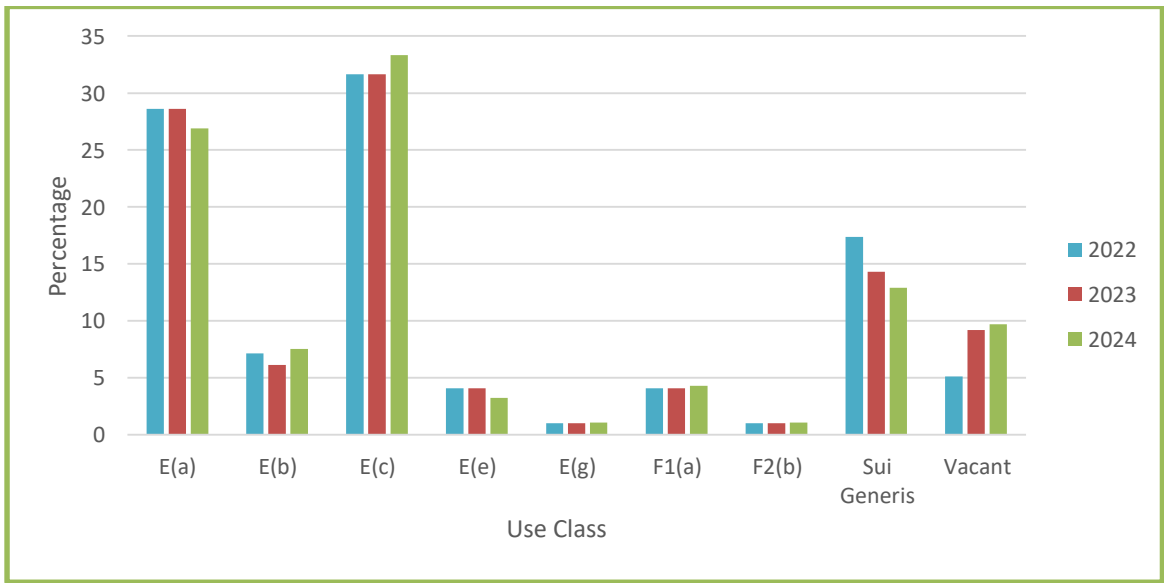
limited street furniture, apart from a few bins and sign posts at the western end. At the eastern end, which is partly residential, only parking metres are present.



Cromwell Road, Grays

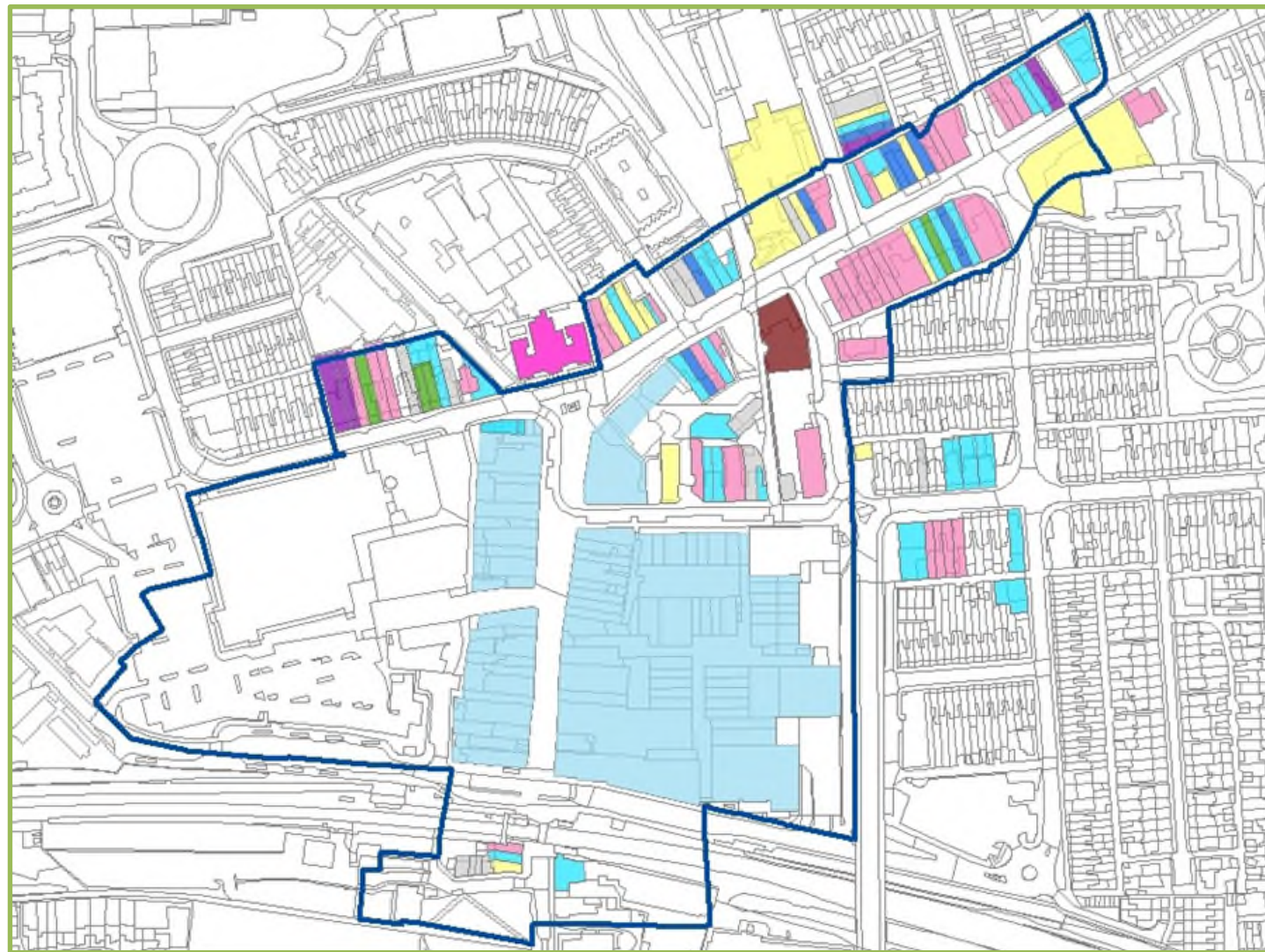
5.26 There are 93 individual units within the designated Grays Shopping Centre Boundary that make up the Other Shopping Areas of Grays. This includes the following use classes:

Chart 3 - Units in Other Shopping Areas of Grays



5.27 As Chart 3 shows, the majority of units in the Other Shopping Areas are occupied by E(c) - the provision of services (financial, professional or other (32.3%), followed by E(a) the display or retail sale of goods, other than hot food (26.9%). The vacancy rate is 9.7%, which is an increase from 9.2% in 2023 and 5.1% in 2022. Of the occupied units, 90.1% are local businesses, whilst 8.2% are national chains.

Map 4 - Distribution of uses in Other Shopping Areas in Grays



Use Class

- E(a)
- E(b)
- E(c)
- E(e)
- E(g)
- F1(a)
- F2(b)
- N/A
- Sui Generis
- Vacant
- Grays Shopping Centre (saved policy SH3)
- Shopping Centres and Parades

- 5.28 Whilst assessing Grays, a few premises were identified, which are not currently included in the designated Grays Shopping Centre boundary. This includes units on Clarence Road, Cromwell Road, Orsett Road and Derby Road, as listed in Table 3 below. These are adjacent to units within Grays Shopping Centre and naturally form an extension to the designated centre boundary. Going forward it will need to be decided whether the designated centre boundary of Grays Shopping Centre needs to be amended to include any of these units.

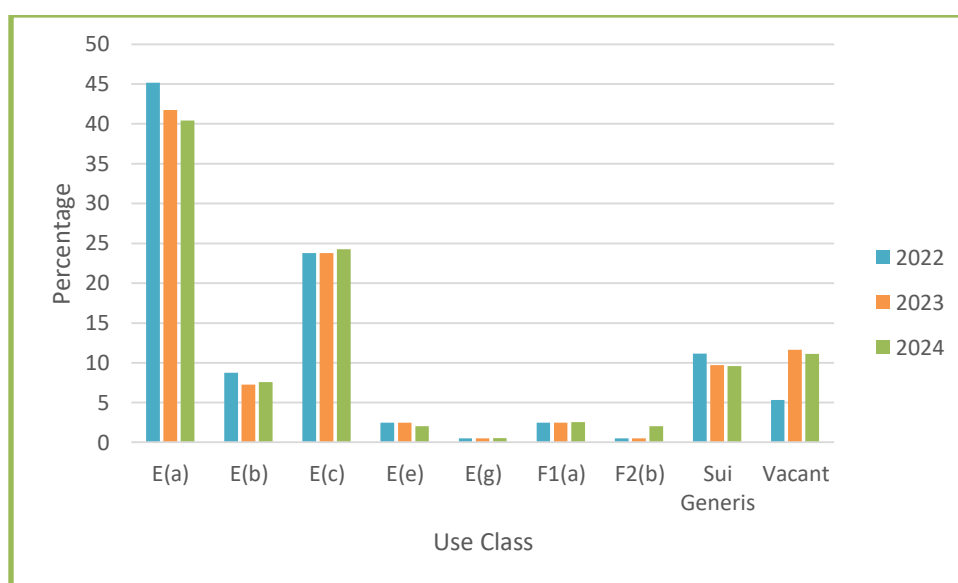
Table 4 - Additional Units in Grays

Address	Unit Name/Organisation	Use Class
2 Cromwell Road, Grays	Peter Still Registered Osteopath	E(e)
4 Cromwell Road, Grays	Memel Eastern European	E(b)
6 Cromwell Road, Grays	YAS Food	E(a)
8 Cromwell Road, Grays	Gopiz	Sui Generis
10-12 Cromwell Road, Grays	Vacant	Vacant
90 Orsett Road, Grays	Hattens	E(c)
92 Orsett Road, Grays	La Belle Skin Studio	E(c)
20-24 Clarence Road, Grays	Kiyo Beauty	E(a)
26 Clarence Road, Grays	Head Rulers	E(c)
28 Clarence Road, Grays	Excellent Global Solutions	E(a)
30 Clarence Road, Grays	Royal Image	E(c)
32 Clarence Road, Grays	Pro Cutz	E(c)
43 Clarence Road, Grays	Vacant	Vacant
44 Clarence Road, Grays	F G Langs	E(a)
49-51 Clarence Road, Grays	Grays Convenience	E(a)
53-55 Clarence Road, Grays	Unwins Car Spares	E(a)
57-59 Clarence Road, Grays	Pound Star & Post Office	E(a)
7 Derby Road	Farm Pizza	Sui Generis

Grays Town Centre Combined

- 5.29 Combining the assessments for Grays Core Area, Central Area and Other Areas gives an overall picture of Grays Shopping Centre as a whole.

Chart 4 - Units within the Grays Shopping Centre boundary



5.30 As Chart 4 above shows, the majority of units within the Grays Shopping Centre boundary are E(a) the display or retail sale of goods, other than hot food (40.4% in 2024m 41.7% in 2023 and 45.1% in 2022, followed by E(c) the provision of services (financial, professional or other) (23.7% in 2024 and 23.8% in 2022 and 2023). The vacancy rate is 11.1% in 2024 and 11.7% in 2023 which is quite an increase from 5.3% in 2022.

5.31 Table 4 below shows a breakdown of the uses within the Grays Shopping Centre boundary and their percentage change over the year.

Table 5 - Grays Town Centre Use Classes

Use Class	No. Units Sept. 2022		No. Units Oct. 2023		No. Units Oct. 2024		Percentage Change 2022 to 2024
E(a)	93	45.1%	86	41.7%	80	40.4%	-4.7%
E(b)	18	8.7%	15	7.3%	15	7.6%	-1.1%
E(c)	49	23.8%	49	23.8%	47	23.7%	-0.1%
E(e)	5	2.4%	5	2.4%	4	2.0%	-0.4%
E(g)	1	0.5%	1	0.5%	1	0.5%	0.0%
F1(a)	5	2.4%	5	2.4%	5	2.5%	0.1%
F2(b)	1	0.5%	1	0.5%	5	2.5%	2.0%
Sui Generis	23	11.2%	20	9.7%	19	9.6%	-1.6%
Vacant	11	5.3%	24	11.7%	22	11.1%	+5.8%
Total	206		206		198		

- 5.32 As can be seen in Table 4 above, the largest change to unit use within the Grays Shopping Centre boundary between September 2022 and October 2024 was the increase in vacant units (an increase of 5.8%).

Accessibility

Table 6 – Accessibility within the Grays Shopping Centre boundary

Car	Grays is easily accessible by car, with numerous routes in and out of the town centre. There is a good amount of both on and off-street parking.		
	Council-owned off-street parking:		
	Name	No. Spaces	Charges
	Argent Street	42	up to 1 hour = £1.30
	Cromwell Road	60	up to 2 hours = £1.80
	Crown Road	96	up to 4 hours = £3.10
	Darnley Road	30	up to 6 hours = £5.00
	Grays Beach, Thames Road	182	Over 6 hours = £7.50
	Station House	10	
	Private off-street parking:		
	Name	No. Spaces	Charges
	Grays Shopping Centre		0-3 hours = £1.00 3-5 hours = £3.00 5-12 hours = £6.00
	Morrisons Supermarket		
	Grays Railway Station	168	Week Day = £10.00 Off-Peak from = £5.50 10am Weekend = £5.00 1 Week = £40.00
Bus	Bus station on Crown Road, serving many areas within the Borough and beyond.		
Train	Grays Railway Station at the southern end of the High Street on the Southend to London Fenchurch Street line.		
Cycling	Numerous cycle routes with cycle racks on Crown Road, opposite the railway station and at the northern end of the High Street.		

- 5.33 Grays has a market selling food, clothing, accessories and other general goods, which attracts people into the town. The market operates every Friday and Saturday from 9am until 5pm and is spread along the High Street and George Street.

- 5.34 The night time economy in Grays is poor, with approximately 20% of premises open after 7pm. The majority of these (13%) are located in 'other areas' outside of the Core and Central areas and consist of a few shops, restaurants and the Thameside Theatre on Orsett Road.

Grays Neighbourhood Parades

Larger Neighbourhood Parade

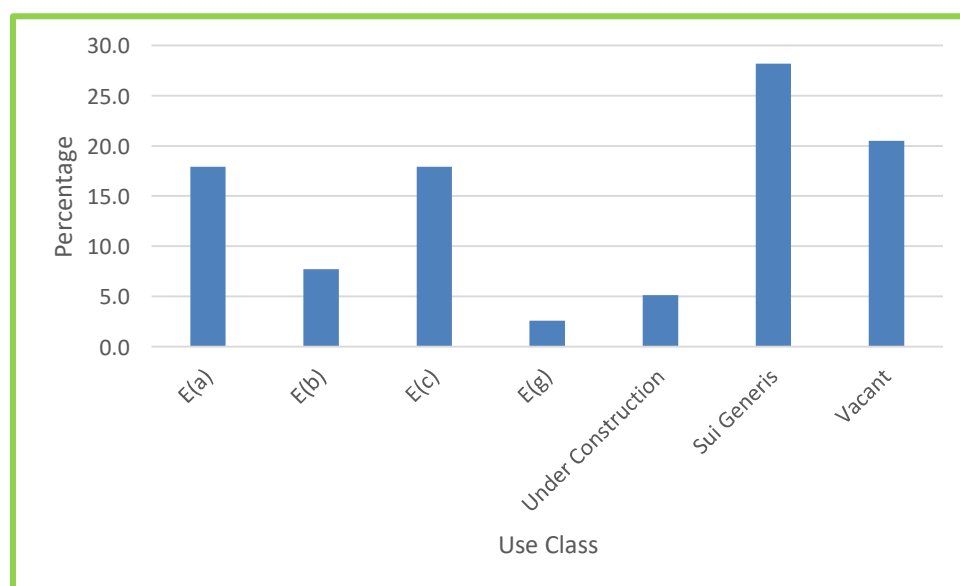
- 5.35 Grays has one designated Larger Neighbourhood Parade, which is located at Southend Road. The parade is linear in form, set on a busy through-road into Grays Town Centre, with units on both sides of the road.



Southend Road, Grays

- 5.36 The parade consists of 39 units, which consist of the following use classes.

Chart 5 - Units within the Larger Neighbourhood Parade Southend Road



- 5.37 As Chart 5 above shows, the majority of units fall within use class Sui Generis (28.2%). This includes six hot food takeaways. This is a change since the previous survey in 2018, when the parade mostly comprised of retail units (35.7%). The majority of retail units in 2024 are local businesses, but includes two national chains, Domino's Pizza and Tesco Express.
- 5.38 The vacancy rate of the parade is high, with 20.5% of units being vacant in 2024. This is an increase from 2018 when the vacancy rate was 14.3%. This needs to be continually monitored in the future.
- 5.39 The street scene of Southend Road is poor, with little street furniture, apart from a few bins. The area lacks a sense of place with no unique characteristics. On the whole, window displays are inviting and uncluttered, and signs are fair/good. Graffiti was noticed on four of the units within the parade.
- 5.40 The parade is easily accessible from Lodge Lane and being one of the main routes into Grays Town Centre makes the road very busy, especially at peak times. This may impact negatively on the parade as it is difficult for people to safely cross the road to units on the other side, though zebra crossings are provided at either end of the parade.
- 5.41 Due to its location, it is likely that the parade serves the communities in the local area, as well as some passing trade. It is unlikely that people travel a great distance only to visit the parade due to its close proximity to Grays Town Centre, with a wider range of services and facilities.

Summary

Grays Shopping Centre as a whole (Core, Central and Other areas combined)

- Predominantly occupied by E(a) retail units, followed by E(c) financial/professional services, especially in the Other areas.
- Overall vacancy rate is 11.1%.
- Average street scene in Core and Central areas. Poor street scene in the Other areas.
- Poor night-time economy in the town.
- Good access to the town by car, bus and train.
- CCTV presence increases feeling of safety.
- Boundary to be amended to include the whole of Morrisons store on George Street.

- Consider amending the designated Grays Shopping Centre boundary to include the additional units on Orsett Road, Clarence Road, Cromwell Road and Derby Road.

Grays Larger Neighbourhood Parades

- Southend Road parade has 39 units and serves the local community
- Units are predominantly in Sui Generis use, with 6 hot food takeaways.
- Vacancy rate of the parade is 20.5%

6 Aveley

- 6.1 Aveley is a small town located in the west of the Borough, just inside the M25. Its boundary to the south borders the A13. Its current designated Local Centre is on the High Street and it has two Smaller Neighbourhood Parades at Hall Road and Romford Road.

Aveley Local Centre

- 6.2 The Local Centre in Aveley is one of the smallest local centres in the Borough, comprising of 23 units and runs in linear form along the High Street. Retail units are situated on both sides of the road and although observations have found the road to be busy at peak times, two zebra crossings do offer pedestrians easy access to both sides of the road.
- 6.3 The overall street scene of the High Street has been classed as average, with very little street furniture, apart from a few benches, bins and flowerbeds. However, it has been noticed that the old unused post box and clothing bank have been removed since the last assessment in 2023, which has made a positive difference visually.
- 6.4 The majority of shops are inviting, with uncluttered windows and signs are generally in good condition. No graffiti was seen on any of the units.
- 6.5 CCTV is present at numerous locations on the High Street, which increases the feeling of safety amongst people visiting the local centre and reduces the fear of crime. However, the pavements are very narrow in certain places, which could have a negative impact on the perception of safety for pedestrians, being so close to the roadside, especially during busy times.

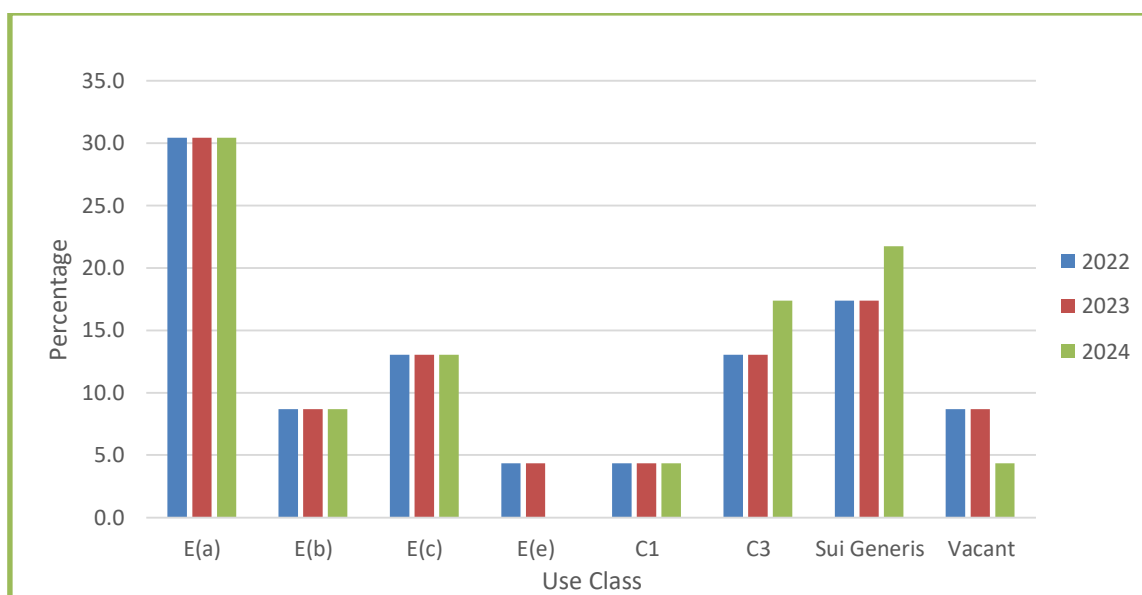


High Street, Aveley



- 6.6 Chart 5 below shows the use classes of the units assessed during 2022 and 2023.

Chart 6 - Units at Aveley Local Centre



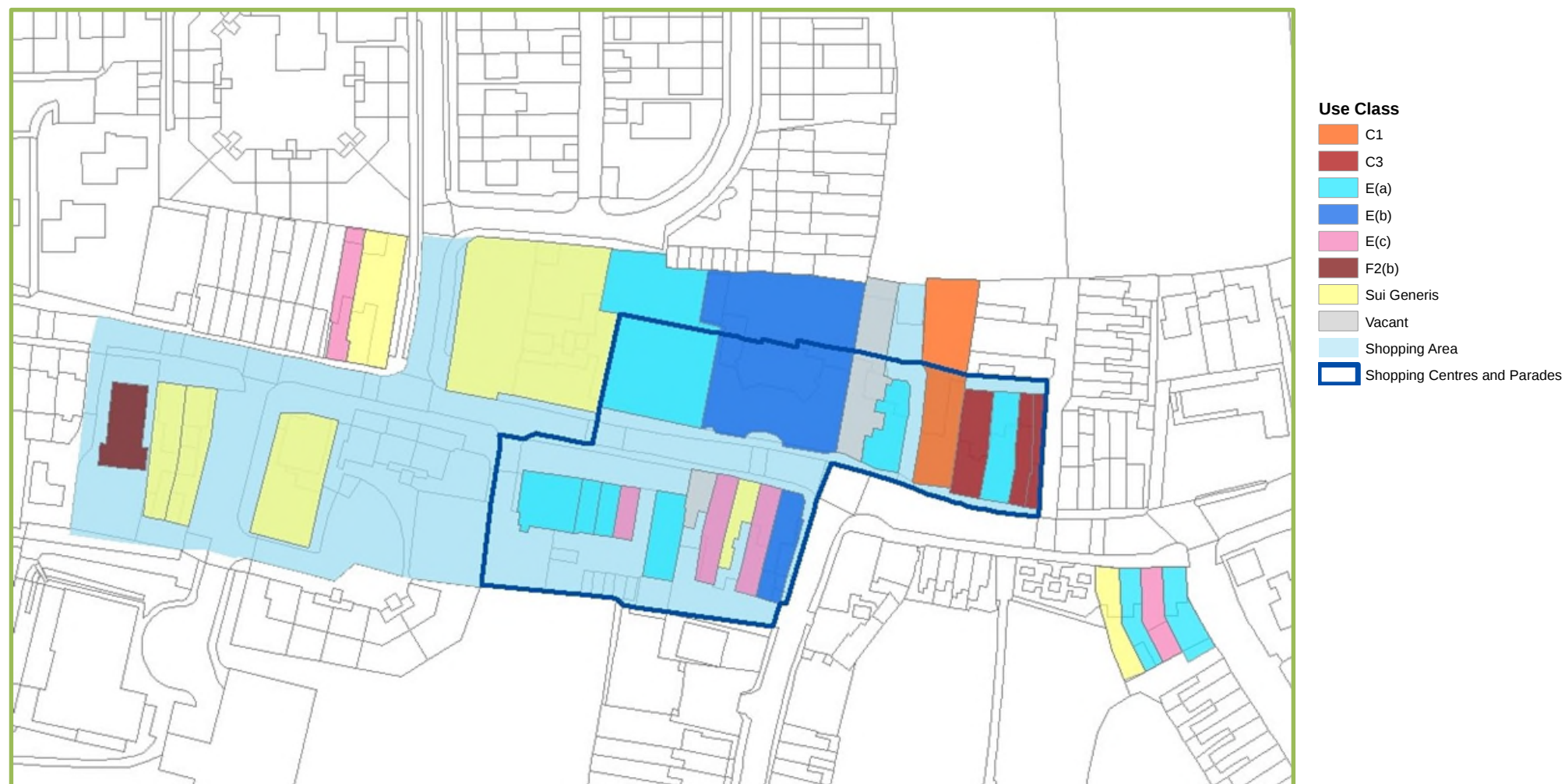
- 6.7 As Chart 6 shows the majority of units are E(a) for the display or retail sale of goods, other than hot food (30.4% in 2024, 2023 and 2022). These are made up in the majority by independent retailers, with only one national retailer present (a small Co-Op supermarket).
- 6.8 The vacancy rate reduced slightly in 2024, with a vacancy rate of 4.3%, compared to 8.7% in 2023 and 2022. However, this equates to just one and two vacant units respectively. This is a decrease since 2018, when the vacancy rate was 10.5%.
- 6.9 The night-time economy of Aveley is fair considering its size, with ten units (43.5%) open after 7pm, including three restaurants, three shops, one public house, one betting office and two hot food takeaways.
- 6.10 Map 5 shows six additional units on the High Street which have been identified, which currently do not fall within the designated 'Shopping Area' boundary. These are identified in Table 7 below.

Table 7 - Additional Units in Aveley

Address	Unit Name/Organisation	Use Class
28 High Street	West & Coe Funeral Directors	E(a)
30 High Street	Hair by Wilson's	E(a)
32 High Street	OHMS Pharmacy	E(a)
34 High Street	Essex Chef	Sui Generis
45 High Street	Happy Garden	Sui Generis
47 High Street	The Razor	E(a)

- 6.11 Going forward, it will need to be decided whether the boundary of Aveley's Shopping Area needs to be amended to include these additional units.

Map 5 – Distribution of uses in Aveley Local Centre



Accessibility

Table 8 - Accessibility of Aveley

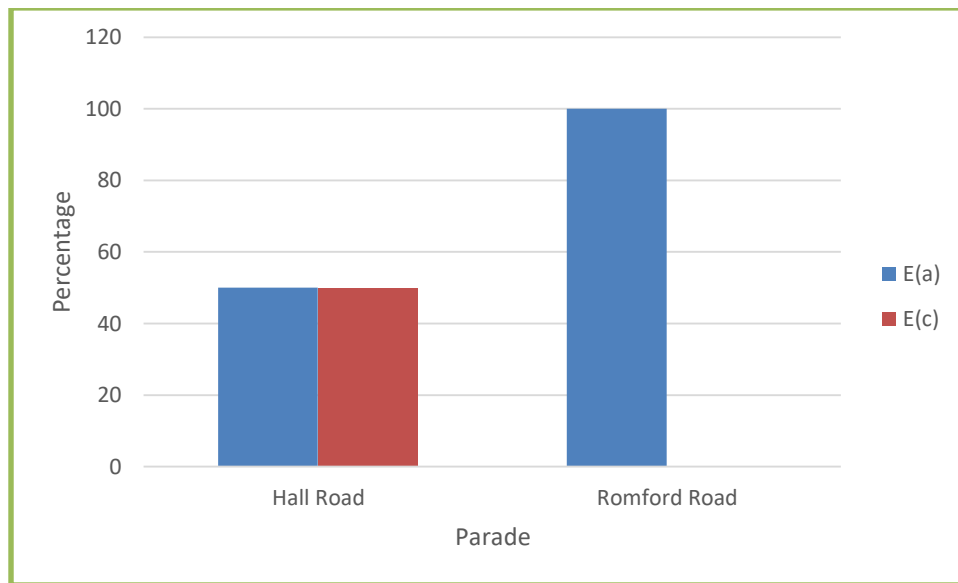
Car	Easily accessible by car from A13, B1335 Aveley by-pass and Romford Road. Free car park located south of High Street, as well as free on-street parking.
Bus	Bus routes to/from Lakeside, West Thurrock, Grays South Ockendon and Upminster.
Train	Nearest railway station is at Ockendon, which is 3 miles away.
Cycling	Numerous cycle routes, but no cycle racks visible.

Aveley's Neighbourhood Parades

Smaller Neighbourhood Parades

- 6.12 The two designated Smaller Neighbourhood Parades in Aveley are at Hall Road and Romford Road.
- 6.13 The parade at Hall Road, which is to the south of the settlement consists of two units, a convenience store and a beauty salon. It is likely due to their location that they cater for the immediate surrounding communities only.
- 6.14 The parade at Romford Road is in the north of Aveley and has one larger retail unit, which includes the Post Office inside. Due to the parade being on the main road towards Upminster, it is likely to attract passing traffic, as well as serving surrounding communities.
- 6.15 Both parades have CCTV present which can act as a deterrent for people intending on committing crimes and also increases the perception of safety for people using them.

Chart 7 – Units at Aveley's Smaller Neighbourhood Parades



Summary

Aveley Local Centre

- Predominantly occupied by E(a) units (30.4%).
- Vacancy rate is 4.3%.
- Average street scene with little street furniture.
- Additional 6 units on the High Street need to be assessed for future designation as part of the Shopping Area boundary.
- Easily accessible by car and bus, but no facilities for bike storage.
- Presence of CCTV reduces the fear of crime.

Aveley's Smaller Neighbourhood Parades

- Hall Road parade has two units and serves the local community.
- Romford Road parade has one retail unit and attracts the local community as well as passing trade.
- The street scene of both is poor with little street furniture.
- Both parades have CCTV which can help to reduce crime.

7 South Ockendon

- 7.1 South Ockendon is a small town located in the north west of the Borough, just outside the M25 and just to the north of the A13. Its currently designated centres include the Local Centre around Derwent Parade, Daiglen Drive and Derry Avenue, as well as the five Small Neighbourhood Parades at Aire Drive, Broxburn Parade, Canterbury Parade, South Parade and Garron Lane.

South Ockendon Local Centre

- 7.2 The local centre at South Ockendon is one of the larger local centres within the Borough and consists of 49 units. It includes the central, pedestrianised area of Derwent Parade, surrounded by Daiglen Drive to the east and Derry Avenue to the west. Due to the centre being largely pedestrianised, traffic has no real impact upon it, though on market day numerous cars and vans park on the pedestrianised area of Derwent Parade.



Derwent Parade, South Ockendon



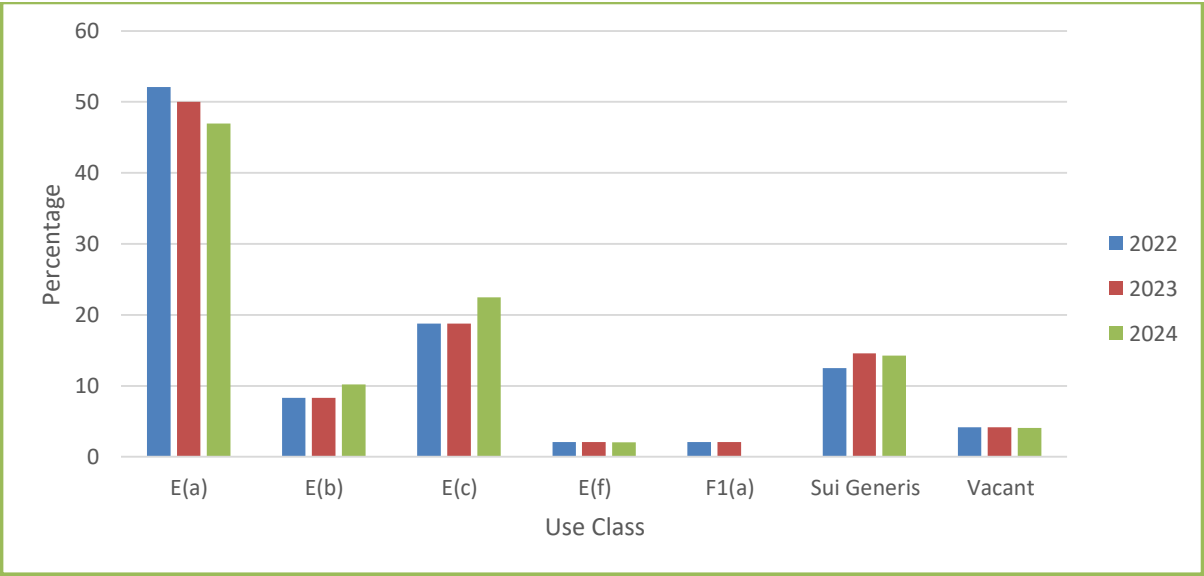
Daiglen Drive, South Ockendon

- 7.3 The street scene of the centre has been classed as poor, with very little street furniture, apart from a few benches and some bins. Derwent Parade in particular, looks very dated, untidy and has no real character or sense of place, despite it being a large, spacious area.
- 7.4 The individual units are on the whole inviting, with uncluttered window displays and their signs/shutters in the majority classed as good/fair. They seem fairly well maintained, but this is largely hidden by the poor looking centre as a whole. The

centre has numerous CCTV cameras, which can reduce the fear of crime for people visiting, as well as acting as a deterrent for anyone intending to commit crimes.

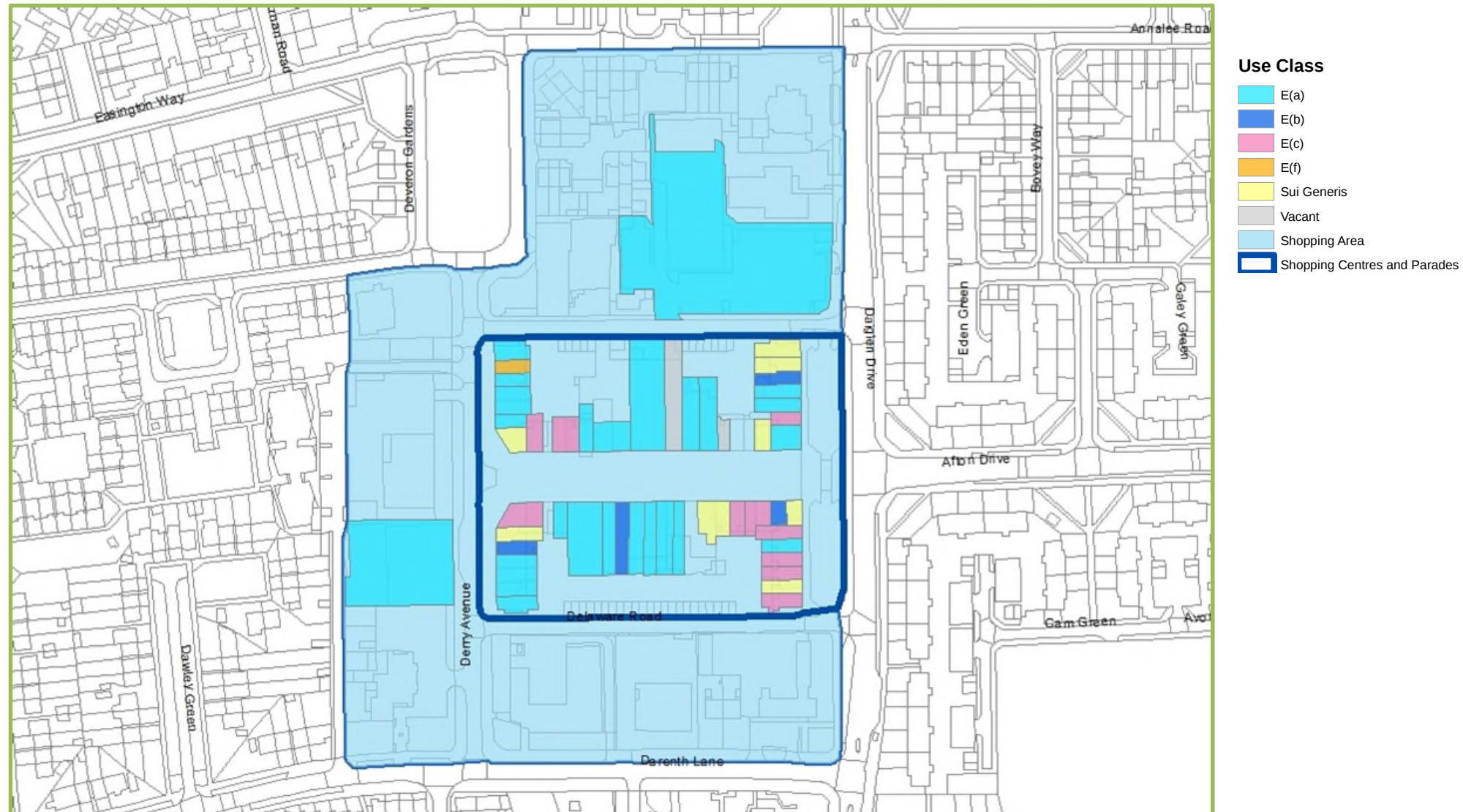
- 7.5 The night-time economy of the local centre is average, with approximately 31% of units open after 7pm. Of these, two are restaurants, four are hot food takeaways, and six are convenience stores.
- 7.6 The use classes of the units assessed can be seen in Chart 6 below.

Chart 8 - Use Class of Units at South Ockendon Local Centre



- 7.7 The majority of units are E(a) the display or retail sale of goods, other than hot food (46.9% in 2024, 50% in 2023 and 52.1% in 2022). The majority of these are local independent retailers (65.2%). The centre does have a few national retailers, including Tesco Express, Greggs, Savers, Post Office and Lidl. There are a few vacant units in the centre (4.1% in 2024 and 4.2% in both 2022 and 2023), which is a significant decrease from 2018, when the vacancy level was 18.8%.

[39]



Accessibility

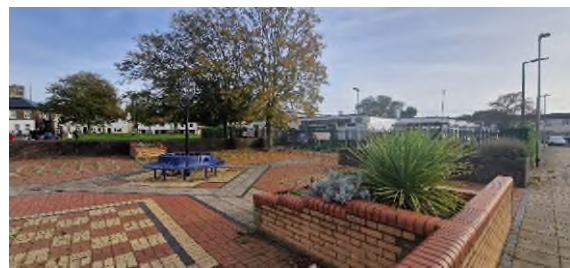
Table 9 - Accessibility of South Ockendon

Car	Easily accessible from Aveley on B1335 and North Stifford and North Ockendon by the B186. Good amount of on-street parking and designated parking on Daiglen Drive.
Bus	Bus routes to/from Grays, Aveley, West Thurrock, Chadwell St Mary, Tilbury, North Stifford, Upminster and Brentwood.
Train	Nearest railway station is Ockendon, 1.3 miles away.
Cycling	Numerous cycle routes, but no cycle racks visible.

South Ockendon's Neighbourhood Parades

Smaller Neighbourhood Parades

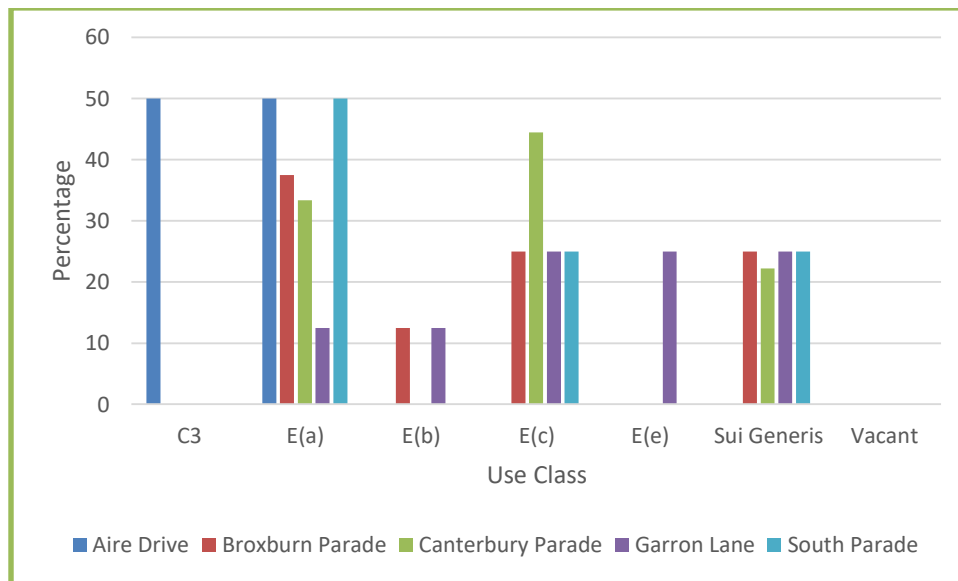
- 7.8 The five Smaller Neighbourhood Parades at South Ockendon include Aire Drive, Broxburn Parade, Canterbury Parade, South Parade and Garron Lane. These parades function largely for the surrounding communities, with only a small number of units at each.
- 7.9 The parades have an average to poor street scene. Both Aire Drive and Garron Lane have no street furniture at all, whilst South Parade and Broxburn Parade have bins outside the retail units. Canterbury Parade has a better quality street scene and sense of place, with a seating area, bins and flower boxes.



Canterbury Parade, South Ockendon

- 7.10 The units at each parade include the following:

Chart 9 – Units at South Ockendon’s Smaller Neighbourhood Parades



Summary

South Ockendon Local Centre

Local Centre

- Predominantly occupied by E(a) units (46.9%).
- Vacancy rate is currently 4.1%.
- Poor street scene with very little street furniture.
- Local centre looks dated, lacks character and is in need of updating.
- Average evening economy, consisting mainly of hot food takeaways and convenience stores.
- Good access by car and bus, but there is no cycle parking facilities.
- CCTV present which can reduce crime and the fear of crime.

South Ockendon’s Smaller Neighbourhood Parades

- Five Smaller Neighbourhood Parades at Aire Drive, Broxburn Parade, Canterbury Parade, South Parade and Garron Lane.
- Poor to average street scenes, with little to no street furniture.
- All likely to serve the immediate surrounding communities.
- None of the parades have vacant units.
- Four out of the five parades have at least one hot food takeaway.

8 Corringham

- 8.1 Corringham is one of the Borough's larger towns, located in the east of the Borough. It lies just to the south of the A13 and is separated from Stanford-le-Hope by the A1014, running along its southern boundary.
- 8.2 Corringham's designated Local Centre includes the areas at Grover Walk and St John's Way. It also has a larger neighbourhood parade at Lampits Hill and smaller neighbourhood parades at Woodbrooke Way and Gardner Avenue.

Corringham Local Centre

- 8.3 The local centre of Corringham is one of the largest local centres in the Borough and appears to be one of the busiest and liveliest, comprising of 59 units. It consists of St John's Way and the pedestrianised area of Grover Walk. St John's Way is a fairly busy thoroughfare for traffic, however, there is a pedestrian crossing which directly links it to Grover Walk.



Grover Walk, Corringham



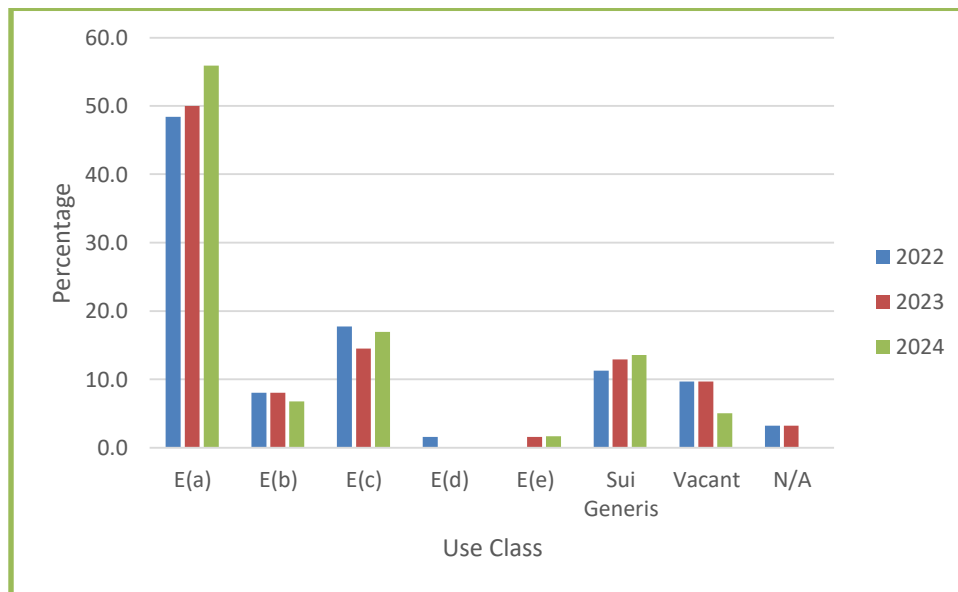
St John's Way, Corringham

- 8.4 The street scene of the centre has been classed as average, with numerous street furniture present, including bins, benches, a post box, good lighting, flower boxes, cycle racks and public art.

8.5 The local centre has numerous CCTV cameras around, which can increase the feeling of safety for people using the local centre and can also help to reduce crime and the fear of crime. Furthermore, many of the units are overlooked by residential units on the first and second floors, providing natural surveillance to the centre.

8.6 The units assessed comprise of the following uses:

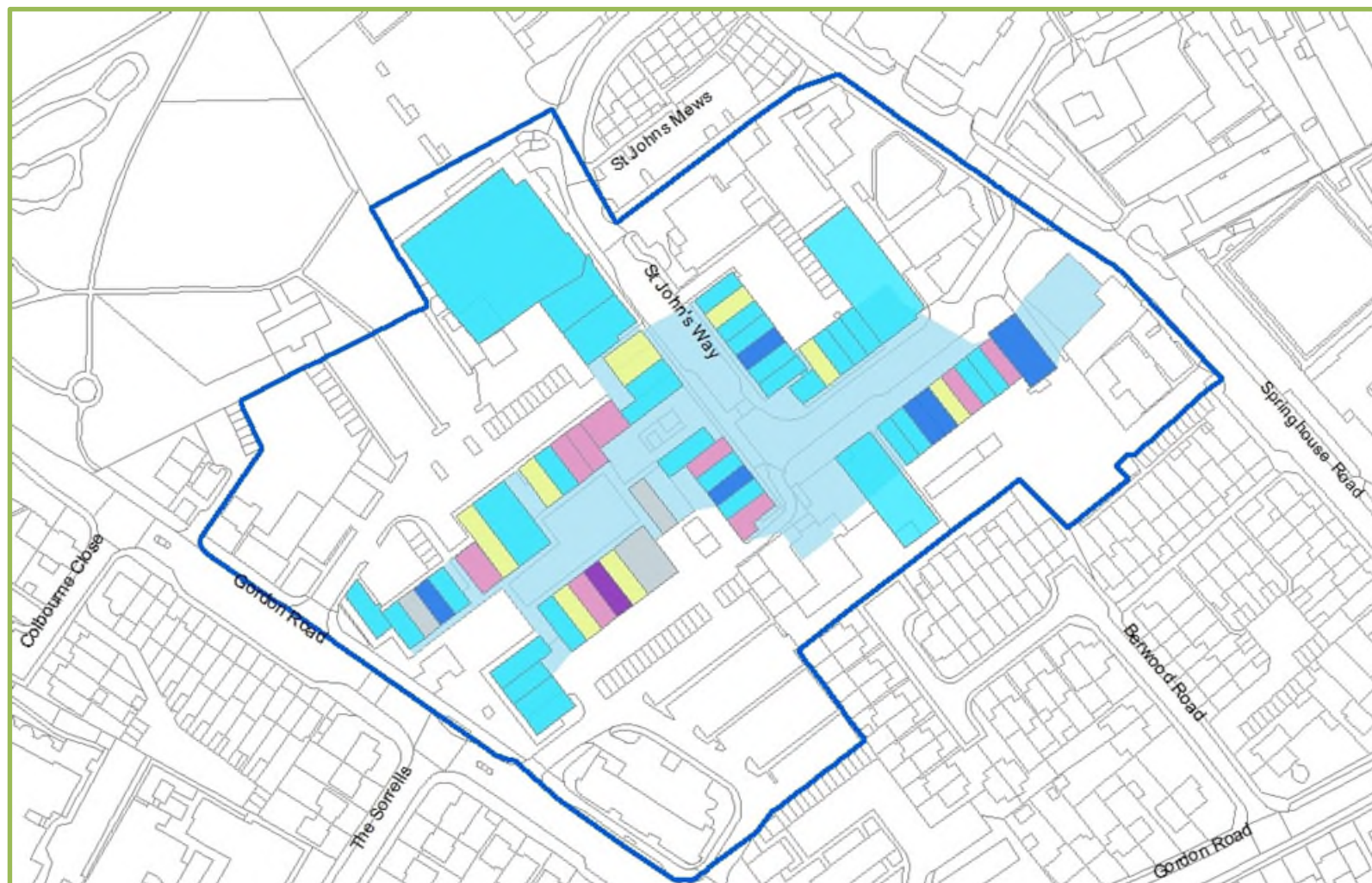
Chart 10 - Units at Corringham Local Centre



8.7 The majority of units within the centre are E(a) - the display or retail sale of goods, other than hot food (55.9% in 2024, 50% in 2023 and 48.4% in 2022), with a good range of shops, including Morrisons and Iceland supermarkets. It also has numerous other national comparison retailers, such as Boots, The Post Office, Greggs and Card Factory. Of the retail units, 12 (36.4%) are national chains, with the remaining 63.6% being local independent stores.

8.8 The vacancy rate in the centre in 2024 is 5.1%, which is a slight decrease since 2022 and 2023 when 9.7% of units were vacant in these years. This is also a decrease from 2018 when the vacancy level was 6.6%.

Map 7 – Distribution of uses in Corringham Local Centre



Use Class

- E(a)
- E(b)
- E(c)
- E(e)
- Sui Generis
- Vacant
- Shopping Area
- Shopping Centres and Parades

- 8.9 The majority of retail units that were assessed were classed as having inviting shop fronts and window displays, with the majority of signs/shutters considered to be good.
- 8.10 The night-time economy is fair in the centre, with seventeen units (28.8%) open after 7pm. Of these, five are hot food takeaways, six are retail shops and two are restaurants. There are no leisure/entertainment facilities, apart from the Leisure Centre on Springhouse Road, a local library and Corringham Town Park.

Accessibility

Table 10 - Accessibility of Corringham

Car	Easily accessible by car from the A13, A1014 Manor Way, High Road and Southend Road. Good amount of free on-street parking around St John's Way and free public car parks at Gordon Road.
Bus	Bus routes to/from Stanford-le-Hope, Grays, Lakeside, Chadwell St Mary, Tilbury, Basildon and Pitsea.
Train	Nearest railway station is at Stanford-le-Hope, 1.7 miles away.
Cycling	Numerous cycle routes, with cycle racks present within the town.

Corringham's Neighbourhood Parades

Larger Neighbourhood Parades

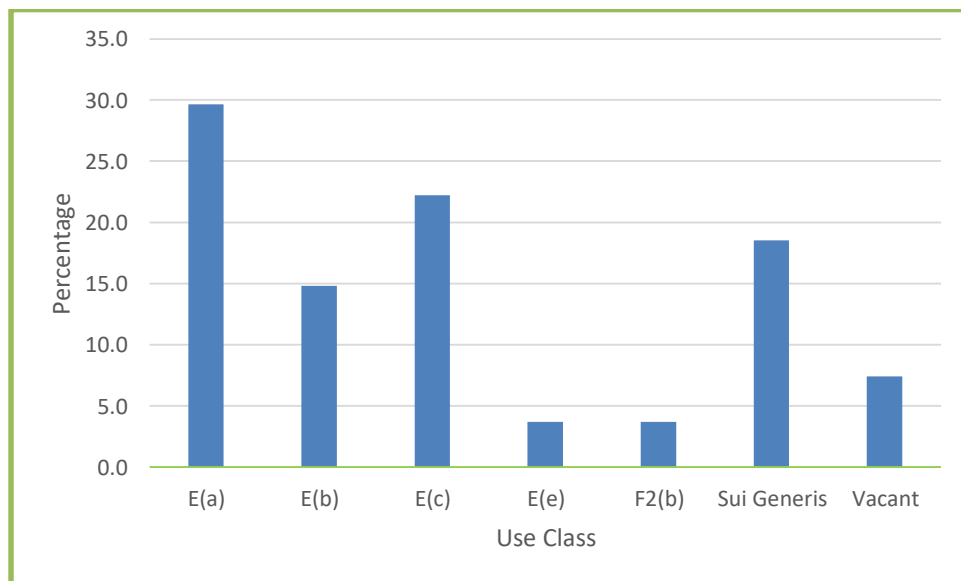
- 8.11 Corringham's Larger Neighbourhood Parade is situated on Lampits Hill, which is to the east of the settlement. It consists of 27 units, which run on one side of the road in linear form. Although the parade largely serves the immediate nearby community, it may also serve passing traffic on Lampits Hill, which is a main route on to the A13.
- 8.12 The street scene of the parade has been classed as poor, with little street furniture, apart from some bins and some empty flower boxes. Furthermore, there was a noticeable amount of litter on the pavement during the site visit, as well as parked vehicles, which negatively impacted upon the visual appearance of the parade.



Lampits Hill, Corringham

8.13 The Larger Neighbourhood Parade at Lampits Hill comprises of the following uses:

Chart 11 – Units at Lampits Hill



8.14 The parade is within walking distance from numerous communities and is also served by bus routes running to/from Lakeside, Grays, Tilbury, Stanford-le-Hope and Basildon. The nearest railway station is at Stanford-le-Hope, which is approximately 2.5 miles away.

Smaller Neighbourhood Parades

- 8.15 The two Smaller Neighbourhood Parades in Corringham are at Woodbrooke Way and Gardner Avenue, both of which are likely to serve the immediate surrounding communities.
- 8.16 Woodbrooke Way has nine units, none of which are vacant. The street scene is average, with a bin, flower box and a post box. Gardner Avenue contains just one unit, a Co-Op convenience store, which is set back from the roadside, with a wide pedestrian area with attractive trees. .
- 8.17 The units at the two Smaller Neighbourhood Parades in Corringham, comprise of the following:

Chart 12 – Units at Corringham’s Smaller Neighbourhood Parades



Summary

Corringham’s Local Centre

- 59 units, of which 33 are E(a) (55.9%).
- Vacancy rate is currently 5.1%.
- Street scene is average, with a good amount of street furniture, but which needs updating.
- Good accessibility by car and bus, and parking facilities for bikes present.
- Local library and leisure centre present in the town.
- Fair evening economy – 28.8% units open after 7pm.

- CCTV present which can increase the perception of safety.

Corringham's Larger Neighbourhood Parade

- Larger Neighbourhood Parade at Lampits Hill, consisting of 27 units.
- Poor street scene, with limited street furniture and noticeable litter on the pavement.
- Predominantly retail units (E(a) – 29.6%).
- Vacancy rate is 7.4%
- Numerous bus routes run along Lampits Hill.
- May serve some passing trade, as well as the immediate surrounding community.

Corringham's Smaller Neighbourhood Parades

- Smaller Neighbourhood Parades at Woodbrooke Way and Gardner Avenue.
- Woodbrooke Way comprises of 9 units.
- Gardner Avenue comprises of 1 unit, a Co-Op convenience store.
- No vacant units at either parade.

9 Socketts Heath

- 9.1 Socketts Heath is a small area north of Grays and Little Thurrock. Its Local Centre lies on the A1013 – Lodge Lane, directly to the west of the Daneholes Roundabout.

Socketts Heath Local Centre

- 9.2 The Local Centre of Socketts Heath consists of 39 individual units, which run in linear form along the southern side of Lodge Lane.

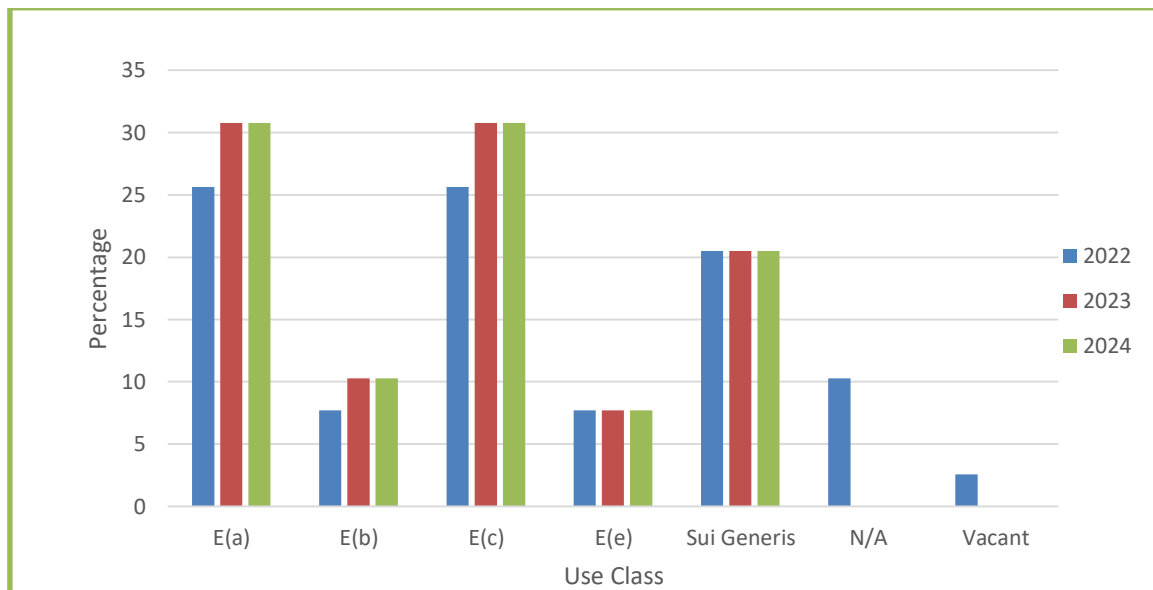


Lodge Lane, Socketts Heath

- 9.3 The street scene of the centre is classed as poor to average, with little street furniture present, apart from a post box, a bench and bins. It has little character or sense of place. Shop fronts are well maintained however and on the whole, window displays and signs are good. The presence of CCTV within the Local Centre helps create a feeling of safety.
- 9.4 The Local Centre is situated on a very busy road, though there is little impact from traffic, as the retail units are all on one side of the road, set back with a wide paved area separated from the road by parking bays. There is a pedestrian crossing for those people who need to cross the road.

9.5 The units that were assessed consist of the following uses:

Chart 13 - Units at Socketts Heath Local Centre



9.6 The majority of units are E(a) - the display or retail sale of goods, other than hot food and E(c) - the provision of services (financial, professional or other), which both account for 30.8% of units in 2024 and 2023, and 25.6% of units in 2022. The vacancy rate in 2024 and 2023 was 0%, a decrease from 2.6% in 2022 and 5.6% in 2018.

9.7 The evening economy is fair for the size of the centre, with 35.9% of units open after 7pm. These consist of two restaurants, one public house and a few hot food takeaways.

Map 8 – Distribution of uses at Socketts Heath Local Centre

[51]



Use Class

- E(a)
- E(b)
- E(c)
- E(e)
- Sui Generis
- Shopping Centres and Parades
- Shopping Area

Accessibility

Table 11 - Accessibility of Socketts Heath

Car	Easily accessible by car from A1013, the A1089 and the A13. Free on-street parking available directly in front of the retail units on Lodge Lane and there is also a free car park off Rectory Road.
Bus	Bus routes to/from West Thurrock, Grays, South Ockendon, Aveley, Tilbury, Chadwell St Mary, Stanford-le-Hope, Corringham, Brentwood and Pitsea.
Train	Nearest railway station Grays, 1.6 miles away.
Cycling	Numerous cycle routes, with cycle racks available.

Summary

Socketts Heath Local Centre

- Local Centre comprises of 39 units.
- Predominantly occupied by E(a) and E(c) – both 30.8%.
- Vacancy rate is 0%.
- Poor to average street scene, with little street furniture
- Lacks character and a sense of place.
- Well maintained shop fronts, with good window displays and signs.
- Presence of CCTV increases feeling of safety.
- Easily accessible by car and bus. Cycle racks are also present.

10 Stanford-le-Hope

- 10.1 Stanford-le-Hope is situated in the east of the Borough, south of the A13 and The Manorway (A1014).
- 10.2 Stanford-le-Hope's designated Local Centre comprises of King Street, High Street and Corringham Road (and premises at The Green and Wharf Road). It also has three designated Smaller Neighbourhood Parades at Tuold Road, Valmar Avenue and Nursery Road/Abbotts Drive.

Stanford-le-Hope Local Centre

- 10.3 The Local Centre of Stanford-le-Hope is the largest Local Centre in the Borough, comprising of 92 individual units. The street scene of King Street and Corringham Road are classed as average with bins, benches, flowerbeds and street lighting present. Shop signs and window displays are of noticeably higher quality than in other areas of the town. However, the area at High Street, including The Precinct is noticeably less attractive and looks a lot less well maintained, with little to no street furniture present.
- 10.4 A war memorial located at The Green, outside the Inn on The Green, along with St Margaret's Parish Church opposite, provides a focal point for the town, giving it a sense of place.
- 10.5 CCTV is present at various locations within the local centre, which increases the perception of safety for people visiting the centre and reduces the fear of crime.



The Green, Stanford-le-Hope



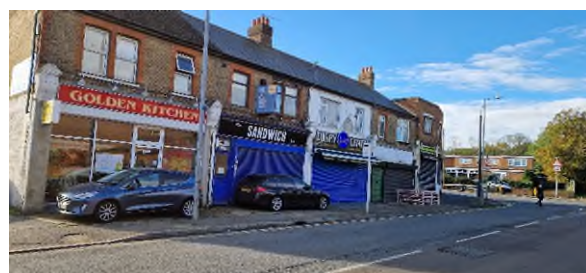
The Green, Stanford-le-Hope



The Precinct, Stanford-le-Hope

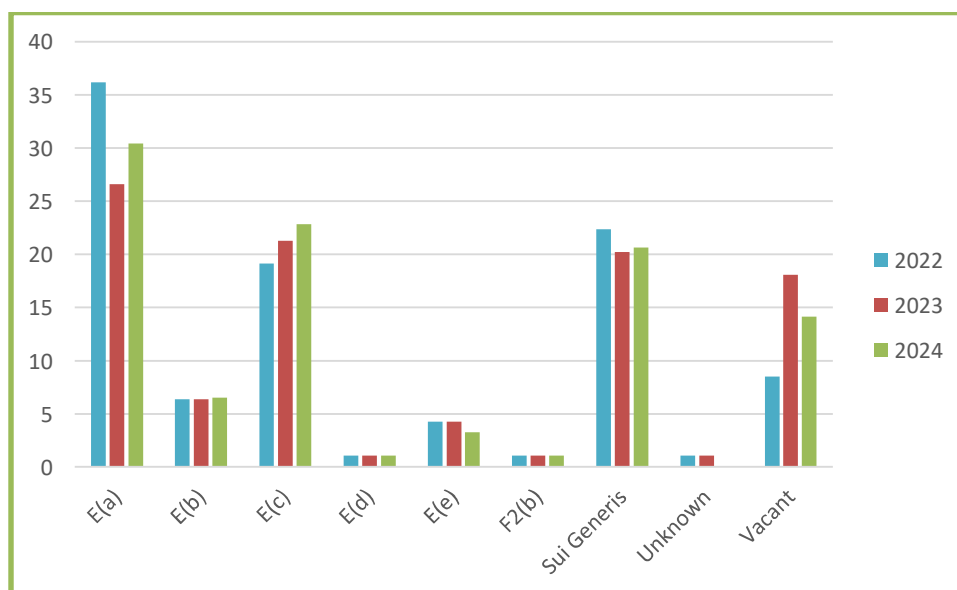


Corringham Road, Stanford-le-Hope



10.6 The units assessed comprise of the following:

Chart 14- Units at Stanford-le-Hope Local Centre



10.7 The majority of units are E(a) - the display or retail sale of goods, other than hot food (30.4% in 2024, 26.6% in 2023 and 36.2% in 2022). These are mostly (92.6%) independent retailers, with the only national retailers being the Tesco Express on King Street and the small Co-Op on High Street. There are a number of units which are for the provision of services (financial, professional or other), including numerous estate agents. The vacancy rate in 2024 is 14.1%, which is a

slight decrease from 2023 when it was 18.1%. It is still a high increase from 8.5% in 2022. The majority of vacant units were on Corringham Road and at The Green.

Map 9 – Distribution of uses in Stanford-le-Hope Local Centre



Use Class

Use Class

- E(a)
- E(b)
- E(c)
- E(d)
- E(e)
- F2(b)
- N/A
- Sui Generis
- Vacant
- Shopping Area
- Shopping Centres and Parades

Accessibility

Table 12 - Accessibility of Stanford-le-Hope

Car	Easily accessible by car from A13 and The Manorway (A1014). Free on and off-street car parking is available at King Street.
Bus	Bus routes to/from Grays, West Thurrock, Lakeside, Orsett, Corringham, Basildon and Pitsea.
Train	Nearest railway station is Stanford-le-Hope Station, running from Southend to London Fenchurch Street.
Cycling	Numerous cycle routes, with cycle racks at the Station and at The Green, outside the Inn on the Green public house.

Stanford-le-Hope’s Neighbourhood Parades

Smaller Neighbourhood Parades

- 10.8 Stanford-le-Hope has three Smaller Neighbourhood Parades at Tuold Road, Valmar Avenue/Rayleigh Road and Nursery Road/Abbotts Drive. All parades are likely to serve their immediate local communities.
- 10.9 Tuold Road has four units, two of which were vacant in 2024. It has a poor street scene, with no real sense of place. Street furniture includes a bin and two flower boxes.
- 10.10 Valmar Avenue/Rayleigh Road has seven units, four on Rayleigh Road and three on Valmar Avenue. Three out of the four on Rayleigh Road were vacant in 2024 and its street scene poor, with no street furniture and no character. There is an InPost locker service at Valmar Avenue, which may attract people to the parade from further afield.
- 10.11 Nursery Road/Abbotts Drive consists of two units, one of which was vacant. The street scene is poor with no street furniture.

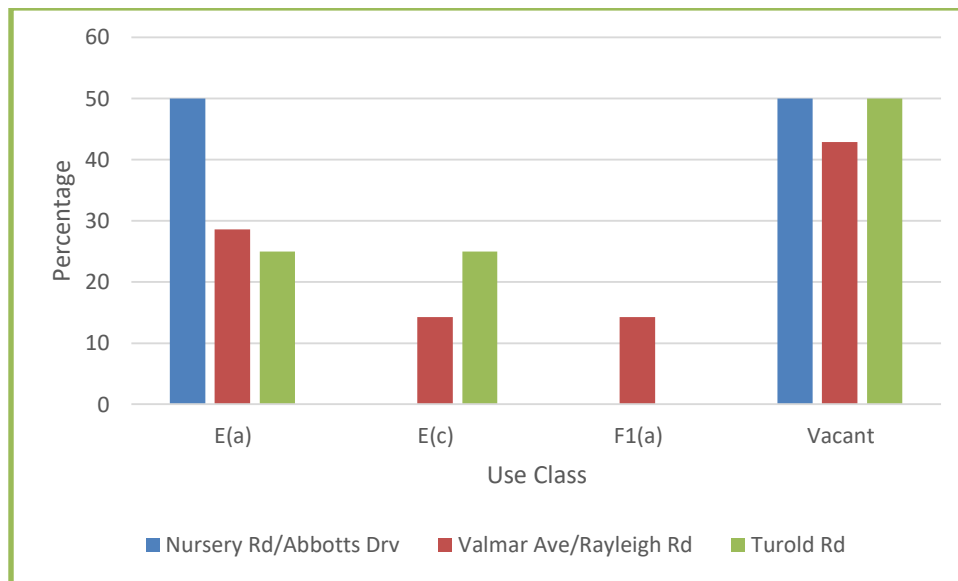


Rayleigh Road, Stanford-le-Hope



Valmar Avenue, Stanford-le-Hope

Chart 15 – Units at Stanford-le-Hope’s Smaller Neighbourhood Parades



Summary

Stanford-le-Hope Local Centre

- Comprises of 92 units, which are predominantly (30.4%) retail use and are local retailers.
- Vacancy rate is 14.1%, with majority of vacant units on Corringham Road and The Green.
- King Street and Corringham Road have average street scenes, with well-maintained shop fronts.
- High Street, including, the Precinct have little street furniture and look in more need of updating.
- War memorial and St Margaret’s Parish Church provide a focal point and gives the area a sense of place.
- Easily accessible by car, bus and train. Cycle racks are also available in the town.

Stanford-le-Hope’s Smaller Neighbourhood Parades

- Three Smaller Neighbourhood Parades at Turol Road, Valmar Avenue/Rayleigh Road and Nursery Road/Abbotts Drive.
- Vacant units at each parade apart from Valmar Avenue.
- Likely to serve the immediate local community, although the presence of the InPost locker at Valmar Avenue may attract people from further afield.

11 Tilbury

- 11.1 Tilbury is located in the south of the Borough, immediately north of the River Thames, east of Grays and just south of Chadwell St Mary. The designated centre includes the Central Shopping Area around the Civic Square, Calcutta Road and Montreal Road, and the other peripheral shopping area around Dock Road and Tilbury Town Railway Station. Tilbury also has Smaller Neighbourhood Parades on St Chads Road.

Central Shopping Area

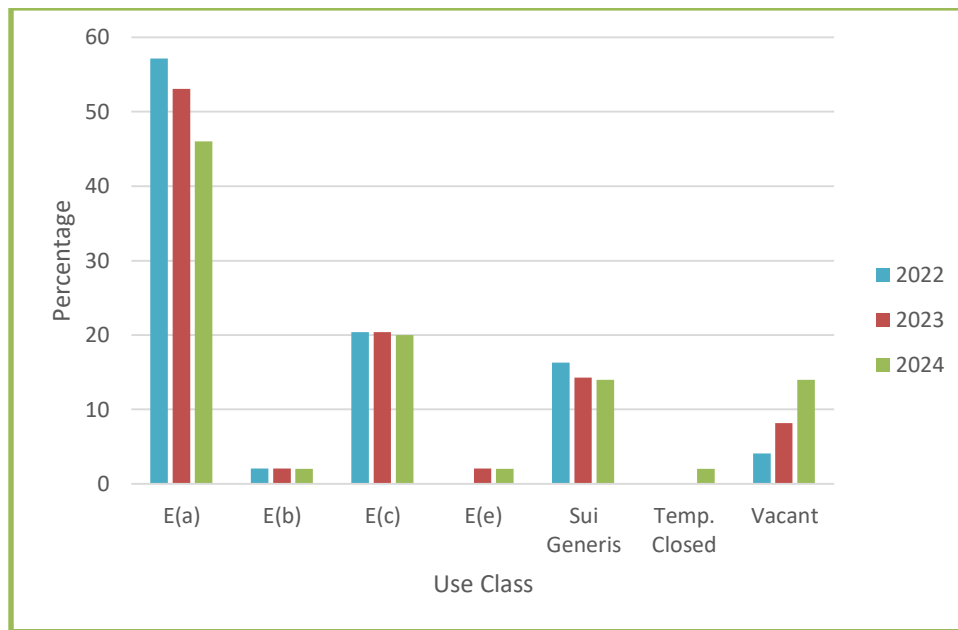
- 11.2 The area at Civic Square, Calcutta Road and Montreal Road form Tilbury's Central Shopping Area, comprising of 50 units. The assessment found the general street scene in this area to be poor/average, with little street furniture, apart from bins, a post box and some benches at Montreal Road. The war memorial at Civic Square outside the library and the local area office provide a sense of place and local identity, whilst benches and flower boxes, also provide an attractive setting and a better quality environment than in other parts of Tilbury that were assessed.
- 11.3 The majority of shops look inviting, with their signs/shutters in fair to good condition and their windows uncluttered. Graffiti was seen on two of the units
- 11.4 The Central Shopping Area has various CCTV cameras around, which can reduce the fear of crime for people visiting the centre, as well as acting as a deterrent for anyone intending to commit crimes.
- 11.5 The Central Shopping Area of Tilbury comprises of the following uses:



Calcutta Road, Tilbury

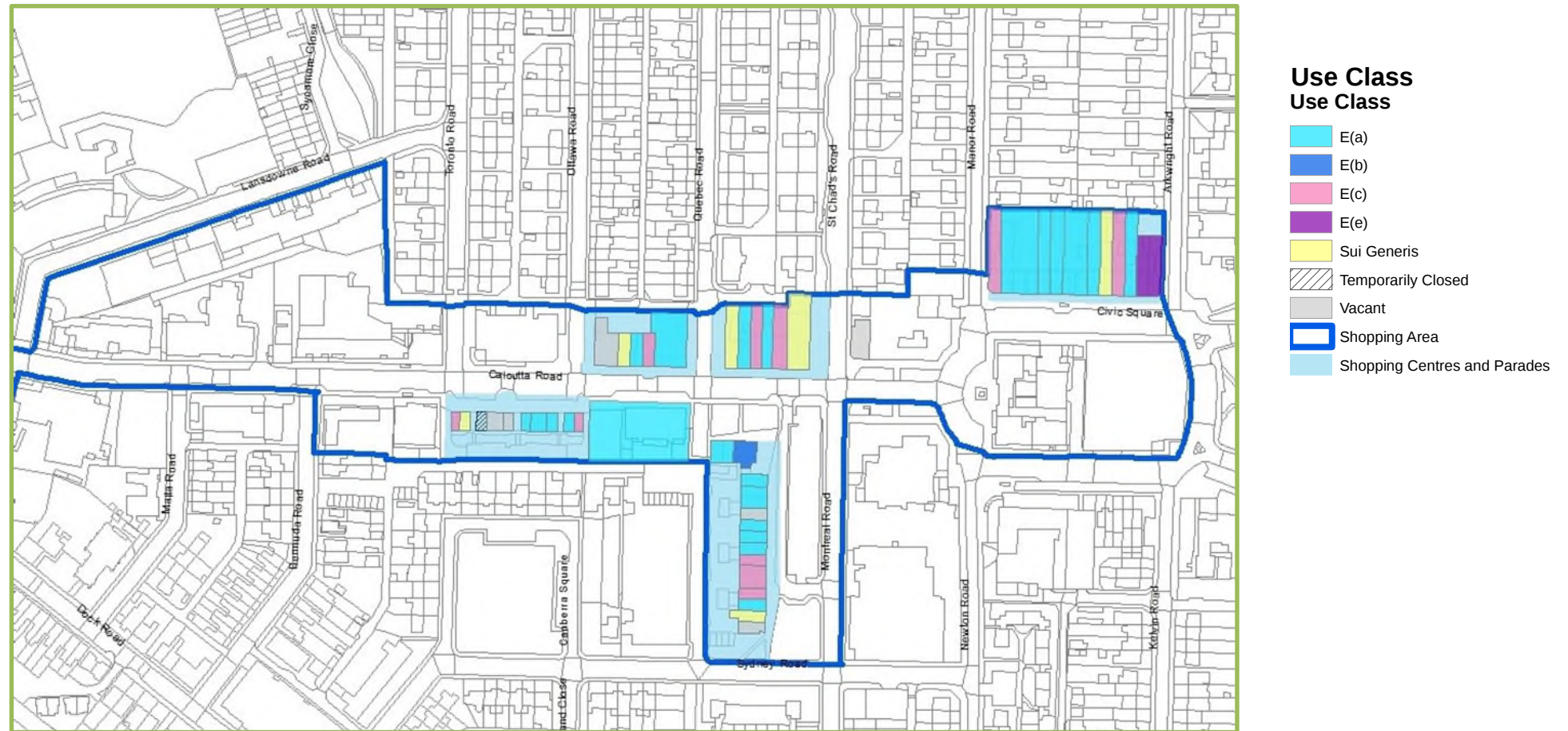


Chart 16 - Units at Tilbury Central Shopping Area



- 11.6 The majority of units are E(a) - the display or retail sale of goods, other than hot food (46% in 2024). This is a decrease from previous years when it was 53.1% in 2023 and 57.1% in 2022. The majority of retail units are local independent shops (82.6%), but includes a Tesco Express, a Co-Op convenience store and a Post Office.
- 11.7 Vacancy levels in the centre has increased since 2022, with 14% of units vacant in 2024, 8.2% in 2023 and 4.1% in 2022. Despite the large increase in vacant units, it is still a decrease from 2018 when 17.6% of units were vacant.

Map 10 – Distribution of uses in Tilbury Central Shopping Area



Accessibility

Table 13 - Accessibility of Tilbury's Central Shopping Area

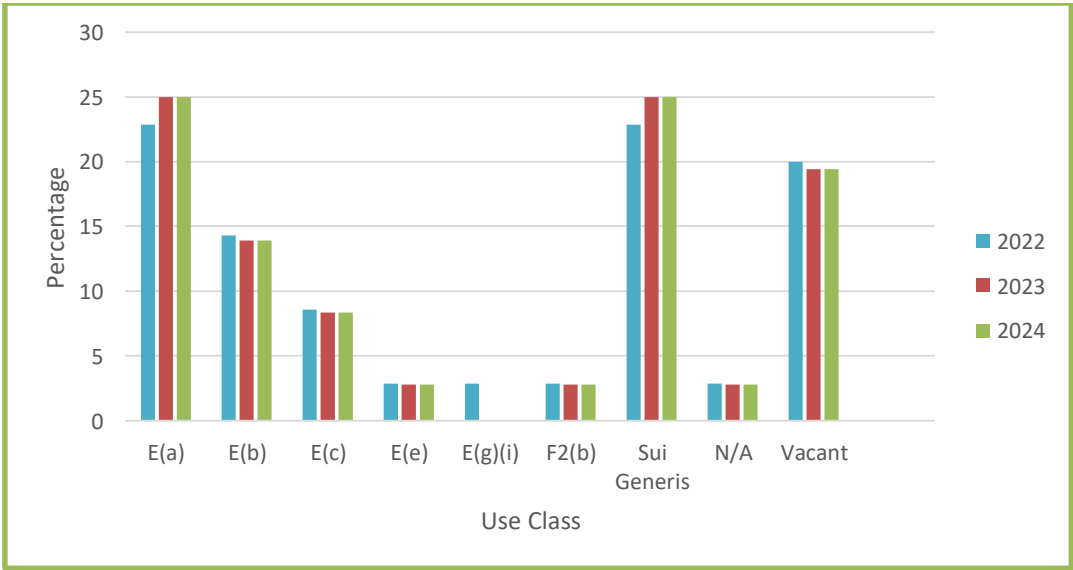
Car	Easily accessible by car from A13 via A1089. Free on-street parking is available at Civic Square and Montreal Road.
Bus	Bus routes to/from Grays, West Thurrock, South Ockendon, Aveley, Chadwell St Mary, Stanford-le-Hope, Corringham, Brentwood and Pitsea.
Train	Nearest railway station is Tilbury Town Station (approx..400m away)
Cycling	Numerous cycle routes, but no cycle racks visible.

Other Shopping Area

11.8 Tilbury has other peripheral retail units at Dock Road, located adjacent to Tilbury Town Railway Station. This area comprises of 36 units. The area has very little sense of place or local character, with the street scene classed as poor. The area looks fairly run down, with little street furniture, apart from bins, a bench and a post box. The centre is set on a busy through-road, with retail units on both sides. A pedestrian crossing is present directly in front of the entrance to the Railway Station however, providing a safe crossing point for pedestrians. CCTV is also present, which can increase the perception of safety in the area.

11.9 The units assessed comprise of the following:

Chart 17 - Units at Other Shopping Area in Tilbury



11.10 In 2024, the majority of units were E(a) - the display or retail sale of goods, other than hot food and Sui Generis, which both make up 25% of the units.

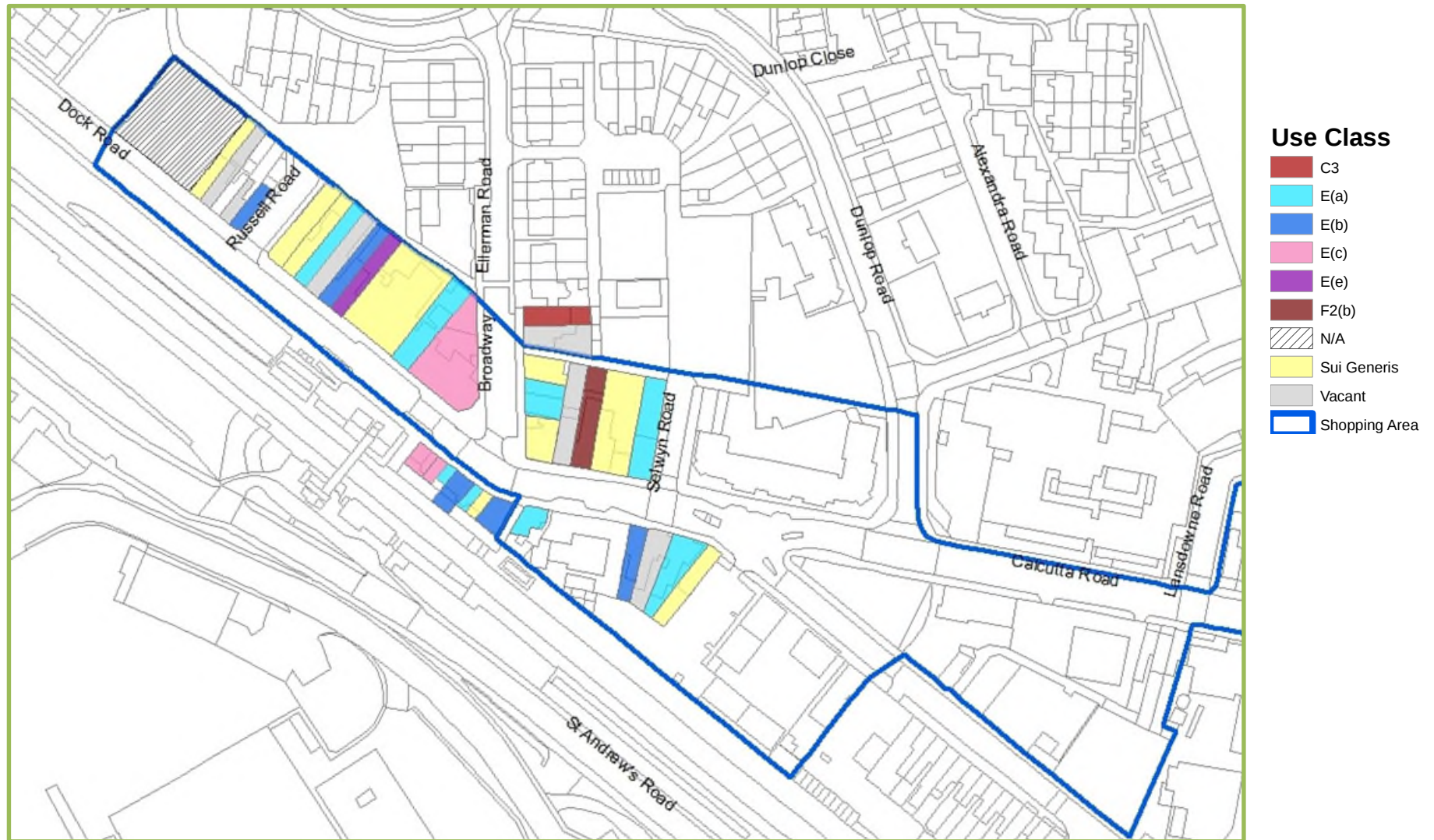
- 11.11 Vacancy rates in the Other Shopping Area of Tilbury remains high, with 19.4% of units vacant in 2024. There has been barely any change since 2023 and 2022 when 20% of units were vacant.

Table 14 - Additional Units in Other Shopping Areas in Tilbury

Address	Unit Name/Organisation	Use Class
233 Dock Road	The Dock Café and Restaurant	E(b)
235 Dock Road	Tilbury Wines	E(a)
237 Dock Road	Right Time Restaurant	E(b)
239 Dock Road	Mister Scissors Gents Salon	E(c)
239A Dock Road	Xem Teck	E(a)
9 Broadway	Coral	Sui Generis

- 11.12 It will need to be decided whether the designated Shopping Area boundary should be amended in the future to include these additional units.

Map 11 – Distribution of uses in Other Shopping Areas in Tilbury



Accessibility

Table 15 - Accessibility of Tilbury's Other Shopping Area

Car	Easily accessible by car from A1089. Free on-street parking on Calcutta Road.
Bus	Bus routes to/from Grays, West Thurrock, South Ockendon, Aveley, Chadwell St Mary, Stanford-le-Hope, Corringham, Brentwood and Pitsea.
Train	Nearest railway station is Tilbury Town Station.
Cycling	Numerous cycle routes, with racks present outside the railway station.

Tilbury Combined

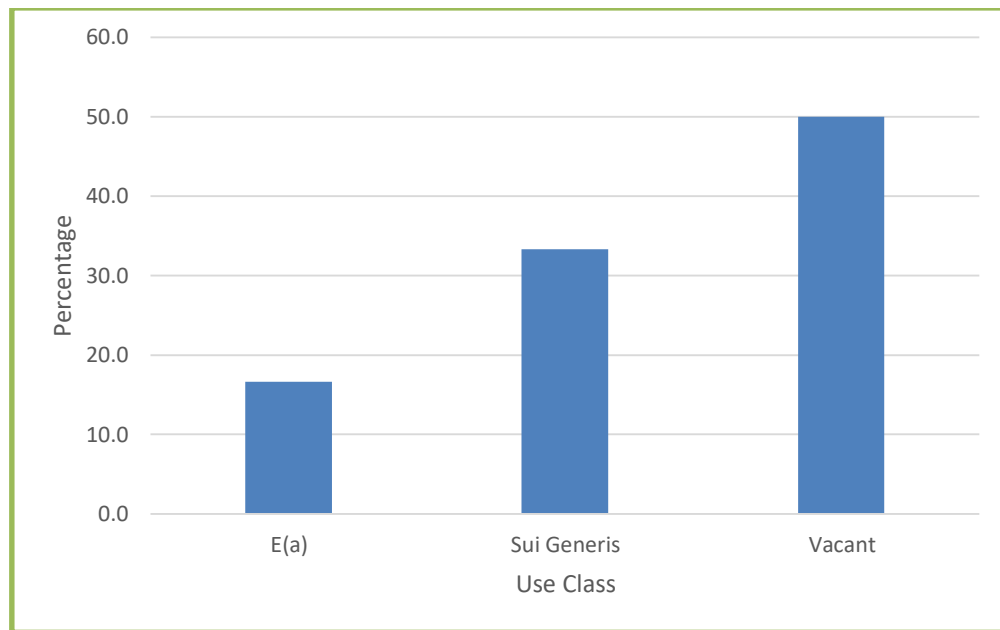
- 11.13 Tilbury local centre as a whole is largely occupied by retail stores, with 37.2% of units classed as E(a). Of these retail units, 87.6% are local retailers.
- 11.14 The vacancy rate within Tilbury is high, with 14 vacant units in 2024 equating to 16.3%. This is an increase from 2023 (13.1%), but a decrease from 18.3% in 2018.
- 11.15 In contrast to other local centres within the Borough, Tilbury has no banks or estate agents present.

Tilbury's Neighbourhood Parades

Smaller Neighbourhood Parades

- 11.16 Tilbury's Smaller Neighbourhood Parade at St Chads Road consists of six units, which are likely to serve the immediate local community and maybe some passing trade since it lies on one of the main routes into the town. The area has a poor street scene, with no street furniture, or sense of place.
- 11.17 The six units comprise of a newsagent and two hot food takeaways. The other three units are currently vacant. A little further along St Chads Road there are a further three units, which lie outside of the designated centre boundary. Of these units, two are vacant and one is a hot food takeaway. Due to their close proximity to the other units on St Chads Road, it is recommended that they are considered for inclusion as part of the Smaller Neighbourhood Parade and therefore the boundary amended.

Chart 18 – Units at Tilbury’s Smaller Neighbourhood Parade



Summary

Tilbury’s Central Shopping Area

- Comprises of 50 units.
- Predominantly E(a) retail units (46%).
- Predominantly local retailers (82.6%).
- Vacancy rate is 14%
- Average/poor street scene, with little street furniture.
- War memorial outside local library provides a sense of place and local identity.
- CCTV helps increase the perception of safety.
- Easily accessible by car, bus and train, but no cycle racks present.

Tilbury’s Other Shopping Area

- Comprises of 36 units.
- 25% are E(a) retail.
- Vacancy rate is 19.4%
- Poor street scene, with limited street furniture.
- Area lacks character.
- Tilbury Town Railway Station increases pedestrian flow through the centre.
- CCTV helps reduce the fear of crime.

Tilbury's Smaller Neighbourhood Parade

- Comprises of 6 units.
- 1 newsagent and 2 hot food takeaways.
- 3 vacant units.
- Poor street scene, with no street furniture.
- 3 additional units need to be considered for inclusion within the designated parade boundary.

12 East Tilbury

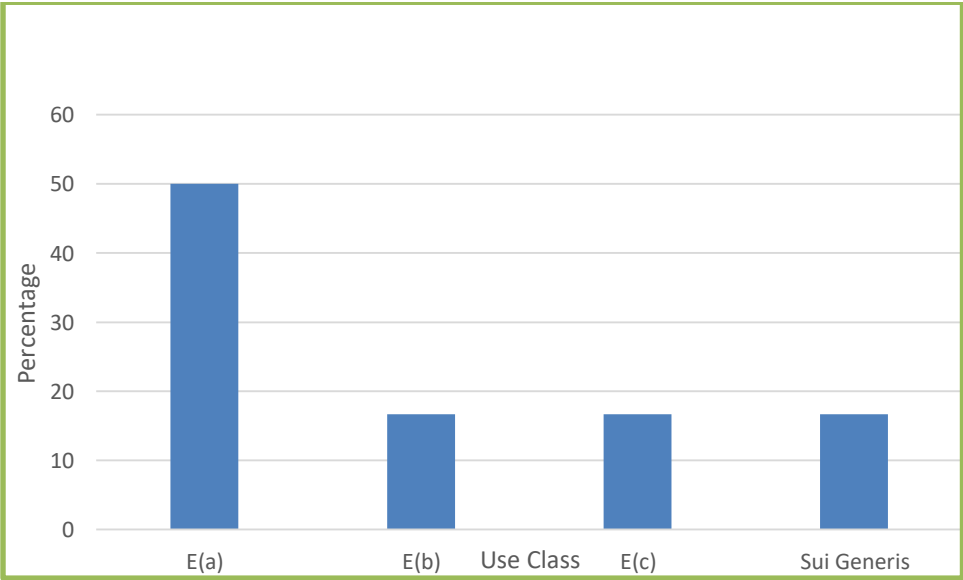
12.1 East Tilbury is a settlement situated in the south east of the Borough. It was largely developed during the 1930s, coinciding with the construction of the Bata Shoe Factory, which has since closed. Today, East Tilbury has a designated Larger Neighbourhood Parade at Stanford House, Princess Margaret Road, which includes six units. Due to the location of East Tilbury and the fact that it is not a through-route to other places within the Borough, the Neighbourhood Parade likely only serves the local community and its visitors.



Stanford House, East Tilbury

12.2 The units at East Tilbury's Larger Neighbourhood Parade include:

Chart 19 – Units at East Tilbury's Larger Neighbourhood Parade



12.3 The units at East Tilbury include a pharmacy, a post office, a hot food takeaway and a small Co-Op convenience store. It is set within a large car park, with no real street scene. Street furniture includes bins, a cycle rack and flower boxes. CCTV outside the Co-Op increases the perception of safety, as does the

natural surveillance of the residential units above. The night time economy is fair, with two of the six units open after 7pm.

- 12.4 Another parade lies in close proximity on Gloucester Avenue, which contains five units as shown in Table 16 and Map 12 below. It is recommended that these units are considered for inclusion within the designated Larger Neighbourhood Parade boundary.

Table 16: Additional Units at East Tilbury

Address	Unit Name/Organisation	Use Class
1 Gloucester Avenue	Essex Chef	Sui Generis
1A Gloucester Avenue	Cheers	E(a)
1B Gloucester Avenue	Preem	Sui Generis
1C Gloucester Avenue	Yaal Sushi	Sui Generis
1D Gloucester Avenue	Memo's Gents & Boys Barbers	E(c)

Map 12 – Units at East Tilbury Local Neighbourhood Parade



Accessibility

- 12.5 The majority of people visiting East Tilbury's Larger Neighbourhood Parade are likely to live in the local community, who visit by car or by foot. The settlement has a railway station approximately 800m away from the parade, however it is unlikely that people would specifically visit the parade by train from other areas inside or outside the Borough. For those visiting by car, there is a free public car park in front of the parade.

Summary

East Tilbury's Larger Neighbourhood Parade

- Comprises of 6 units.
- 0 vacant units.
- Set within a car park – poor street scene.
- CCTV helps increase the perception of safety.
- Likely to serve the local community of East Tilbury.
- Additional 5 units on Gloucester Avenue to be considered for inclusion within the Larger Neighbourhood Parade.

13 Chadwell St Mary

- 13.1 Chadwell St Mary lies to the south of the A13, immediately east of the A1089 and north of Tilbury. Its designated centres include two Larger Neighbourhood Parades at Defoe Parade and River View.
- 13.2 River View consists of 22 individual units, in separate sections of the road. It is likely that the parade is used by the local community, but also attracts passing trade for people travelling along River View. The street scene is classed as average to poor, with only bins and a bus shelter present. There were numerous bits of litter around outside the units to the west, as well as large trade bins which negatively affected the visual appearance of the parade.
- 13.3 The majority of units are inviting, with uncluttered windows and their signs in fair to good condition. Graffiti was seen on one of the units on River View. Just over a third of units are open after 7pm.
- 13.4 Through-traffic could negatively impact upon the parade due to the fact it is a fairly busy through road and units are present on both sides of the road. There is a zebra crossing allowing pedestrians to cross safely.



River View, Chadwell St Mary

Map 13 – Units at River View, Chadwell St Mary



Use Class

- E(a)
- E(b)
- E(c)
- E(e)
- Sui Generis
- Vacant
- Shopping Centres and Parades

- 13.5 Defoe Parade consists of twelve individual units, which are set on a pedestrianised square. Traffic therefore has little impact. The street scene is classed as average, with benches, trees, cycle racks and a post box. The presence of CCTV reduces the fear of crime and increases the perception of safety. Furthermore, the parade is over-looked by residential units above, therefore creating natural surveillance.
- 13.6 The majority of units are inviting, with uncluttered windows and signs in good to fair condition. Just under 42% of the units are open after 7pm.



Defoe Parade, Chadwell St Mary

Map 14 – Units at Defoe Parade, Chadwell St Mary

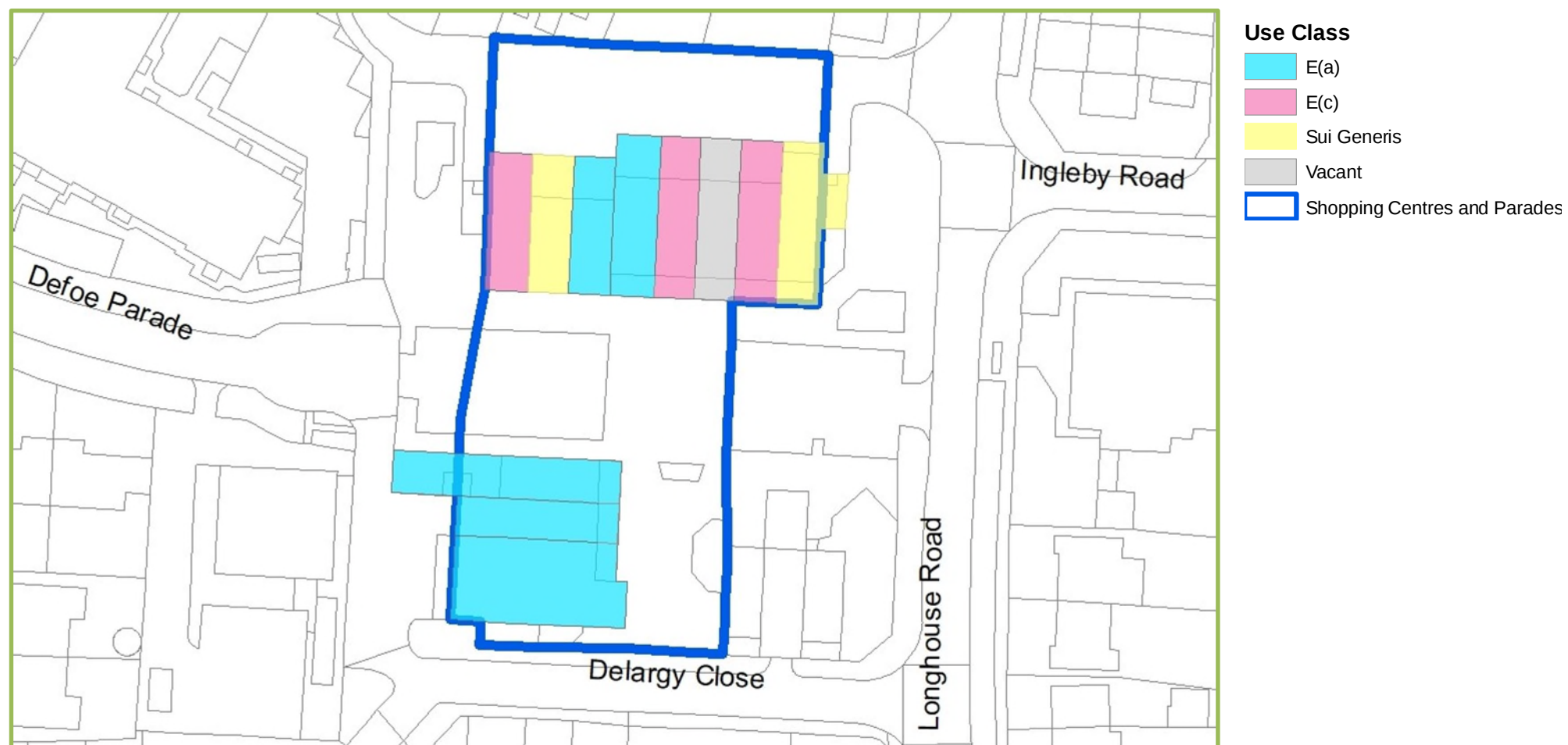


Chart 20 – Units at Chadwell St Mary’s Larger Neighbourhood Parades



- 13.7 As Chart 20 shows, the majority of units at River View and Defoe Parade are E(a) - the display or retail sale of goods, other than hot food (45.5% and 41.7% respectively). The vacancy rates are similar at both parades, with 9.1% of units vacant at River View and 8.3% vacant at Defoe Parade, though this only accounts for two and one units respectively.
- 13.8 There is one unit at Defoe Parade, in E(c) use, that is currently not within the designated parade boundary. It is recommended that the parade boundary be amended in the future to include this unit, which very much forms part of the neighbourhood parade.

Accessibility

- 13.9 The majority of people visiting the two parades are likely to do so either by car or by foot. Free parking is available at both and bus routes serve both. The nearest railway stations are at Grays, Tilbury and East Tilbury.

Summary

Chadwell St Mary’s Larger Neighbourhood Parades

Riverview:

- Comprises of 22 units, which are predominantly retail (45.5%).
- 2 vacant units.
- Likely to cater for passing trade as well as the local community.

- Average to poor street scene, with limited street furniture.
- CCTV helps increase the perception of safety and reduce crime.

Defoe Parade:

- Consists of 11 units, which are predominantly retail (45.5%).
- 1 vacant unit.
- Set on a pedestrianised square.
- Average street scene, with some street furniture including benches.
- CCTV helps to increase the perception of safety and reduce crime.
- Recommendation to review parade boundary to include E(c) unit.

14 Little Thurrock

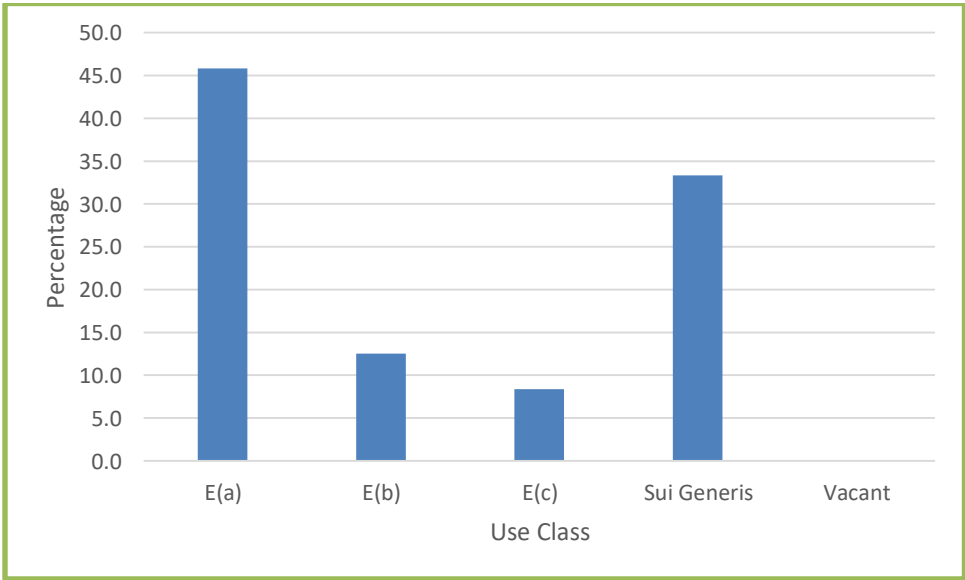
- 14.1 Little Thurrock lies to the east of Grays, south of the A13 and west of the A1089. Its designated centre includes a Larger Neighbourhood Parade on Broadway (A126), which comprises of 24 units.
- 14.2 Broadway acts as a through-road from Grays to the A1089 Dock Approach Road. It is particularly busy at peak times and with units on both sides of the road, it can be difficult for pedestrians to cross over safely with no formal crossing point and a blind bend at the junction with Arthur Street and Gypsy Lane.



Broadway, Little Thurrock

- 14.3 The units assessed comprise of the following uses:

Chart 21 – Units at Broadway, Little Thurrock



- 14.4 As highlighted in Chart 21, the majority of units at Broadway are E(a) - the display or retail sale of goods, other than hot food, which accounts for 45.8% of the units. This is followed by Sui Generis (33.3%), which includes eight hot food takeaways. There were no vacant units at the parade in 2024.

- 14.5 The parade is likely to serve the local community as well as some passing trade. The street scene is poor, with no street furniture and no real character or sense of place. The busy through road negatively affects the parade and sense of safety due to the narrow pavements meaning pedestrians must walk close to the road and there not being a designated crossing point despite there being units on both sides of the road.
- 14.6 There are two units that do not currently fall entirely within the designated parade boundary and a number of units are also now in residential use. It is recommended that these factors are taken into consideration in the future and a decision made on whether the parade boundary should be amended to reflect this.

Map 15 – Units at Broadway, Little Thurrck Local Neighbourhood Parade



Accessibility

- 14.7 Little Thurrock's Neighbourhood Parade is accessible by foot for its local communities and easily accessible by car. Parking is limited to on-street parking on nearby residential streets. It is unlikely due to the use class of the units that people would travel great distance, however, it being on a through-road makes it more likely to attract passing trade.

Summary

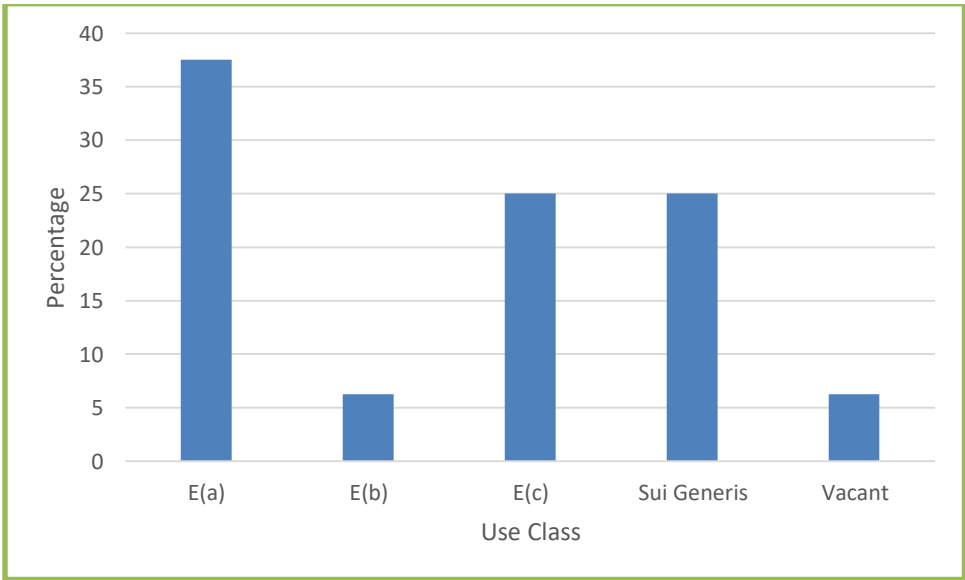
Little Thurrock's Larger Neighbourhood Parade

- Comprises of 24 units, which are predominantly retail (45.8%).
- 0 vacant units.
- Likely to cater for passing trade as well as the local community.
- Poor street scene, with limited street furniture.
- Set on busy road, which can be difficult to cross safely.
- Narrow pavements can make pedestrians feel unsafe.
- Boundary of parade to be reviewed to include 2 additional units.

15 Stifford Clays

- 15.1 Stifford Clays is largely a residential area north of Grays and to the east of Chafford Hundred, south of the A13. It has one designated Larger Neighbourhood Parade at Crammavill Street.
- 15.2 The Larger Neighbourhood Parade consists of sixteen units, set on both sides of Crammavill Street. Although the parade is set within a residential area, the road is fairly busy, with a steady flow of traffic passing through. It is likely to cater largely for the local community, but also some passing trade.
- 15.3 The units assessed comprise of the following uses:

Chart 22 – Units at Crammavill Street, Stifford Clays



- 15.4 The majority of units are use class E(a) - the display or retail sale of goods, other than hot food (37.5%). These are local retailers, apart from a Tesco Express. There was one vacant unit, which equates to 6.3%. This is a decrease from 2018 when there were three vacant units.
- 15.5 The majority of units are inviting with uncluttered windows and signs in an average condition. No graffiti was seen on any of the units and some units have CCTV which act as a deterrent to people intending on committing crimes and also increases the perception of safety for people visiting. The parade also has natural surveillance by the residential dwellings above the ground floor units.
- 15.6 The street scene of the parade is average, with clean and tidy pavements, but limited street furniture which includes bins and flower boxes. There is no formal crossing point, which could be a problem for some members of the community, such as the elderly.

Map 16 – Units at Crammavill Street, Stifford Clays



Accessibility

- 15.7 The majority of people visiting the parade is likely to do so by walking or by car. There is limited free on-street parking directly outside the units, which at the time of visting were full to capacity. The parade is also served by a bus route which runs along Crammavill Street. Cycle racks are also present at the parade.

Summary

Stifford Clays Larger Neighbourhood Parade

- Comprises of 16 units, which are predominantly retail (37.5%).
- 1 vacant unit.
- Likely to cater for passing trade as well as the local community.
- Average street scene, with limited street furniture.
- CCTV can reduce fear and act of crime.
- Natural surveillance from residential units above.
- No formal crossing point for pedestrians.

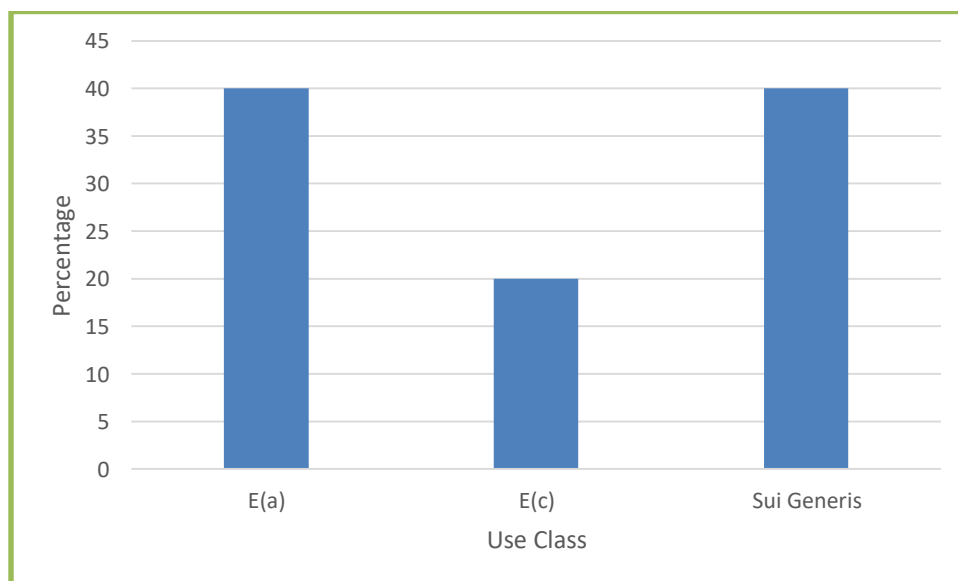
16 Chafford Hundred

- 16.1 Chafford Hundred is a settlement north of Grays and South Stifford, directly south of the A13 and to the east of Lakeside shopping centre. It is largely a residential area, with two designated Larger Neighbourhood Parades.
- 16.2 The two Larger Neighbourhood Parades at Chafford Hundred are at Roebuck Park Centre and at the Armada Centre. Roebuck Park Centre consists of a Sainsburys supermarket and an accompanying petrol filling station, whilst the parade at the Armada Centre includes five units, alongside a Medical Centre and a Dental Studio.

Table 17: Units at the Armada Centre, Chafford Hundred

Address	Name/Organisation	Use Class
12 Drake Road	Armada Pharmacy	E(a)
13 Drake Road	Tesco Express	E(a)
14 Drake Road	Woodford and Company	E(c)
15 Drake Road	MediVets The Vets	Sui Generis
16 Drake Road	Lotus	Sui Generis

Chart 23 – Units at the Armada Centre, Chafford Hundred



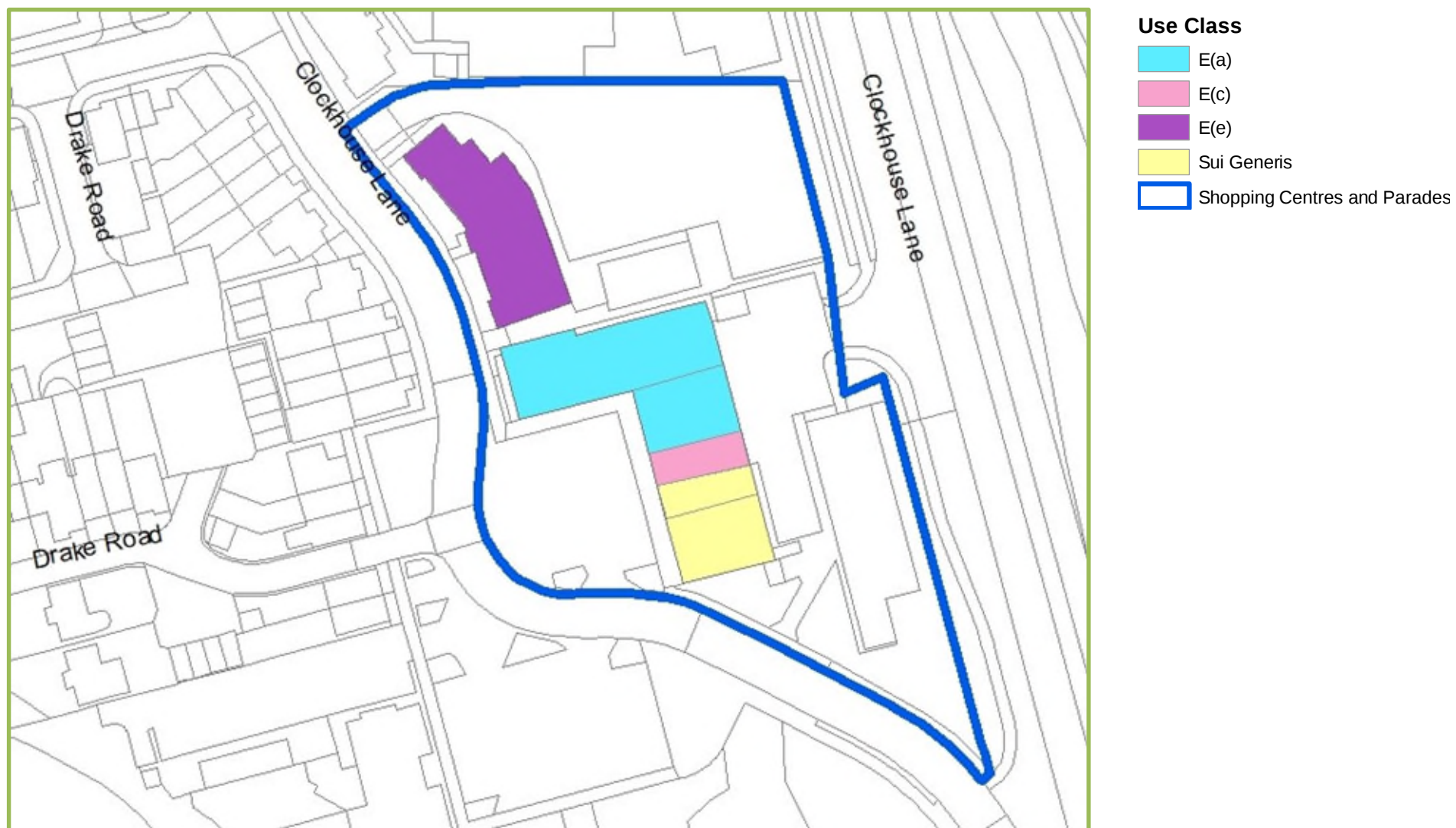
- 16.3 Since Roebuck Park Centre consists of only a Sainsburys supermarket and a petrol station, this assessment does not look at the street scene or the individual units as it does not function as a typical Larger Neighbourhood Parade. It is recommended that in the future it is considered whether Roebuck Park Centre should be designated as a Larger Neighbourhood Parade at all.

- 16.4 The Armada Centre is set within the residential area of Chafford Hundred and serves the people that live there along with its visitors. The parade has a mix of units, including a Tesco Express, a pharmacy, hairdressers, vets and a hot food takeaway. The units are inviting with uncluttered windows and signs in average to good condition. Two out of the five units are open after 7pm. Despite being situated in a residential area, many people visit the parade by car and the car park in front of the units impact upon the overall street scene, affecting its attractiveness and environmental quality.
- 16.5 Due to the Armada Centre Neighbourhood Parade consisting of only 5 units, it is recommended that in the future, it should be designated as a Smaller Neighbourhood Parade, rather than a Larger Neighbourhood Parade.
- 16.6 Chafford Hundred has an additional parade, which is not currently designated as such. It is situated on Fleming Road, adjacent to Chafford Hundred Railway Station and is known as Lakeside Business Village. Table 18 below shows the units present.

Table 18: Units at Lakeside Business Village, Fleming Road, Chafford Hundred

Address	Name/Organisation	Use Class
Unit 1	Tesco Express	E(a)
Unit 1a	Chafford Tots to Teens	E(f)
Unit 2	Bairstow Eves	E(c)
Unit 2a	Community Church Head Office	F1(f)
Unit 3	Kushi	E(b)
Unit 3a	Unknown	Unknown
Unit 4	Lounge Bar	Sui Generis
Unit 4a	Halo Beauty & Tanning	E(c)
Unit 5	Hunter & Gather Offices	E(g)
Unit 5a	Encounter Arena	F1(f)
Unit 6	Hunter & Gather Offices	E(g)
Unit 7	Vacant	Vacant
Unit 8	Howden	E(c)

Map 17 – Units at the Armada Centre, Chafford Hundred



Accessibility

- 16.7 Due to the parade being situated within the residential area of Chafford Hundred, it is likely to be used mostly by the local community who walk or drive there. A free car park is located to the front of the retail units and cycle racks are present for those wishing to cycle. The parade is also on a bus route, which runs to/from South Stifford and Grays.

Summary

Chafford Hundred's Larger Neighbourhood Parades

Roebuck Park

- Consists of Sainsburys Supermarket and accompanying petrol station.
- Does not have the functions of a Larger Neighbourhood Parade.

Armada Centre

- Comprises of 5 units, plus a medical centre and a dental studio.
- 0 vacant units.
- CCTV can reduce fear and act of crime.
- Car park in front of units negatively impacts the street scene.
- Recommendation that in the future it is redesignated as a Smaller Neighbourhood Parade.

Additional Units

- It is recommended that in the future Lakeside Business Village is considered as a designated Larger Neighbourhood Parade.

17 Linford

- 17.1 Linford is a small settlement in the east of the Borough, directly to the north of East Tilbury. It has a Smaller Neighbourhood Parade on East Tilbury Road.
- 17.2 The Smaller Neighbourhood Parade comprises of five units, which include a convenience store, a butchers, hairdressers and hot food takeaway. The majority of visitors are likely to be local residents to either Linford or East Tilbury, though it may serve some passing trade.
- 17.3 The units are inviting, with uncluttered windows and signs in average to good condition. No graffiti was seen on any of the units and two of the five units are open after 7pm.

Table 19 - Units at East Tilbury Road, Linford

Address	Name/Organisation	Use Class
1 East Tilbury Road	Kara Ashleigh Florist	E(a)
2 East Tilbury Road	China Town	Sui Generis
3 East Tilbury Road	Mitchells	E(c)
4-5 East Tilbury Road	Linford Food and Wine	E(a)
6 East Tilbury Road	York Butchers	E(a)

Summary

Linford's Smaller Neighbourhood Parade

- 5 individual units.
- 0 vacant units.
- Fairly well-maintained shop fronts.
- Likely to serve the community of Linford and East Tilbury, and some passing trade.

18 Purfleet-on-Thames

- 18.1 Purfleet-on-Thames lies in the south west of the Borough and is contained by the River Thames to the south, the A13 to the north and the A282/M25 to the west.
- 18.2 The designated centre at Purfleet-on-Thames is the Smaller Neighbourhood Parade, known as the Garrison Parade, located on Saladin Drive. It consists of three units, including two convenience stores and a hot food takeaway. It serves the local surrounding communities of the Garrison Estate.
- 18.3 The parade is set by an attractive grassed area, which overlooks a children's play area, and also has benches, bins and a post box. The units are attractive, with signs in good condition and no graffiti seen.

Table 20 – Units at Saladin Drive, Purfleet-on-Thames

Address	Name/Organisation	Use Class
1 Saladin Drive	Perfect Pizza	Sui Generis
2-3 Saladin Drive	Costcutter	E(a)
4-6 Saladin Drive	Bargain Booze	E(a)

Summary

Purfleet-on-Thames' Smaller Neighbourhood Parade

- 3 individual units.
- 0 vacant units.
- Well-maintained shop fronts.
- Likely to serve the community of the Garrison Estate.
- Overlooks children's play area, with benches, bins and a post box.

19 Recommendations/ Next Steps

- 19.1 As part of the evidence base for Thurrock's new Local Plan, a Centres, Retail and Commercial-Leisure Needs Assessment will be undertaken. This will include an assessment and a health check of Thurrock's currently designated Centres, including Lakeside, Grays Town Centre and Local Centres, which will form an update for 2025. The findings from this assessment will be used to help inform the new Needs Assessment.
- 19.2 Health check assessments will then be undertaken on a regular basis to help understand any patterns of change and to mitigate any negative changes to prevent the deterioration of Thurrock's centres and to improve their vitality and viability.