



AVELEY PLACE MANUAL

Aveley, Thurrock
February, 2020

PRODUCED BY:



WITH HELP FROM:

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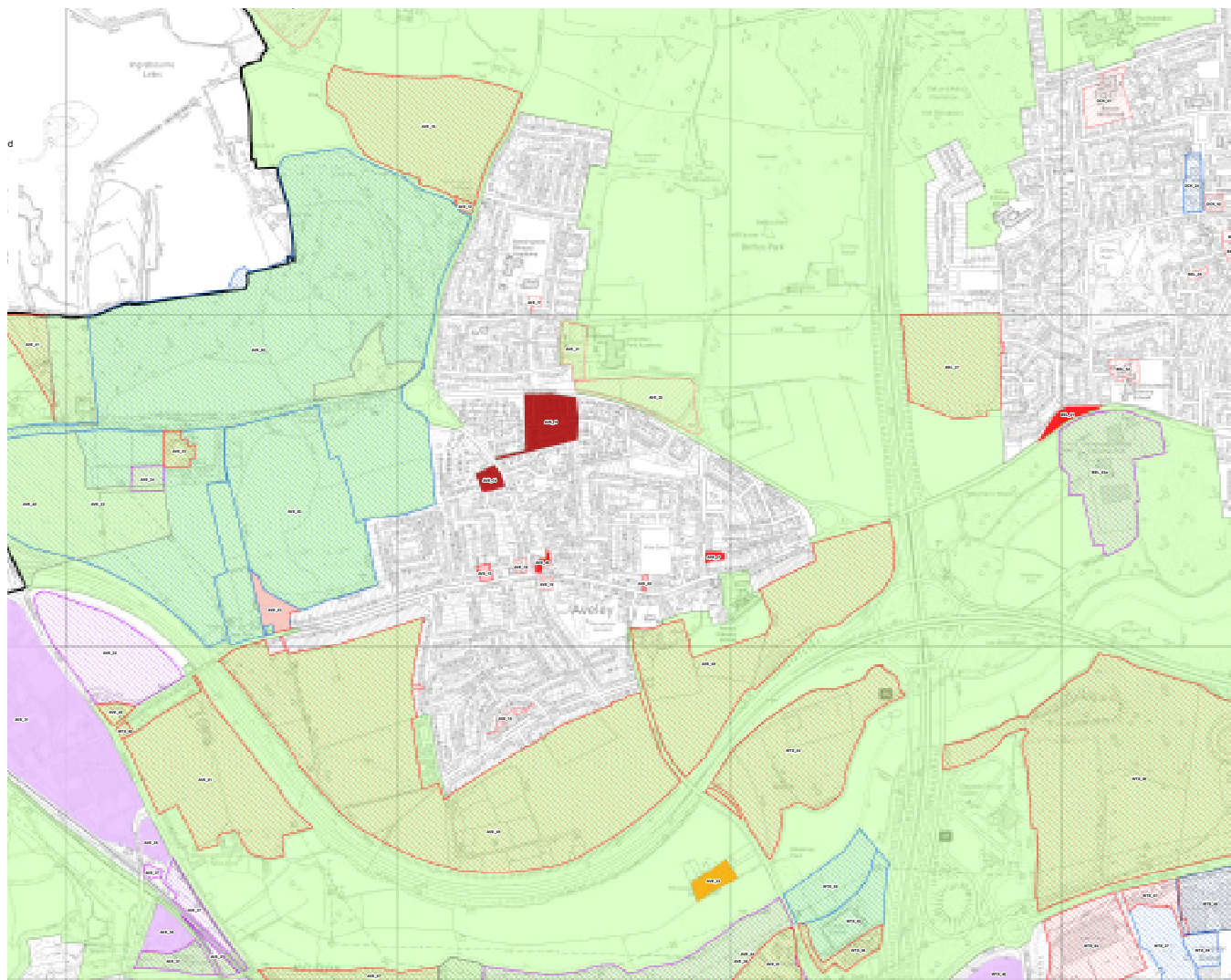
APPENDIX: I. Workshop Presentation Boards

THIS LOCAL HOUSING MANUAL WAS PRODUCED BY THE PRINCE'S FOUNDATION FOR
BUILDING COMMUNITY WITH INPUT FROM AVELEY COMMUNITY MEMBERS USING:



BIMBY.ORG.UK

- RESID - Commenced
- RESID - Planning Approval/Allocated in LDF
- RESID - Planning Application
- RESID - Call for Sites
- RESID - Previously Identified Site
- RETAIL - Call for Sites
- Gypsy/ Travellers - Previously Allocated
- Gypsy/ Travellers - Call for Sites/ Previously Assessed
- Mixed Use - With Permission
- Mixed Use - Call for Sites/ Previously Assessed
- Employment - With Permission/ Previously Allocated
- Employment - Call for Sites/ Previously Assessed
- Waste - Call for Sites/ Previously Assessed
- Other - Call for Sites/ Previously Assessed
- Lower Thames Crossing Development Boundary
- Green Belt (Adopted LDF)



Plan of Aveley with the potential development sites.

INTRODUCTION

The National Planning Policy Framework in England clearly sets out how important it is for local people to have a say in the way their built environment is shaped and line with its determination that the new Local Plan should be community driven, Thurrock Council has put a good deal of resource into involving local communities. In 2018, they held 17 “Your Place, Your Voice” community events across the Borough and in 2019, nine community events were held on evenings and at weekends, and there were 18 drop-in sessions at libraries and community hubs.

Thurrock Council is now working towards its Regulation 18 draft plan, which it hopes will be ready in mid 2021. It is determined to keep the process community led, and, to this end decided to pilot a more hands-on design charrette with the community at Aveley (sponsored by the Ministry of Housing) with the aspiration that this method of engagement could be rolled out across the Borough.

The Prince’s Foundation has developed a toolkit for communities to use when facing development in their area. It is called BIMBY - standing for ‘beauty in my back yard’ - and aims to act as an antidote to ‘nimby-ism’, or a ‘not in my back yard’ attitude towards development. The BIMBY toolkit is designed to:

- Welcome developers into a community;
- Clarify placemaking principles, elevational proportions, materials, and standards that the local community desires.
- Ensure development is relevant and deliverable with the community on board for a smooth planning process with more certainty and political support up front for the development.

The Prince’s Foundation used its BIMBY toolkit methodology, tailored to the local plan process, for the workshop - the content and outputs of which are presented in Section 1. This information provides valuable insight into the strengths, challenges, and preferences of the community, which should be considered and respected by

any future developer wishing to invest in Aveley.

Section 2 provides a BIMBY design manual which expands on the community engagement workshop to set out simple, but specific, drawn and written instructions that:

- Improve design quality in placemaking and architecture.
- Give the community more certainty about the design of local development.
- Ensure any new buildings or places respond to the local context.
- Allow flexibility for style preferences to be taken on board.
- Suggest simple and practical house types for house builders.

All development should be designed by an architect who has a proven track record of good design and who has studied the examples shown and responded to the design and building materials sections. The proposed designs should be scrutinised by the local planning authority and community against the precedents and preferences they have chosen. In this way, any new houses will be well-designed, locally distinctive, and importantly, what most people in the area like.

SECTION 1:

COMMUNITY WORKSHOPS

DATES	Capacity Building Workshop	27th March 2019
	Workshop 1	5th November, 2019
	Workshop 2	6th November, 2019
	Public Drop-In Consultation	13th January 2020
	Officer Workshop 3	24th January, 2020

LOCATION: St. Michael's Church, Aveley, Thurrock

ATTENDANCE

<i>Nov 5th:</i>	30 people
<i>Nov 6th:</i>	43 people
<i>Jan 13th:</i>	80 people

FACILITATED BY

Ben Bolgar, Michael Harris, Kim Hitch	The Prince's Foundation
Paulette McAllister, Menaka Sahai, Amy Linford, Steve Plumb	Thurrock Council
Robbie Kerr	Adam Urbanism
Roger Hepher	HGH Consulting
Andy Cameron	Andrew Cameron Associates



SECTION 1.1

WORKSHOP AGENDA

WORKSHOP 1 DROP-IN INTERACTIVE SESSION

Tuesday, 5th November 2019, 4-8 pm

Every Hour	Q&A Briefing Presentation
4:00	Participation Exercises: Rating 'Essential Quality of Place' Images Rating Your Area
8:00	Close

WORKSHOP 2 DESIGN WORKSHOP

Wednesday, 16th November, 9am - 5pm

8:30	Arrival, sign-in, tea and coffee	
9:00	Introduction and Welcome	Menaka Sahai
9:15	Today's Workshop and process	Ben Bolgar
9:45	Technical Briefing Presentations (5 min each)	
	• Vision and ambition	Menaka Sahai
	• Policy, socio-economics, demographics, constraints	Laura Pattison
	• Infrastructure, movement, and public realm	Matthew Ford
	• Landfill	David Blazer
	• Education	Sarah Williams
	• Community Development	Becky Price
10:15	Tea & Coffee Break	
10:45	Village Walk	
10:30	Technical Briefing Presentations (5 min each)	
	• Public Health	Sue Bradish
	• Place-making and development principles	Amy Linford
	• Landscape, visual impact ecology and drainage	Steve Plumb
	• Heritage, Archaeology, Architecture	Paulette McAllister
	• Housing and Estate Regeneration	Keith Andrews
	• Housing Markets	Ryan Farmer
	• Recent History of Aveley	Matthew Gallagher

SECTION 1.1

WORKSHOP AGENDA

WORKSHOP 2 CONTINUED:

Tuesday, 5th November 2019, 4-8 pm

11:15 – 11:30 Feedback from drop-in interactive session Ben Bolgar

11:30 – 11:45 Q&A

11:45 – 13:00 Walkabout

13:00 – 13:30 Lunch and aerial overview of further away parts of Aveley

13:30 – 14:15 Break out session 1 – Mapping Quality of place

Map and identify all local facilities; work out walkable catchments and connections; consider routes, access and linkages

14:15 – 15:00 Break out session 2 – SWOT (Strengths, Weaknesses, Opportunities and Threat); start to consider place structure

15:00 – 15:30

Feedback with tea and coffee

15:30 – 15:45 Principles of good place-making and agree guiding principles for Aveley

15:45 – 16:30 Break out session 3 – A vision for Aveley; applying principles of good place-making

16:30 – 17:00 Feedback with tea and coffee

17:00 Close and next steps



SECTION 1.1

WORKSHOP AGENDA

PUBLIC DROP-IN CONSULTATION

Monday, 13 January 2020, 2pm - 8pm

14:00 Presentation to Aveley Primary School

15:00 Public Drop-In Session

20:00 Close



SECTION 1.2

BACKGROUND BRIEFINGS

PLANNING CONTEXT

Thurrock faces considerable change over the next few years. Located on the River Thames, close to London, with the M25 motorway, the A13 and the proposed Lower Thames Crossing passing through it, there is already substantial economic growth with in-commuting employment areas, and the Council is keen to harness this with a view to making the District more prosperous and a better place to live. Such economic growth will have implications for housing supply. Additionally, substantial growth of the existing population is forecast. As a consequence, the Council is planning to provide for more housing than is required to meet its objectively assessed need, and it has already established that there is no prospect of neighbouring Boroughs/Districts assisting under the Duty to Co-operate.

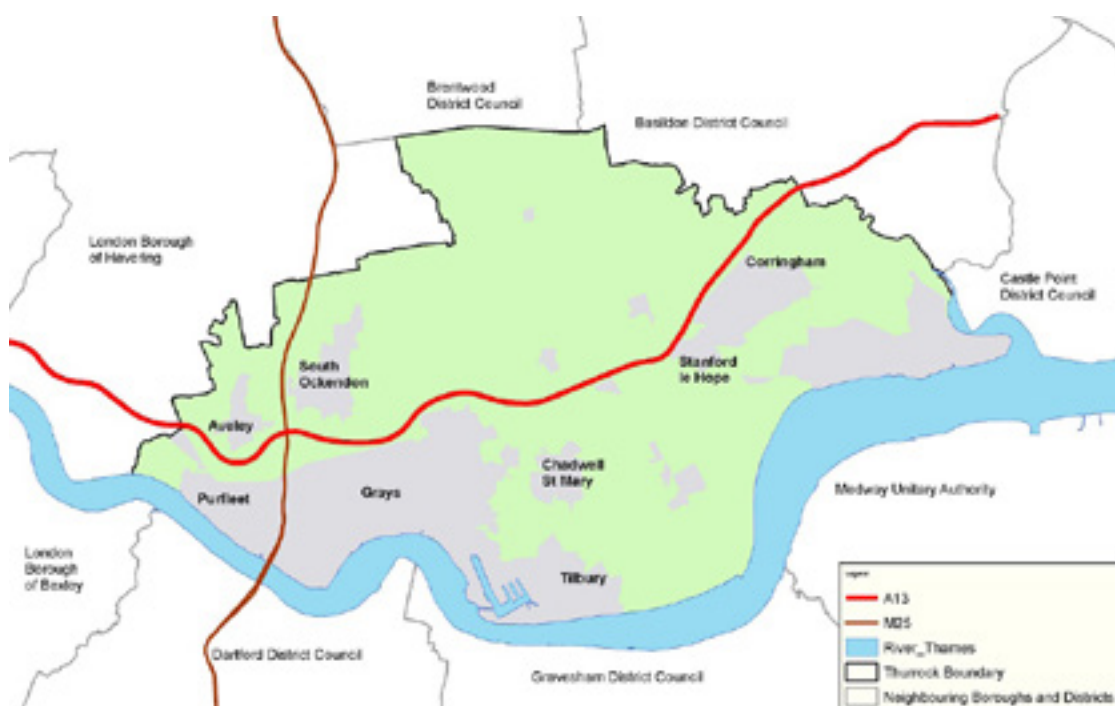
According to an October 2019 Committee report by the Strategic Lead - Strategic Services, the Council's approach to growth is that it should be "community-driven, infrastructure-led and make a key contribution to high quality place making".

The Borough is embedded within the Metropolitan Green Belt, as is clear from the map below:

The existing Local Plan focuses growth on previously developed land within the urban areas. It is intended to maintain this approach, but it is widely acknowledged that the need for land for development is such that some release from the Green Belt must be contemplated.

The Council is investigating whether there might be limited release of land on the edges of existing settlements. Such release could be an opportunity to improve facilities available to the residents of certain settlements, and to improve access to and the quality of countryside beyond the land released.

In line with its determination that the new Local Plan should be community driven, the Council has put a good deal of resource into involving local communities. When they consulted on the Issues and Options Stage 1 report in 2018, they held 17 "Your Place, Your Voice" community events across the Borough. When the Stage 2 report was issued in 2019, nine community events were held on evenings and at weekends, and there were 18 drop-in sessions at libraries and community hubs across the borough.



In June 2019, MHCLG, concerned about the difficulties the Council was facing in progressing the Local Plan review (primarily because of uncertainty surrounding the Lower Thames Crossing) offered to assist. A number of interventions were agreed, involving input from Homes England, the Planning Advisory Service and the Planning Inspectorate.

The Council is now working towards its Regulation 18 draft plan, which it hopes will be ready in mid 2021. It is determined to keep the process community led, and, to this end it decided to hold an experimental design charrette with the community at Aveley.

The Strategic Lead explained the intention was “to bring together key stakeholders (including local communities, businesses, built environment professionals and other stakeholders) to collaborate on a place-making vision for a new, or existing, neighbourhood that will guide the regeneration and future development of that area. The outcome of the Charrettes will include a set of principles that will shape the overall development strategy to be identified in the Local Plan, the Infrastructure Delivery Plan and site specific detailed masterplans. As key stakeholders are actively engaged in the planning and design of their community, the design charrettes help to build confidence and collective enthusiasm for the vision to be taken forward through the Local Plan.”

Aveley was chosen because it is a discrete and quite balanced community, completely surrounded by Green Belt, in a part of the Borough removed from the uncertainties associated with the Lower Thames Crossing, and where it was perceived there could be opportunities for new development to catalyse and cross-subsidise enhancements that would improve the lives of residents. The Prince’s Foundation was asked to organise and run the charrette because of their extensive and pioneering experience of community involvement in plan-making, not least through the Enquiry by Design process which it invented.

The charrette has been judged by Council officers to have been very beneficial, generating much local debate amongst people from a wide cross-section of the community, and revealing valuable information about threats and opportunities. It is now being seen as a model to be replicated across the Borough, to understand what villages and towns need and where development can and cannot happen. Eleven other settlements have been identified on a provisional list in no particular order:

- Bulphan
- Chadwell St Mary
- Corringham and Fobbing
- East Tilbury and Linford
- Grays
- Horndon on the Hill
- Orsett
- South Ockendon
- Stanford-le-Hope
- Tilbury

The intention is that the charrettes should be organised at an early stage, with each one being organised and completed over a short time frame. They will be held in the context of the overall target housing numbers, but before any decisions have been taken as to how the housing requirement might be distributed across the Borough. Once the charrettes have been completed, the considerable amount of information gathered about local opportunities and priorities will be assessed, and used to inform decisions about the distribution of housing and other infrastructure to be proposed in the draft Local Plan.

By this means, the Council hopes to arrive at a Local Plan that is genuinely derived from people’s views at local level, and which has a degree of sensitivity and a fine-grained quality arising from the local knowledge that has informed it.

THE PRINCE'S FOUNDATION & BIMBY WORKSHOP

The Prince's Foundation is an educational charity which exists to improve the quality of people's lives by teaching and practising timeless and ecological ways of planning, designing, and building. The organisation includes educators, architects, urban designers, and other built environment professionals and has engaged with communities in the planning and design of their neighbourhoods for over 20 years.

The Prince's Foundation was invited by Thurrock Council and the Ministry of Housing to facilitate an engagement with the Aveley community in order to establish what development should look like, if it is to happen in Aveley, and how it should relate to the existing village.

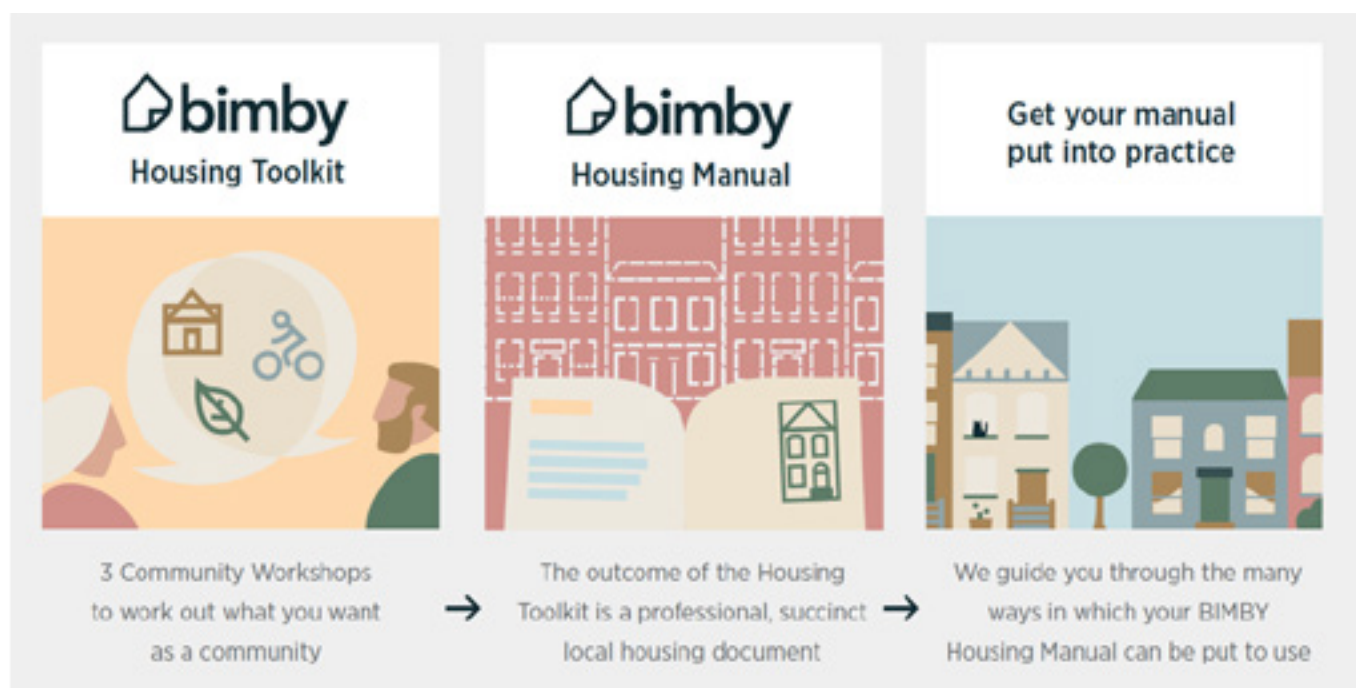
The Prince's Foundation has developed a toolkit called BIMBY to aid communities in engaging with the local and neighbourhood planning process. BIMBY:

- Comprises three steps:
 1. Getting to know your area
 2. Identifying sensible sites for development
 3. Determining building types and character

- Uses 13 'Principles of Good Placemaking' to analyse existing and prospective developments
- Produces an emerging vision of acceptable development that should serve as a reference to designers and can feed into the Local or Neighbourhood Plan

During the Workshops, the following activities were carried out:

1. Reviewing walkable catchments
2. Undertaking SWOT analysis
3. Adopting principles of good place making
4. Defining 'five essential qualities of place'
5. Pointing the team towards good local buildings, materials, features, and vernacular building examples.





Workshop at St. Michael's, Aveley

SECTION 1.2

BACKGROUND BRIEFINGS

MOVEMENT & TRANSPORTATION

CURRENT SITUATION

The village of Aveley is a walkable scale, with most of the settlement (excluding Kennington) within about a 10-minute (800m) walk to the High Street and central facilities.

However, residents noted the constrained nature of the High Street area with narrow footways, cars parked inconsiderately and traffic, including HGVs, make the act of walking, cycling or scooting one that is difficult and unpleasant. In addition, the amount of traffic and its nature has led to air quality issues. These factors make the walk / cycle / scoot to school for children a poor quality journey and hence some children are driven short distances to school rather than being on the streets.

HGVs

Traffic problems are often exacerbated in the village by the presence of HGVs that have not taken the prescribed route to industrial locations in South Ockendon such as Hangman's Wood and Next, and at times when the QE2 bridge at the Dartford Crossing is closed due to bad weather. Equally, routes through and around the village can be affected by traffic associated with the busier times at Lakeside shopping centre.

HGVs coming from the M25 are supposed to exit at Junction 30, take the A13 west, A1306 north, B1335 Sandy Lane and the Aveley Bypass to access towards Ockendon. However, some HGVs do not use this and instead take Ship Lane to the High Street in Aveley, where often they can find it very difficult to turn due to the constrained nature

of the area. This route is shorter than the prescribed route and hence is either being used by drivers following sat nav or those wanting to try and get to South Ockendon faster.

The village does have a 7.5T weight restriction at key entrance points but this is not enforced and hence this is why HGVs end up on Ship Lane and the High Street.



Example of an HGV lorry with trailer trying to negotiate the High Street

MOVEMENT & TRANSPORTATION

ENQUIRY BY DESIGN IDEAS CONT.

It was felt that the potential for development to the south of Aveley was positive as here new homes would be well within a 10-minute walk back to the High Street, this could help revitalise the High Street, its shops and facilities. Also, a new neighbourhood could be completed around the small row of shops on The Parade off Hall Road.

Public realm improvements and an expansion of the retail offer in this area could be explored in further stages of work

In looking at the overall movement structure of Aveley it is apparent that there are two strong east-west routes – the High Street and the Aveley Bypass. It was felt though that by creating a southern movement route this would help connectivity in the village and relive some of the traffic issues in the High Street. An indicative route alignment was drawn from the eastern roundabout of Aveley to Ship Lane and onto Purfleet Road in the west.

At the intersection with Ship Lane it was discussed that the junction form here could be that of a roundabout, to access development land to the east and to the west, and to provide a turnaround facility for HGVs who may be heading to Aveley. This would have the advantage of potentially being funded by the development as access will be required. In addition to the presence of a new roundabout junction here, to resolve the HGV issue, there would need to be signage, police enforcement, liaison with industrial areas and destinations etc.

The first section of the southern route could be to the east of Ship Lane and the group discussed how this may take other vehicles in order to give the High Street some relief. This would allow the High Street to potentially be upgraded with wider footways, trees, better parking, better crossings and better public realm. This may involve the introduction of a

one-way system as the space between buildings is minimal, but this would all require further study.

Of course, if such a scheme was deemed successful and desirable then this could be repeated for the western side of the High Street by completing the southern route from Ship Lane to Purfleet Road.

It was noted that any such southern route should not be an HGV route for vehicles from the M25, and that HGVs should use the prescribed A13 / Aveley Bypass route.

In addition, it was felt that development to the south-east of the village could also create a new parking area for Aveley Primary School with vehicles access from the southern route, this would again help free up space in the High Street. A new walking / cycling / scooting east-west link should be created between the Hub, Recreation Ground, Manor House (refurbished) and School.

Development continuing to the west around Aveley would make connections to Hall Road, Hall Lane, Love Lane and Clare Court and any other routes that may be possible. The nature of these connections, for walking, cycling, buses and vehicles is to be determined. If there is a requirement for a new school then this could be provided in the vicinity of Love Lane to give good walking access to local residents, the shops at The Parade and to connect to the footbridge over the A13 and to the Country Parkland and Mar Dyke beyond.

A connection to Purfleet Road appears feasible but this would need to be examined in more detail in relation to land ownership and the SSSI designation.

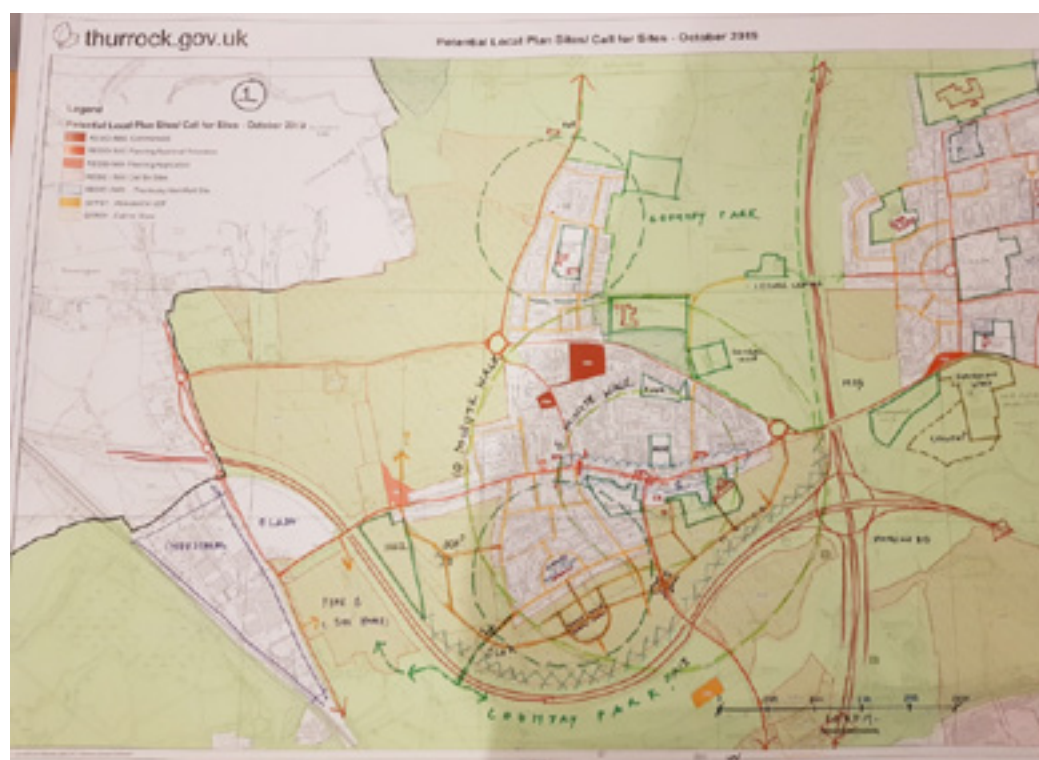
The Group also discussed the form that a new roundabout junction and southern route could take, in terms of making these human scale places rather than highways dominated. The next section sets out some precedent examples of how this has been achieved elsewhere.



TECHNICAL BRIEFINGS

MOVEMENT & TRANSPORTATION

ENQUIRY BY DESIGN IDEAS CONT.



Workshop Drawings

MOVEMENT & TRANSPORTATION

NATURE OF A NEW SOUTHERN ROUTE AND ROUNDABOUT JUNCTION

A public consultation was undertaken by Thurrock Council in 2019 to look at options to remove HGVs from the village. Several options were considered during the sessions including closing Ship Lane to traffic; making it one-way or bus only, but the overall preferred option was to allow for a new roundabout on Ship Lane to allow HGVs to turn around and be sent back if they are using it*.

This would also require appropriate signage / enforcement / control. The estimated cost is £1-£1.5m for a roundabout solution of this type (including land), but Thurrock have noted that there is no funding at present to pay for this.

Proposals have been made for a 1,200 space car inspection plant further south on Ship Lane near to the football club which could include a roundabout to facilitate the HGV turnaround. However, a development of this type and scale is not favoured, and the expanse of car parking is felt to be

inappropriate for this location.

This option is further illustrated on page 18.

One option workshopped during the sessions was a carefully designed roundabout:

Roundabout junctions can be designed in a 'traditional' way where they often sit within green verges, with signs and lines and standard highway geometry, or they can be designed as a space / a 'square about' which contains all the required roundabout highway geometry but functions as a place first.



** This was the result of an iterative process. It is important to note that though the roundabout option was preferred, more iterations and justifications would be required when developing the final strategy for Aveley.*

MOVEMENT & TRANSPORTATION

THE SOUTHERN ROUTE

It was suggested that this route could be designed as a bypass to the High Street and again there are different ways in which this could be achieved. It could be designed as a traditional higher speed bypass with limited access and frontage but then this would still require a parallel access street to be built for development. This approach has the disadvantage of using more land as two roads need to be built and raises the question of who would pay for the bypass, assuming the access road is paid for by the developer.

An alternative approach though is to combine the two and to create a new Main Street / Avenue. This is a street that is lower speed (say 20mph or 30mph) that can still take some through traffic to help relieve the High Street but that also provides, access, footways, active building frontages, trees and fundamentally is a place. In other locations this approach has meant that the street is funded by the development.

For example, Peverell Avenues, Poundbury, Dorchester.

Designed with end on parking to keep speeds below 30mph but can take through and to traffic. Fronted by factories, offices and dwellings. Tree lined and good quality public realm. The main square has speeds of around 10mph.



PHASING & NEXT STEPS

Within this group there was agreement that development to the east of Ship Lane to deliver a roundabout, connection to the eastern Aveley Bypass roundabout, some relief for the High Street and a walking route between the Hub and Primary School, looked favourable as a first phase.

The scale and size of development should be determined to deliver the required infrastructure; this may include the roundabout, Avenue and High Street improvements, but also affordable housing, schooling, doctors etc. may be needed.

Further studies into the location of a new roundabout junction, potential high street improvements, traffic numbers, capacity, route concept design etc., will be required. Other funding opportunities should also be explored.

TECHNICAL BRIEFINGS GIVEN AT THE EVENT

A NEW LOCAL PLAN

Vision

- Growing economy
- Better housing
- Improving infrastructure to support sustainable living
- Make more of the river; make more of the landscape

Scale of ambition

- 62,675 new jobs expected across South Essex; c.28,000 will likely to be created in Thurrock 2022-37.
- 1,381 dwellings per annum are needed to support baseline job growth in Thurrock. 32 k new homes over the local plan period.
- Network of Garden Communities

What's Informing the Spatial Diagram?

- Evidence from various Local Plan studies
- A Place led approach through the charrette process
- Design Guidance

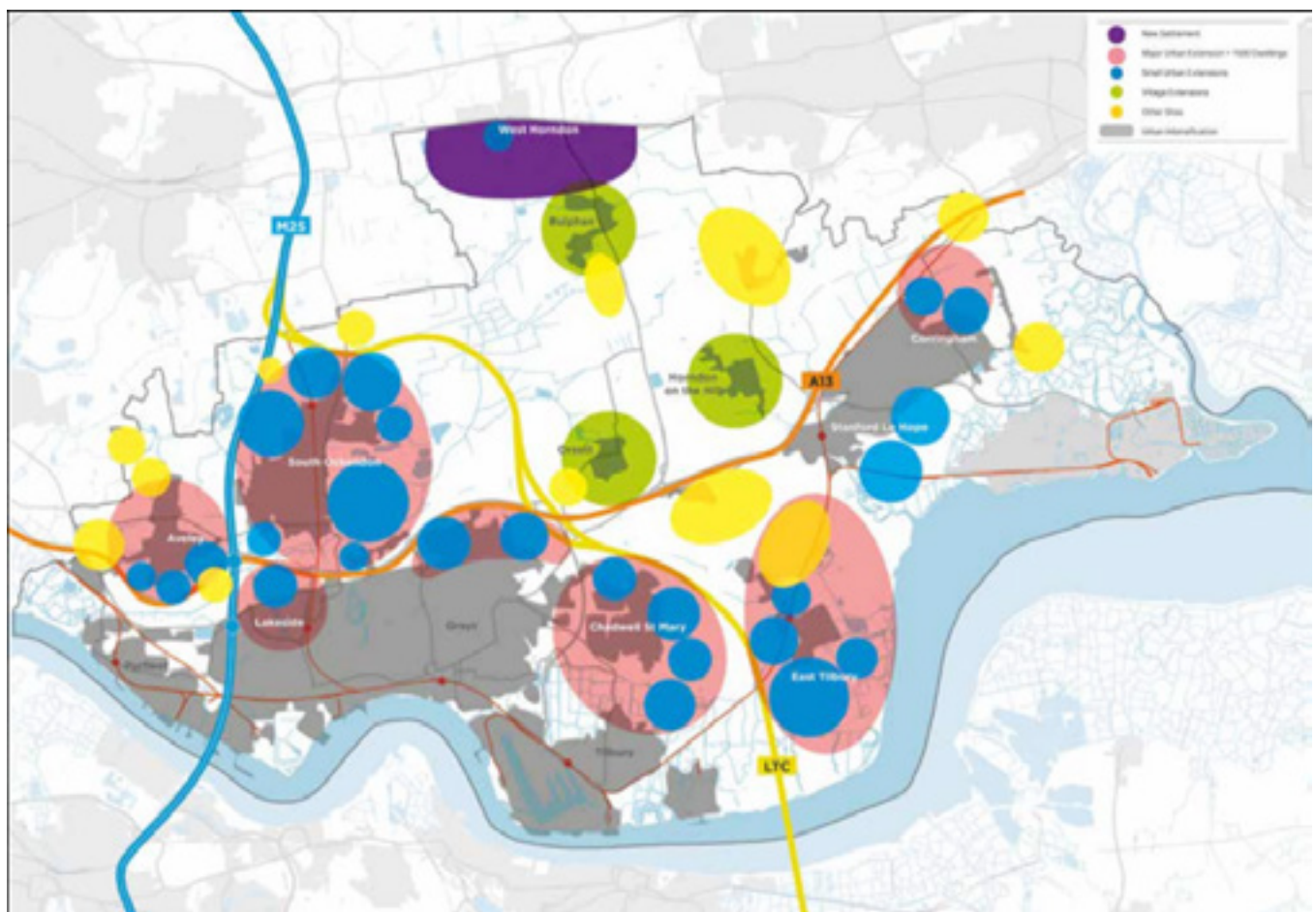


Figure 16: Map showing spatial options - Based on sites/broad locations with developer interest
NB. These are potential, broad options for growth not proposed allocations

NEW LOCAL PLAN

Sub Areas

North West

North of the A-13, bound by the Mar Dyke Valley to the East, broadly covering the areas: Aveley and South Ockendon.

South West

Running south of the A-13, along River Thames broadly covering the areas: Purfleet, Lakeside and Grays. The northern boundary adjusted to exclude a part of the Mar Dyke Valley.

South

Running south of the A-13, along River Thames broadly covering the areas: Chadwell St Mary, Tilbury, East Tilbury and Southfields.

East

Running south of the A-13, the eastern triangle of the borough broadly covering the areas: Stanford le Hope and Corringham.

The Fens (North)

The North of the borough, bound by the A13 of the East and the Mar Dyke on the West, broadly covering the stand alone villages: Orsett, Bulphan, Horndon on the Hill and West Horndon

Planning Performance Agreements

Strategic

Borough wide evidence and technical studies commissioned by TBC funded through PPA, such as Transport Modelling, Infrastructure Planning, Design Strategy, Green and Blue Infrastructure.

Sub-area

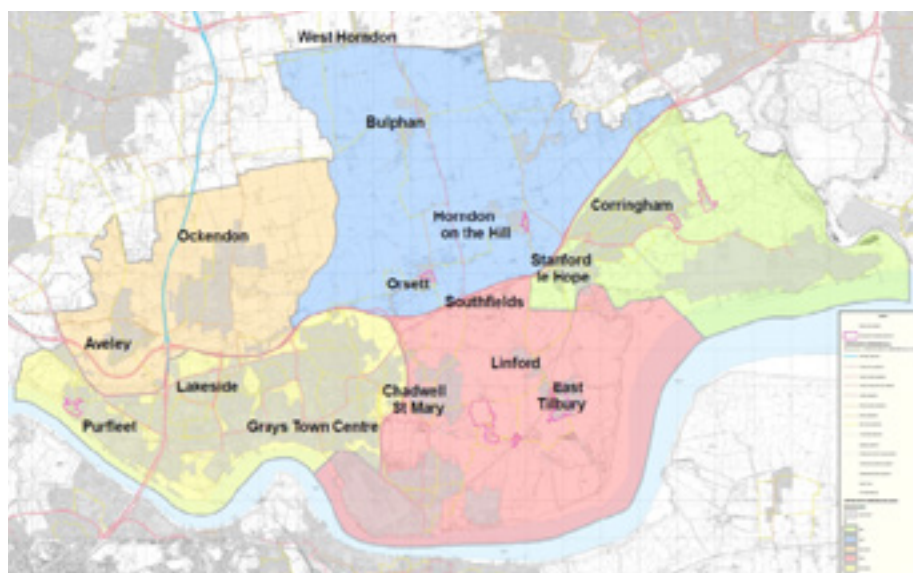
Joint studies commissioned by TBC in partnership with developers funded through PPA, such as Transport Assessments, baseline studies for landscape, biodiversity, air quality baseline, Landscape and Public Realm Strategy.

Insets

Work done in-house by TBC or by select consultants funded through PPA, such as Development Framework and Masterplan, Conservation Area Appraisals and Management Plans.

Governance and Delivery

Capacity building through training existing staff and recruiting new staff; bringing together stakeholders and partners to set up Steering group(s) for strategic oversight, driving delivery, and ensuring high quality outcomes; setting up efficient and seamless services and processes to ensure timely planning decisions.



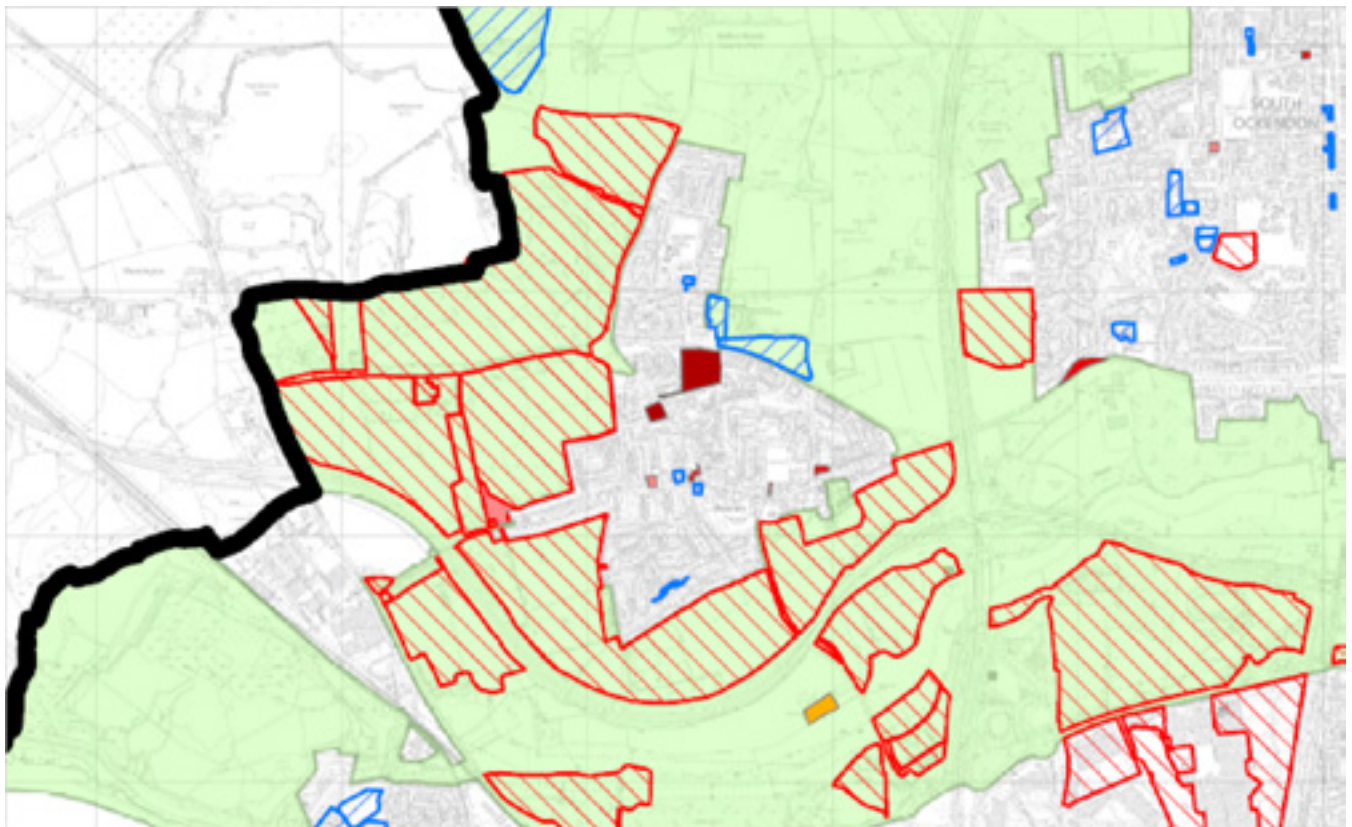
TECHNICAL BRIEFINGS GIVEN AT THE EVENT

PROCESS FOR PREPARING NEW LOCAL PLAN

LOCAL PLAN DEVELOPMENT SCHEME (JUNE 2019)



CALL FOR SITES 1-4



AVELEY & UPLANDS WARD - THE STATS

Population

- Population 8912 usual residents
- Mean/Median Age 38
- Ethnic Groups White 89.3% - Other 10.7%
- Total 3,765 household spaces
- Tenure Owned 66%
- Car or Van Availability 80.2%

Labour Supply

- Population aged 16-64 – 6,434 (2013)
- Economically Active 4,233 (73.9%)
- Economically Inactive 1,671 (26.1%)
- Unemployed 169 (2.6%)
- Predominant place of work Thurrock (West Thurrock)/London Boroughs

Industry: Top 6 Categories

1. Whole sale and retail trade 924 (21.6%)
2. Construction 505 (11.6%)
3. Transport and storage 459 (10.6%)
4. Human health & social work activities 410 (9.4%)
5. Education 324 (7.5%)
6. Manufacturing 315 (7.2%)

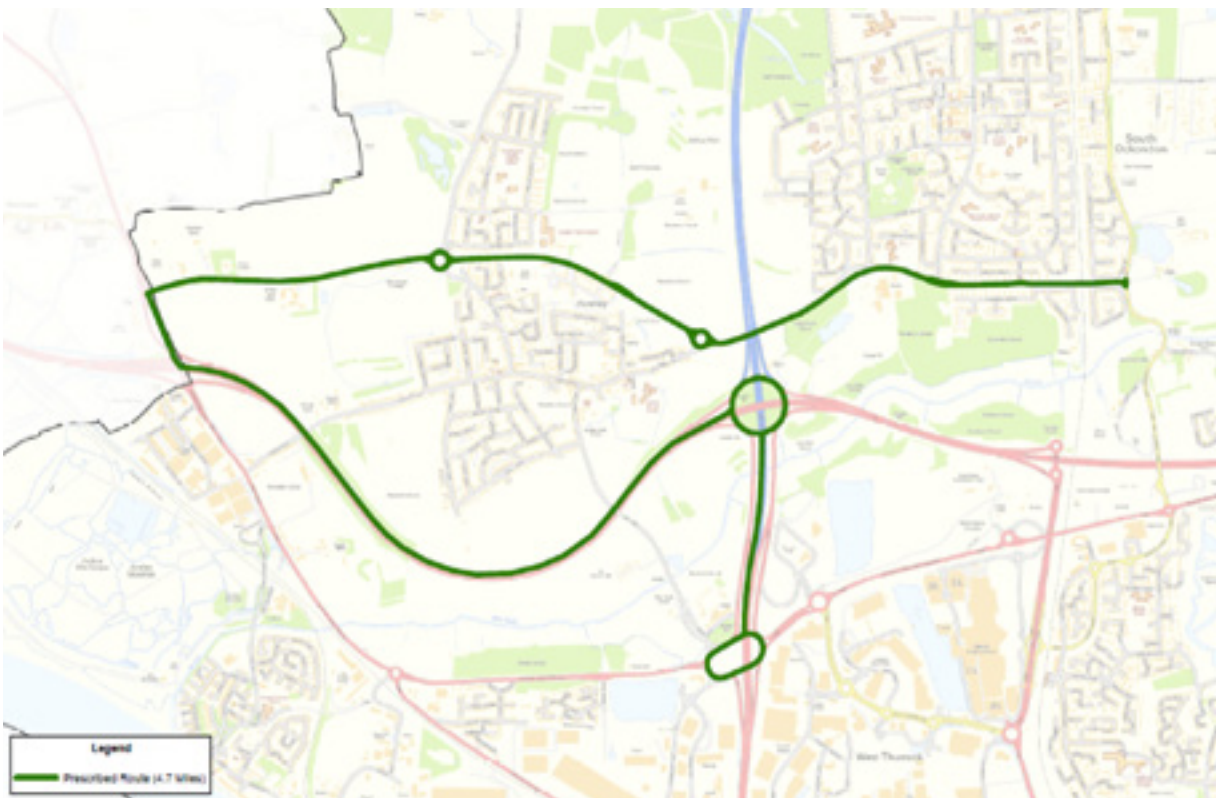
TECHNICAL BRIEFINGS GIVEN AT THE EVENT

INFRASTRUCTURE, MOVEMENT, AND THE PUBLIC REALM

HGV 7.5T WEIGHT LIMIT



HGV PRESCRIBED ROUTE



INFRASTRUCTURE, MOVEMENT, AND THE PUBLIC REALM

HGV ACTUAL ROUTE



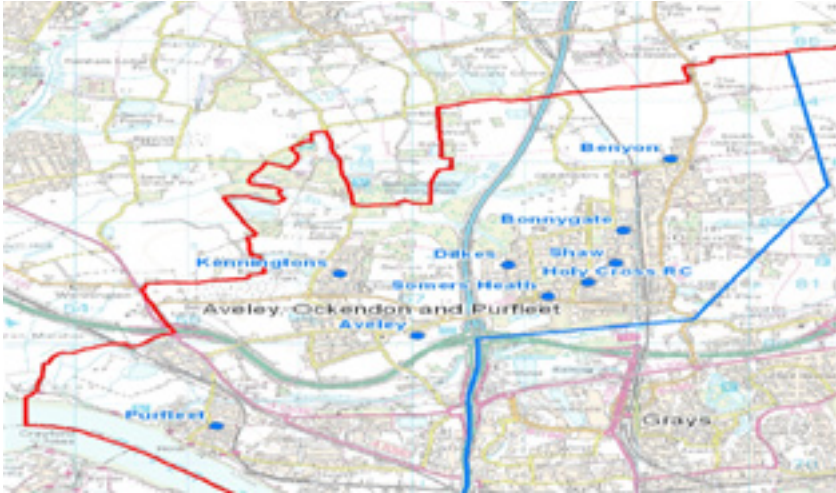
HGV ROUTES



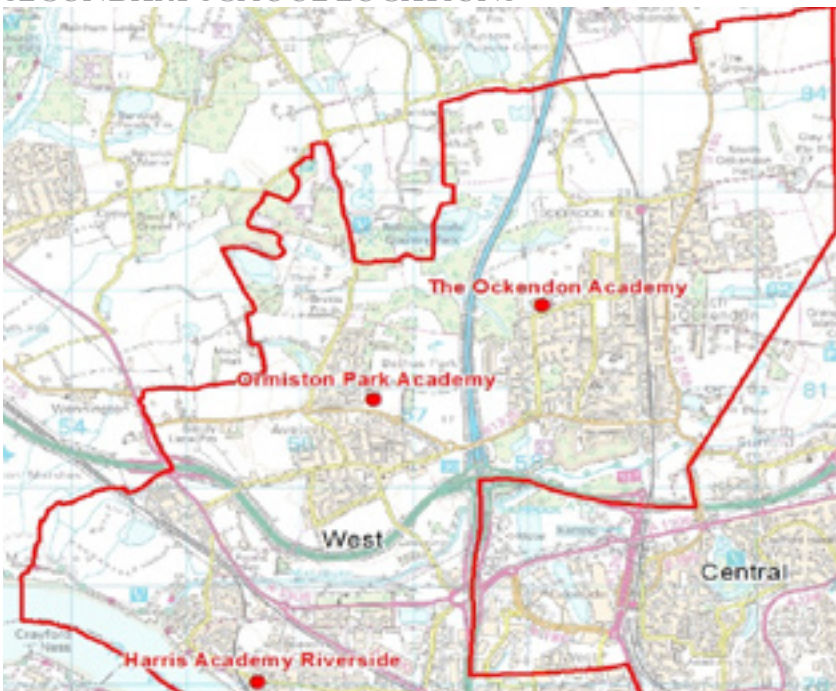
TECHNICAL BRIEFINGS GIVEN AT THE EVENT

EDUCATION PROVISION

PRIMARY SCHOOL LOCATIONS



SECONDARY SCHOOL LOCATIONS



REQUIRED PROVISION FOR AVELEY

Primary site size

- 5.5 to 6 acres total area

Secondary site size

- 13 acres total area

All Through – all located on same site

- 56 Place Nursery Provision
- 2 FE Primary
- 8 FE Secondary

EDUCATION PROVISION

PRIMARY SCHOOL PUPIL FORECASTS

Aveley, Ockendon & Purfleet						
PAN	Sep-19	Sep-20	Sep-21	Sep-22	Sep-23	
	56	67	67	62	64	
	35	22	24	27	26	
	81	78	79	77	78	
	62	63	59	60	61	
	28	28	28	28	28	
	69	84	108	84	89	
	84	87	74	79	81	
	53	70	58	59	61	
	61	62	61	60	61	
	8	8	8	8	8	
510	537	569	566	544	557	
Aveley, Ockendon & Purfleet						
PAN	Sep-19	Sep-20	Sep-21	Sep-22	Sep-23	
	441	463	482	480	469	
	231	244	254	257	260	
	457	498	531	554	578	
	421	425	424	424	425	
	216	203	201	198	197	
	440	476	519	532	566	
	572	583	586	591	622	
	403	416	416	415	417	
	386	401	447	463	465	
	54	56	58	59	60	
3,570	3,621	3,765	3,917	3,973	4,058	

SECONDARY SCHOOL PUPIL FORECASTS

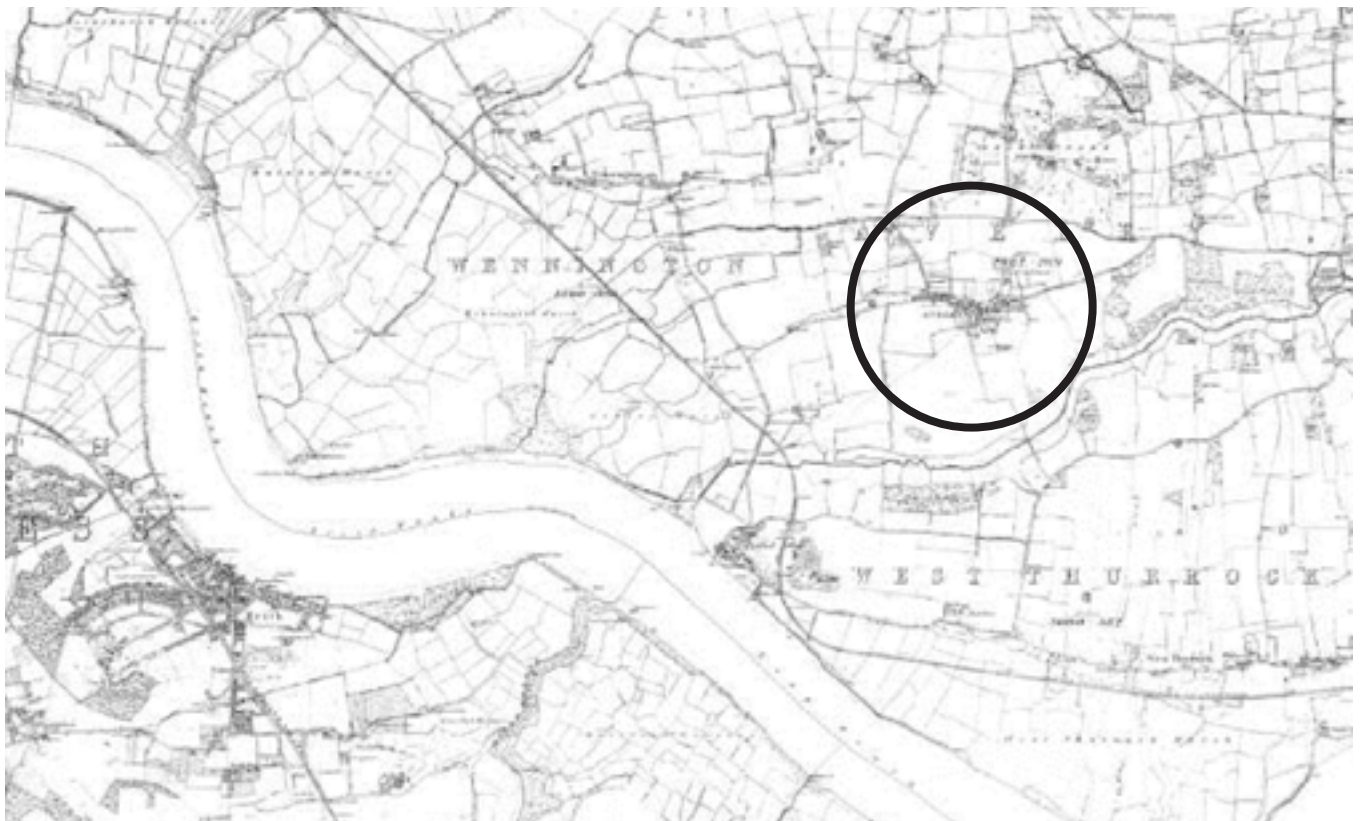
West Planning Area						
PAN	Sep-19	Sep-20	Sep-21	Sep-22	Sep-23	
	256	256	253	267	271	
	8	8	8	9	9	
600	565	565	558	589	598	
West Planning Area						
PAN	Sep-19	Sep-20	Sep-21	Sep-22	Sep-23	
	395	541	688	720	765	
					907	
	1,208	1,261	1,293	1,335	1,374	
	34	39	42	44	46	
3,000	2,333	2,606	2,818	2,975	3,092	

TECHNICAL BRIEFINGS GIVEN AT THE EVENT

HERITAGE, ARCHAEOLOGY, ARCHITECTURE

A CONSERVATION LED APPROACH TO PLACE

1. Every settlement whether a medieval market town or a post-war town centre, has a unique and distinctive history that can be harnessed to help achieve a prosperous future.
2. It creates value and sustains economic vitality, supporting jobs and attracting investment.
3. To shape the places where we live, work, visit and the architecture within we need to recognise heritage is the key that unlocks success.
4. Heritage provides a canvas for flourishing cultural activity and it helps build connected, healthy and resilient communities.
5. It is the vital factor underpinning vibrant and successful places.
6. Development that ignores heritage risks being less profitable. The evidence for this is overwhelming



Aveley Circled on plan. From the 11th century to the 17th Aveley was a large and flourishing village.

HERITAGE, ARCHAEOLOGY, ARCHITECTURE



Aveley lies beside the Thames, 26 km. east of London and 6.5 km. north-west of Grays Thurrock. The ancient parish comprised 2,695 a. (1,091 ha.). It became part of Purfleet urban district in 1929 and of Thurrock urban district in 1936. From 1974 it formed the westernmost ward of the borough of Thurrock. Part of Aveley is still rural, but in its north-east corner is the large Belhus housing estate built by the London county council.



The village stands on rising ground north of the river Mardyke, which flows south-west to join the Thames at Purfleet. West of Purfleet are Aveley marshes, bordering the Thames for 1.6 km. towards Wennington. North-west of the village the land rises to over 30 m. at Sandy Lane. The soil is mainly sand and gravel, with some clay and chalk.



From the 11th century to the 17th Aveley was a large and flourishing village. The recorded population was 30 in 1066 and 33 in 1086. In 1670 there were 84 houses in the parish; only Brentwood and Upminster had more. During the next two centuries, however, growth was relatively slow, probably because the large area of parkland restricted building. In 1801, with a population of 543, Aveley ranked only sixth in the hundred, and by 1901, with 1,060, it had sunk to tenth. In 1931, the last year for which there are separate census figures, the population was 2,003. After the Second World War the building of the Belhus estate brought a rapid increase. In 1961 the estate contained 22,212 inhabitants, mainly in Aveley. There were 5,897 in the rest of the ancient parish.



The medieval pattern of settlement changed little before the 20th century. In 1777 (Chapman & Andre) most of the houses were in High Street. Aveley manor house, south-east of the church, had disappeared by 1593, and Bumpstead was demolished some time after 1719. The principal building in the parish was Belhus, seat of the Barrett-Lennards, rebuilt by 1526 and emparked in the early 17th century. It survived until 1957. Marshfoot House, at the west end of Water Lane, stood on the site of an earlier house. From 1773 to 1787 it served as the

TECHNICAL BRIEFINGS GIVEN AT THE EVENT

HERITAGE, ARCHAEOLOGY, ARCHITECTURE

A CONSERVATION LED APPROACH TO PLACE



Historical maps of Aveley

workhouse for Aveley and Stifford. It had disappeared by 1954. Among other houses existing in 1777 were Pond Farm, probably named from a 14th-century family, and the Parsonage (later Parsonage Farm), both in Water Lane, Heath House, south-east of Belhus, Fanns Farm, near Marshfoot House, and Courts, north of the village. In the early 19th century Aveley Hall was built south of the church, and a new Vicarage in Mill Road, on a site enclosed from the common.

In the 14th century there was a ferry from Aveley across the Thames, and to London. It was last mentioned in 1374. In the 1820s and 1830s Aveley was served by a daily coach between Horndon-on-the-Hill and London, and by various carriers. The London, Tilbury, and Southend railway, opened in 1854 as far as Tilbury, passed through the south-west corner of Aveley, with a station at Purfleet, 3 km. from the village.

In 1876 Aveley was said to be a quiet agricultural village with a long street of small houses and cottages, some timber framed and plastered, with 'a decent inn, the Old Ship'. That inn, recorded from 1754, still stands at the corner of High Street and Ship Lane. An earlier inn on the site, the Swan, was mentioned in 1498, 1577, and 1618. The Crown and Anchor, formerly the Cock, High Street, which also survives, is recorded from 1618. Behind a late-18th- or early-19th-century front with parapet it has the plan and roof form of a late medieval hall and cross wing house. The Lennard Arms, London Road, was formerly the Crown and Cushion, first recorded in 1779.

The Harrow, mentioned in 1566, stood opposite the church in High Street. It was demolished by 1850. The Prince Albert, also in High Street, formerly in a 16th-century building, had been demolished by 1954 and was later rebuilt. Many of the timber framed cottages remained until after the Second World War, but by 1954 only two or three survived.

Two old farmhouses remain in Aveley. Fanns Farm,

HERITAGE, ARCHAEOLOGY, ARCHITECTURE



The Manorial Estate at at Belhus park (demolished)

east of London Road, stands on the site of a house recorded from 1339, rebuilt in the mid 18th century, to a double pile plan, two storeys high. The farm buildings, although altered in the 19th century, retain the basic form of two identical stockyards with yellow brick ranges. Courts, lying north of the village, was probably named from the le Curt family in the 13th century, and is recorded frequently from the 15th century. It was a substantial medieval hall house, possibly moated, of which the service cross wing, screens passage, and one bay of the hall survive.

After the Second World War the London county council bought 1,220 a. of land in Aveley and South Ockendon to rehouse Londoners and to provide labour for the riverside factories at Purfleet and West

Thurrock. The first house on the Belhus estate was occupied in 1950, and by 1959 there were 4,000 houses and 1,320 flats. Shops and a health centre were opened by 1955, and in 1963 a library in Derry Avenue and a community centre in Faymore Gardens. The Belhus estate was transferred to Thurrock borough council in 1980. Belhus park is used for sports, including golf, and has a swimming pool, opened in 1974. The Kenningtons estate, built by the L.C.C. on the western edge of Belhus park, was completed in the early 1960s.

The Barrett and Barrett-Lennard families of Belhus had a long connexion with Aveley. Edward Barrett (1581–1644), Lord Barrett of Newburgh, was a diplomatist and Chancellor of the Exchequer. Thomas Barrett-Lennard, Lord Dacre (1717–86), was an antiquarian

TECHNICAL BRIEFINGS GIVEN AT THE EVENT

HERITAGE, ARCHAEOLOGY, ARCHITECTURE

A CONSERVATION LED APPROACH TO PLACE



who supplied Morant with much local material for his *History of Essex*. Sir Thomas Barrett-Lennard, Bt. (1853–1923) was also an antiquarian. The Cely family, prominent wool merchants, lived at Bretts in the 15th century. Alice Diehl (1844– 1912), writer and musician, was born at Aveley. (fn.

There were five estates in 1086: three called Aveley and two called Kenningtons. The estate of Odo, bishop of Bayeux, may have become the manor of Bumpstead. From William de Warenne's estate appears to have derived the manor of Kenningtons. Swein of Essex's estate in Kenningtons became the manor of Bretts, while that of John, son of Waleran, became Aveley manor. Ansgar the cook held 50 a. in Aveley, together with 25 a. adjoining in Stifford. The descent of that tenement has not been traced.

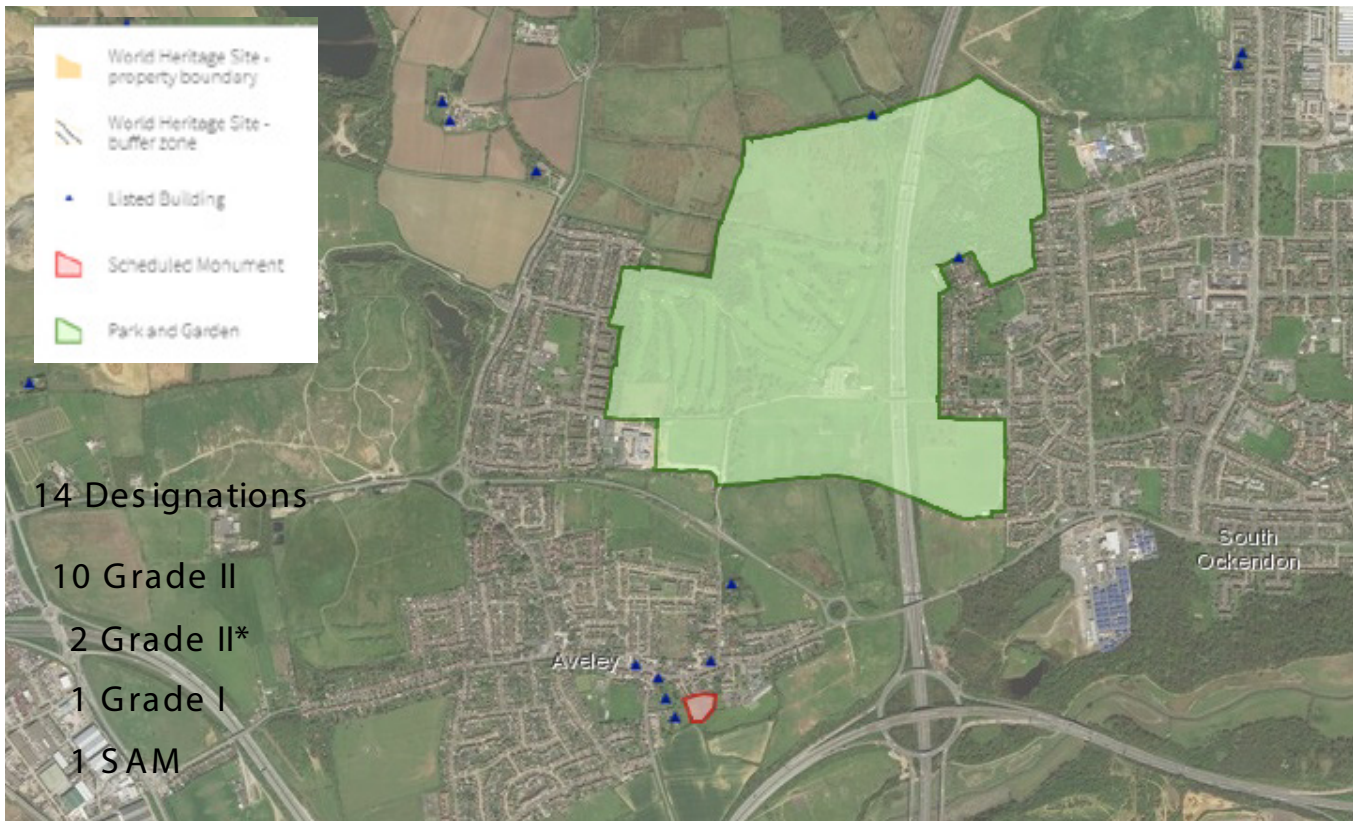
Rawson held Aveley in 1509. Later, possibly in 1513 and certainly by 1519, it was acquired by the Savoy Hospital (Lond.). When the hospital was dissolved in 1553 the manor was granted to the corporation of the City of London as governors of Christ's, Bridewell, and St. Thomas's Hospitals. (fn. 85) Aveley became part of the endowments of St. Thomas's Hospital. In 1842 the manorial demesne comprised 732 a. The land was sold in the 1920s, but the City retained the manorial rights.

Aveley manor house stood on a moated site south-east of the church. In 1374 it was a substantial house with a deer park. It had disappeared by 1593.

The free chapel of St. Anne or St. Mary, standing in the churchyard c. 180 m. NE. of the church, belonged to Aveley manor. It was first recorded in 1316 and the last known chaplain was appointed in 1435. In the 18th century and later it was known as Chapel de la Lee. The remains of a wall, the last surviving part of the chapel, were demolished in 1947. A meadow called Chapel Fen may have formed part of the endowment.

HERITAGE, ARCHAEOLOGY, ARCHITECTURE

OPPORTUNITIES



Visual audit of Aveley's heritage assets and Aveley character

Opportunities

- Embed heritage; GVI Listed Building, GV II listed park and Garden, Scheduled Ancient Monument ,
- Identify assets of local significance
- High Street and environs; vernacular buildings of merit, spaces and public realm.
- Constructive Conservation
- Reinforce identity
- The existing backdrop to the new development & urban renewal

TECHNICAL BRIEFINGS GIVEN AT THE EVENT

HOUSING SUPPLY

AVELEY & UPLANDS WARD

1. Most common tenure- 66% owns with mortgage or loan
2. Affordable Housing- 22%
3. Private Rent- 11%
4. Only 16 shared ownership units
5. Most common house type- 39% semi-detached
6. 36% terraced houses
7. 18% Flats
8. Most common size are 3 beds

MARKET

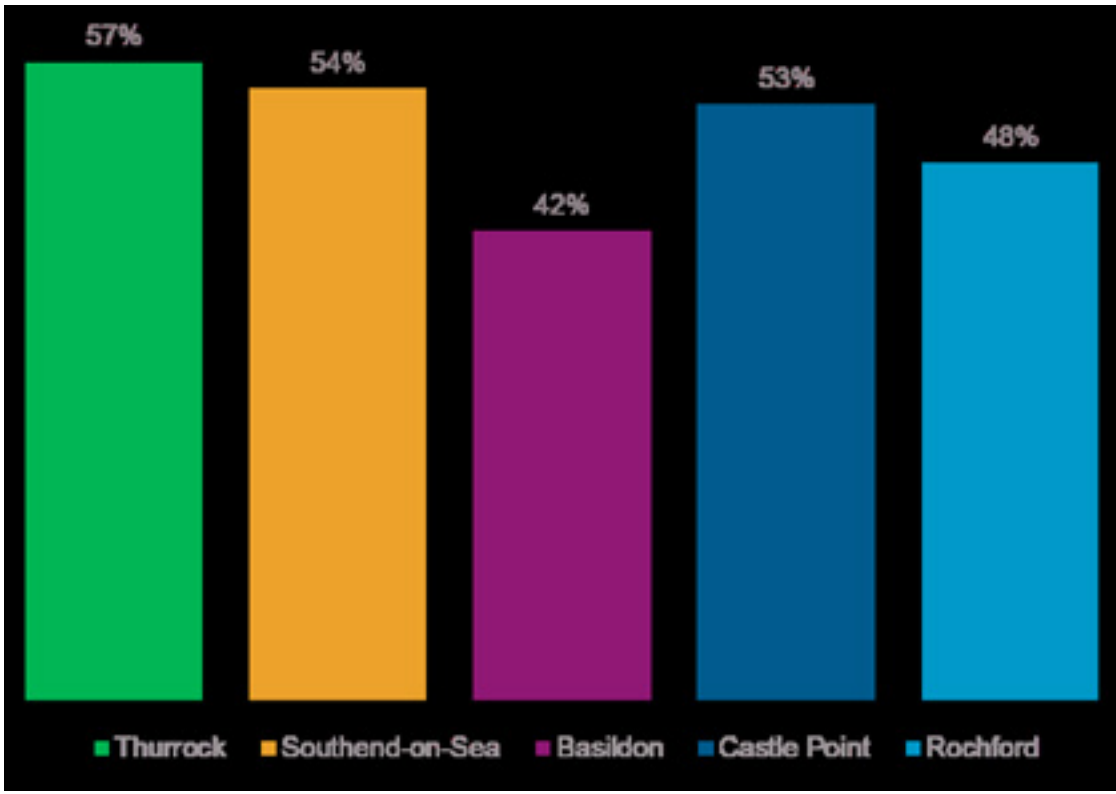
1. Only 38 new builds in sales in 2019
2. New build house sale average price £338,900
3. Second hand house sale average price £314,000
4. Time to sell (all Thurrock) 9.8 weeks
5. Sales to asking price (all Thurrock) 98.4%
6. Continuing need for housing across size, type and tenure.
7. Low supply of sub market home ownership products.
8. Over 400 applicants across South Essex registered an interest in shared ownership in Thurrock - majority want 1 or 2 beds.

DELIVERY

1. A mix of sites sizes and approaches required.
2. Consider MMC particularly volumetric where transport infrastructure and site locations permits.
3. Design to accommodate the build costs v sales price relationship- well designed but cost effective to make accessible to local residents.
4. Thurrock Council has agreed an ambition to build 500 new Council homes borough wide.
5. Thurrock Regeneration Limited has 1000 homes target.
6. 35% affordable housing target important for Council and local residents.

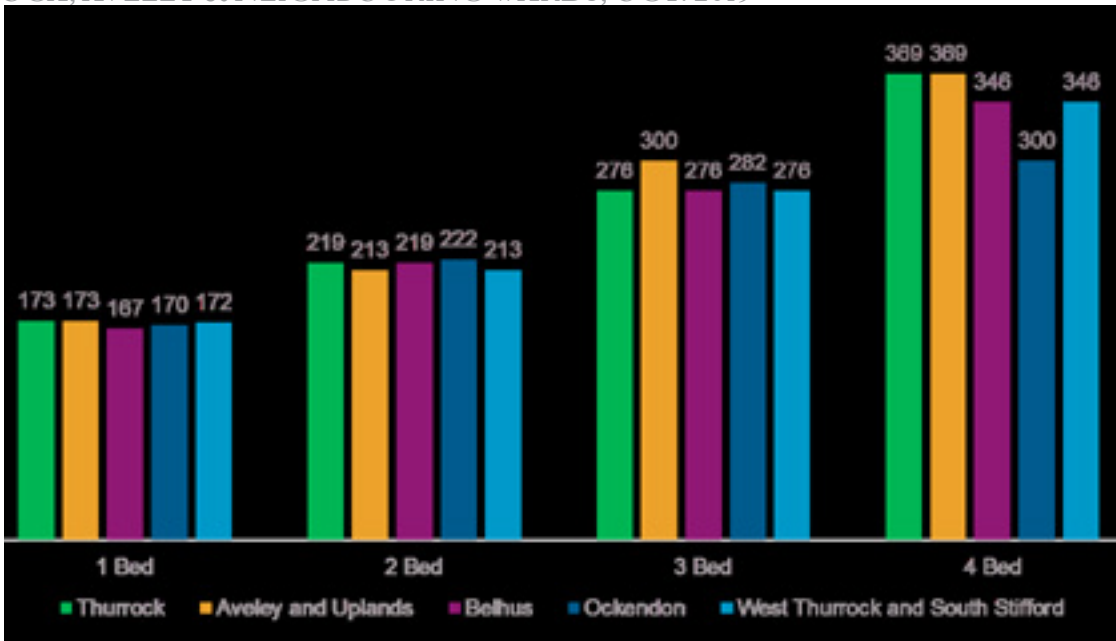
% INCREASE IN PROPERTY PURCHASE PRICE

SOUTH ESSEX, FEB 2011 - AUG 2019



AVERAGE PRIVATE MARKET RENTAL COSTS

THURROCK, AVELEY & NEIGHBOURING WARDS, OCT. 2019



SECTION 1.3

ESSENTIAL QUALITIES OF PLACE

AVELEY STUDY TOUR

The Capacity Building workshop included a walk around the village and site. This provided an opportunity to view and discuss both in situ, prompting questions and increasing contextual knowledge of all those involved. It stimulated ideas and discussions that could then feed into the afternoon's exercises.

Points raised include:

- Hidden Heritage
- Access to Parks and Mardyke
- Industrial Context
- Proximity to Thames
- Accessible to city and country
- Walkable place
- Long-standing community
- Affordable place with access to jobs
- Accessible local schools



Walking touring of Aveley



A view of St. Michael's Church and the historic manor house.

PRECEDENT STUDIES FROM DROP-IN WORKSHOP



Images of traditional South Essex villages were presented and discussed. This helped to explore the structure and growth of such settlements.

FIVE ESSENTIAL QUALITIES OF PLACE

The results of the preceding exercise were distilled into five qualities. These are what is special and unique about Aveley and what the community feels should be appreciated when building in the area.

Any new development must respect these qualities and demonstrate how they have been incorporated into the design.

1. HIDDEN HERITAGE

From the 11th to 17th century Aveley was a large and flourish community. It today contain 14 National Designations including:

10 Grade II buildings

2 Grade II* buildings

1 Grade 1

1 Scheduled Ancient Monument



Aveley Hall, Ship Lane



Crown and Anchor Hotel, High Street



Belbus Park Manorial Estate

2. ACCESS TO GREEN SPACE

Although the town has a suburban character, there is nearby access to attractive green space which forms a part of the broader character of Aveley.

The Mardyke - A stream that flows into the River Thames. The seven mile Mardyke Way runs from Ship Lane, Aveley through Davy Down to Orsett Fen. It has been designated a wildlife corridor in order for flora and fauna to flourish.

Kennington Park - A park created in the 1990's from a former clay pit that today features a small lake and well marked path with wetland tree species.

Belhus Woods Country Park - 300 acres of ancient woodland, working wood, flower meadows, open grassland, fishing and conservations lakes.



Mardyke at Davy Down

Photo: Thurrock Local History Society



Kennington Park

Photo: David Anstiss

3. LONG-STANDING COMMUNITY

There are a large number of residents who have lived in Aveley since childhood, with many newer generations struggling to stay in the area. The community have retained and continually add to the collective memory which forms part of the culture and history of Aveley.

Belhus Park

Photo Essex Country Parks



4. CITY AND COUNTRY

Aveley is located close to the C2C mainline to London Fenchurch street which connects to the capital in 30 minutes, is connected regionally by the A13, nationally by the M25, and historically by the river Thames which is a long established trading route for good and culture. These wider connections exist while keeping a foothold in the Essex countryside and country parks.



City of London

Photo Tristan Surtel

Belhus Woods Country Park



Above: DP world and Tilbury are nearby international ports. Below: High House Production park

5. INDUSTRIAL HEARTLAND

Aveley is close to the industrial heartland of Essex. Located near the River Thames on a part of the river between the Thames Estuary and London, there is a strong economy of docklands, manufacturing, and logistics. Industry remains a key driver of employment for many. Aveley's expansion over the 21st century relates to these dock side activities which continue to this day. Though more recently the economy of the area is diversifying to support the cultural economy at nearby High House Production Park; making sets for the National Opera.



Ponds Farm Site



SECTION 1.4

MAPPING AVELEY WORKSHOPS

A new development should integrate seamlessly into the existing settlement and be connected and accessible by foot and cycle, so as to enhance the community and reduce unnecessary car use. To get an understanding of the proposed site and its vicinity to the rest of the village, a Walkable Catchment Analysis is done. A SWOT (Strengths,

Weaknesses, Opportunities, and Threats) Analysis follows. This uses content from the workshop discussions to enhance understanding of the site, its context, and the relationship between the two.

WALKABLE CATCHMENT ANALYSIS

Truly sustainable neighbourhoods encourage walking and cycling. This analysis shows distances from the designated site to key community facilities in the area: the church, school, shop/post office, and parish hall. The coloured routes show walking distances with solid lines representing

pedestrian pavements and shared surfaces, and dotted lines showing unpaved rural footpaths. The existing networks must be considered in creating pedestrian and cycle connectivity between a new development and existing amenities.

CATCHMENT AREA DIAGRAM SHOWING WALKING DISTANCES TO LOCAL AMENITIES

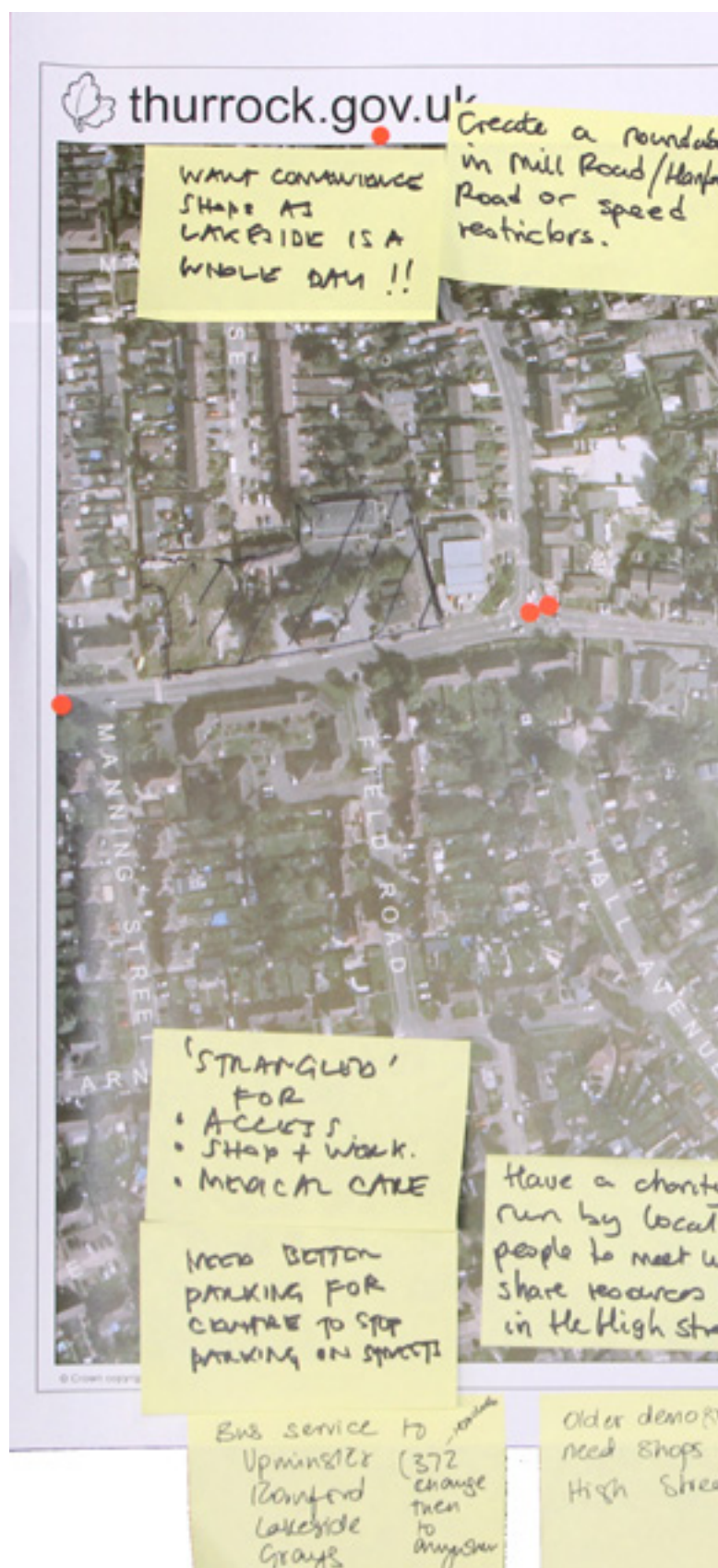


MAPPING AVELEY WITH RESIDENTS

During the open public event residents were asked to identify what were negative things about the area, what were positive, and what were things that were opportunities to become something positive in future.

These were added to a map during the event and conversations added more detail to these to gain a more in depth understanding of the lived experience of Aveley.

This map was represented at the workshops that followed as a piece of collective research that the proposals should build upon.



AVELEY:

Mapping with residents what are the strengths, the negatives, and the opportunities

out
rd

LORRIE ON
RESIDENTIAL STREETS

too much infill
development +
green/parks
being taken
away.

90% ALLOTMENT
WAS USED.
15 WAITING LST.
(SOCIAL)
60 MEMBERS.

WALKING ROUTES
FOR KIDS
STOP PARKING ON
THE VERGES!

Stop parking on pavements around the village!

No House building
on the fields down
ship lane both sides
and around the edge of
the village.

WIPING AWAY
THE HISTORY OF
ARABIA.

↑
SHIP LANE /
HIGH ST JACON
RAILINGS CORNER
(taken out) HGV station

HIGH ST COULD
BE PEDESTRIANISED
AT DO NARROW +
BUSY.

MAPPING AVELEY WITH RESIDENTS

Conversations were had during the workshop and many residents shared their knowledge with local expertise through comments forms which are captured here on Aveley and any future development:

“Aveley Hall plan sounds a good idea but the roundabout turning the lorries round is not as it is too close to the village.”

“Adding a further ‘bypass’ with yet more housing in Aveley would not really enhance the village as it would be on our green fields and spoil the view coming into Aveley along Ship Lane. The house (if you like the ugly Persimmon ones) would detract from other historical aspects we have in the village (i.e. not the new ‘village’ on the old bypass).”

“Why do we need a new supermarket? We have so many within about 6 minutes of Aveley! Such a waste of an opportunity to create a resource used by all ages”.

“We are so polluted from the M25 / A13 already and we need fresh air and less traffic here, not more traffic. Buses pass my front door every now every ten minutes – having more houses here would exacerbate the need for more traffic pollution and noise.”

“Why is there nothing shown on the maps for sewerage for all these additional places planned? Plus the lack of doctors, dentists, children’s clubs, adult’s leisure facilities – how will these be accommodated for?”

“The public realm is not accessible for most people – parking on pavements, fragmented routes, missing drop kerbs, obstacles on pavements. On bin day I don’t go out! The bins need to be inside gardens like Havering, Manchester, or London.”

“Getting to the parks, country parks, and tennis courts have not paths connecting to them. The expectation is to drive but I can’t?!” Paths within parks are piecemeal – need to be compacted gravel and wide kissing gates (with radar locks). - I’d be interested in being an accessibility consultant”

“Ship Lane – move pedestrian crossing to the corner (nearer to the mini roundabout) by the pub so you can be seen and you can see drivers.”

“The infrastructure needs to come first before housing – GP, schools, public realm and those things”

“Rent is £1000 per month for a studio flat. We are in a London postcode without the London weighted wages. People are having to move to Buckles Lane (‘Travelling Show People site’) due to affordability. Affordable homes on the new estate are going to people from out of the area.”

“Although I am not a resident in Aveley village I use the shops, businesses, and medical facilities there and have done so since 1959. A new bypass – I think it is shocking that Thurrock council allowed new building along

the existing bypass – put in place initially to keep traffic away from the village. I agree that a new bypass, south of the village, would help, if landowners gave up their land – but what’s to stop more housing being built in any empty gap!?”

“Community hub: I was concerned when talking to one of the presenters of the display that he had no idea that there was a community hub a few yards away in the Rec. The development of the ‘hub’ concept is vital to glue the expanding Aveley community together – Aveley High street, Purfleet road, Kenningtons etc. Very disparate but needing events and activities where all ages can meet and share experiences. Volunteering is a wonderful occupation for anyone of any age and volunteers should be treasured, supported and mentored”.

“Heritage: We can only move forward by learning from the history of our ancestors and environment. Buildings were demolished to make way for a ‘new’ Britain. At the time the voice of reason was thin and low and perhaps not heard as loudly as it should have been – Belhus mansion being a case in point. Many buildings in Aveley bear testament to the heritage of ages and the stories of communities over the centuries and decades should be heard, recorded and enhanced with new experiences. Is local history taught in our primary and secondary school? Do people know of the Aveley mammoth, or the Purfleet roman skeletons, or the way the MArdyke river was used? The role the slave trade played



in the economics of the area? Aveley village is only a small part of a much bigger picture and all development needs to take surrounding area into account”

“HGV and lorry traffic and parking: This has been and continued to be an enormous blight for local residents and people who use village facilities. Large space must be allocated to ensure shopkeepers continue to serve their customers by having carparking easily accessible. Local Authority must clamp down on illegal parking on pavements – this is not only an eyesore it breaks up pavements and is a safety hazard for pedestrians, especially the most vulnerable. Published figures show how polluted the air is in Thurrock and Aveley is in a hazard triangle.”

MAPPING AVELEY WITH RESIDENTS

“Medical facilities: The local medical centre requires 3 weeks notice for an appointment with the GP. The buildings for both this and the satellite Bluebell surgery in Belhus are inadequate (Bluebell especially) and South Ockendon Centre in Derry Avenue has really helped by hosting Diabetic Eye Clinic and other medical interventions. Aveley Hub, hopefully when it open in Spring will be in a position to make access to medical attention much easier. But much more investment is needed to ensure shorter waiting times and with an increasingly ageing population better facilities. With all the new technology available WHY is this not being used the benefit of patients?”

“We need more accessible properties that are properly done and designed in consultation with users or are able to accommodate all needs [truly adaptable]”

“Hornchurch is more desirable, and more accessible.”

“A home swap policy should be for identical adaptations, not just needing to swap ‘adapted’ homes [which may not be useful].”

“Aveley used to be a pretty village with old houses and quaint cottages and pubs. Any new places lessen the pleasant look to the village, and now it is used as a rat-run to Lakeside [shopping centre]. We would like a village back not made bigger and bigger.”

“We love our village and don’t really want it to change but we know it will. Please just choose the best for us here and not make it unrecognisable .”

“HGVs constantly driving through Aveley. This will get worse as new site opens in Purfleet road. Also at night – HGV parking up, it gets worse when the bridge shuts. Needs enforcement with cameras including foreign trucks who drive on pavements.”

“We are now a London borough – all buses need to be TfL and use oyster. Especially for young ones. My children plan [to] study [in] Havering, not Grays, as easier and cheaper [to] go there on zip card.”

“Stop building pseudo community recreation on green belt. We community (kids) can’t use the football ground for free – we can [use] a well-managed clean park. Look to Havering parks as example”

“Cycle lanes need more [of them] and for them to be linked to London. Be good to have cycle super highways from here to Canary wharf”

“Good for kids – we [don’t] allow our kids to cycle here [which] means driving to Havering to then cycle – why?”

“Improve the High street with better and checked parking. Copy the Purfleet plan! Gives us Costa ”

“Library open in the evening – not daytime – we work! E.g. 12:00 – 19:00 opening hours”

“Site A is a flood plain – Mardyke – Why [build there]?”

“Concerned roads will be gridlocked”

“Cottage hospital – no hospital in Thurrock. Nearest hospital in Basildon. Small cottage hospital for emergencies and minor ops with overnight stops possible”

“Too much building without green spaces. Nowhere for children to play”

“Cycle paths would prevent accidents!”

“Police – haven’t seen any although helicopter sometimes flies over”

“Doctors – 3 weeks for an appointment. Telephone consultants up to 4 weeks to discuss results”

“Like the ideas for Ship Lane which would be a tremendous asset to us”

“I really like the plans around the village with green squares and path round the gardens. This could run back to a really nice place to live and bring up children – if the plans are executed”

“more celebrations of local history and learning from past mistakes and successes”

“more economic investment away from residents / also new roads”

“In my cul-de-sac – Manor Close. In evenings and weekends they park across dropped kerb[s], opposite each other. Numerous times bins not collected, deliveries cancelled, drivers (visitors) shout at you if you ask [them] to move. Police do nothing if not attacked, council does nothing as [it is] out of hours for parking enforcement. Solution: Dropped kerbs for all council homes (private homes have already 90%). This is also [an] issue throughout Aveley. Also, campervans parked and rarely moved everywhere causing obstructed views and accidents. This is anti-social behaviour. Look to Havering’s parking enforcement as example on website.”

MAPPING AVELEY WITH RESIDENTS

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These were added to a map during the event and conversations added more detail to these to gain a more in depth understanding of the lived experience of Aveley.

This map was represented at the workshops that followed as a piece of collective research that the proposals should build upon.

Kenningtons:

Mapping with residents what are the strengths, the negatives, and the opportunities



Aveley - Kenningtons - 4th November 2019



NO WAITING FOR
PEOPLE TO GATHER
AFTER SCHOOL
NO GOOD CUCING
WALKING ROUTES.

Not a fresh redoubt signal
at the entrance to West Pass
from the southward to
"the down the" and over "from
by mistake with Bailey Road.
Ground is more interesting
near by looking over the ridge.

BELTUS.
KUNNINGTON }
LONG HISTORY

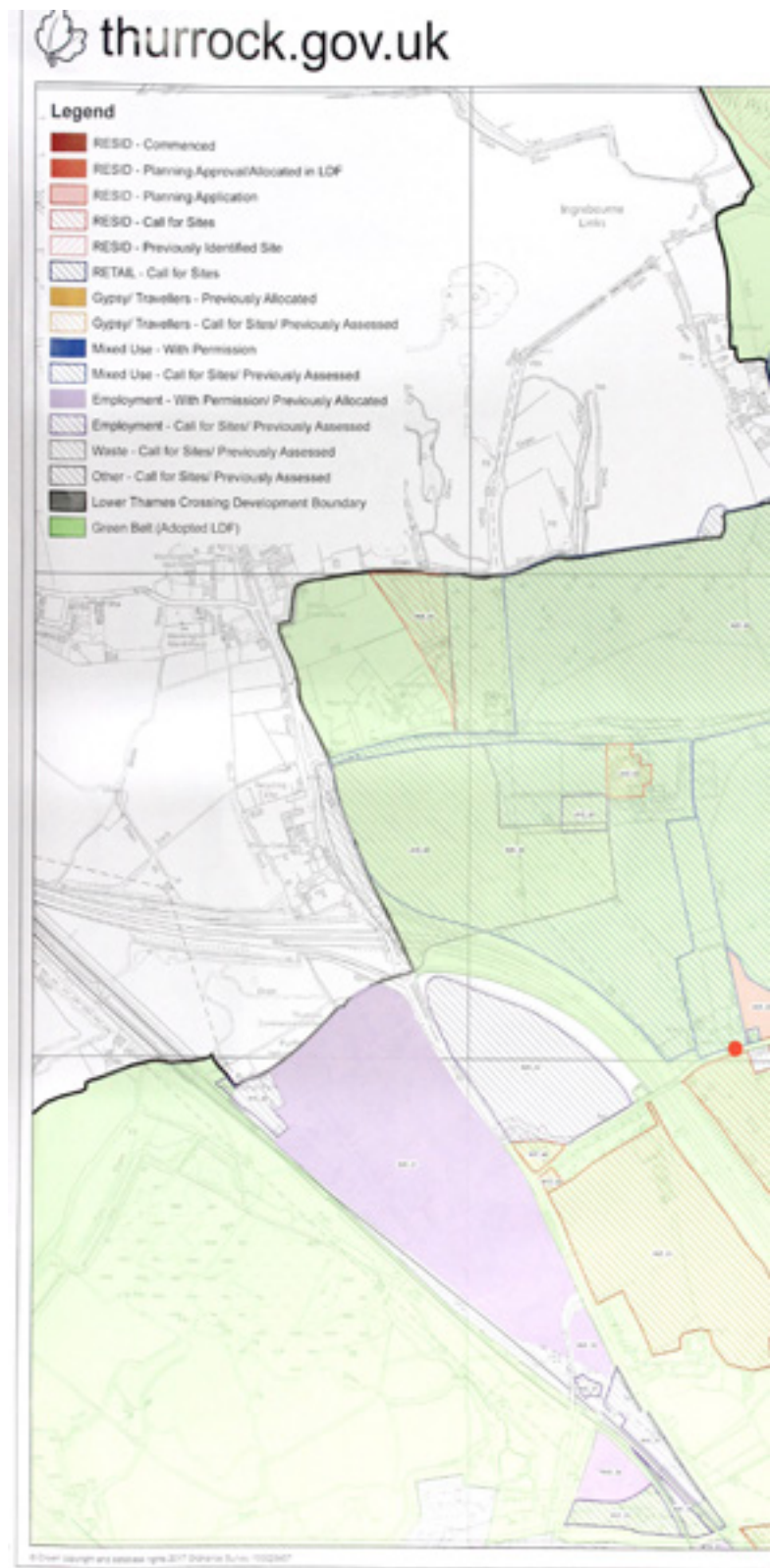
MAPPING AVELEY WITH RESIDENTS: FOCUS GROUPS

During the second day of workshops residents from community groups, schools, and the community forum came together with officers and with facilitation from the foundation mapped Aveley together using their local expertise. The following maps were co-produced by each group which formed the basis for the different proposals for development in the area.



Groups mapping aveley collectively

group 1 aveley mapping

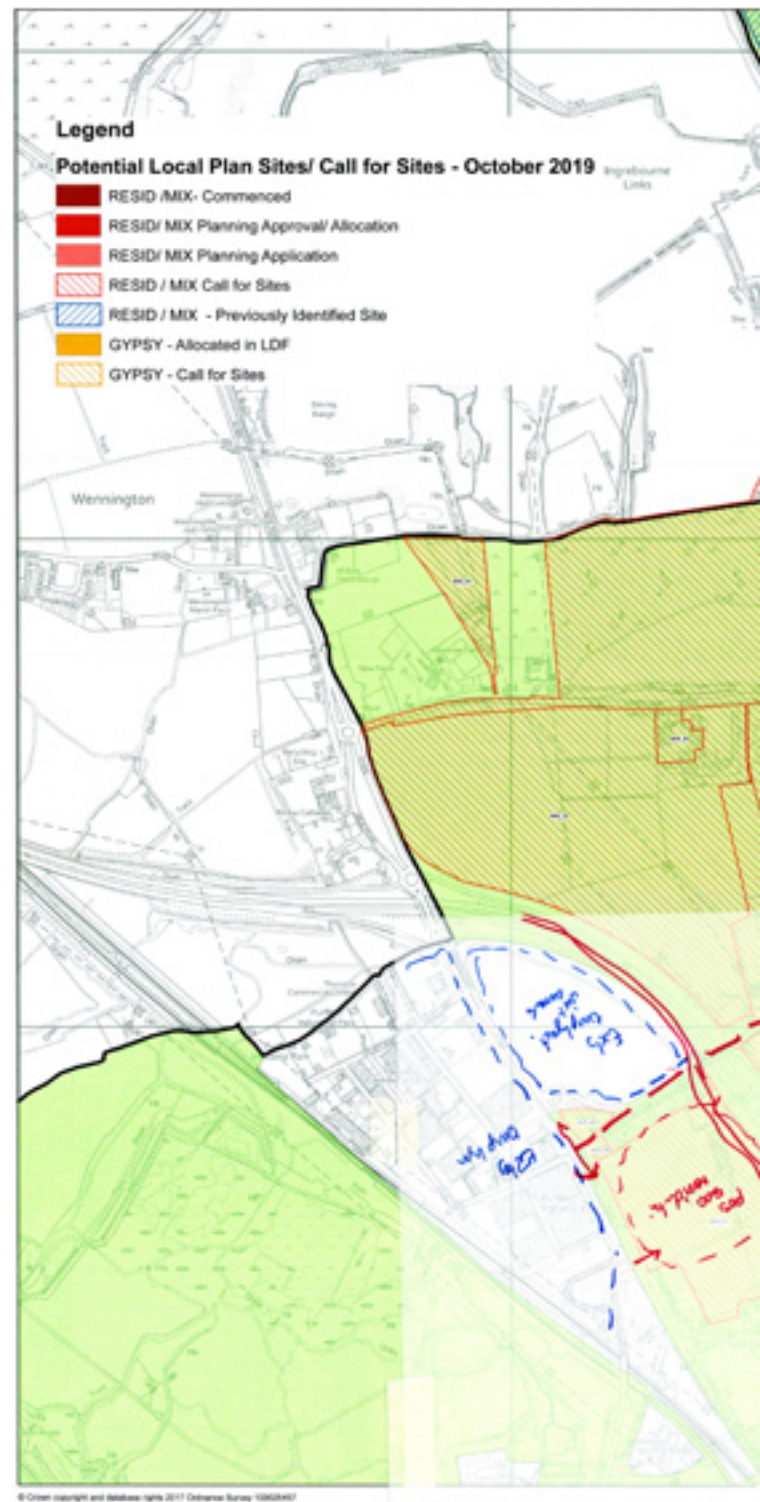


Potential Local Plan Sites (October 2019) - Aveley

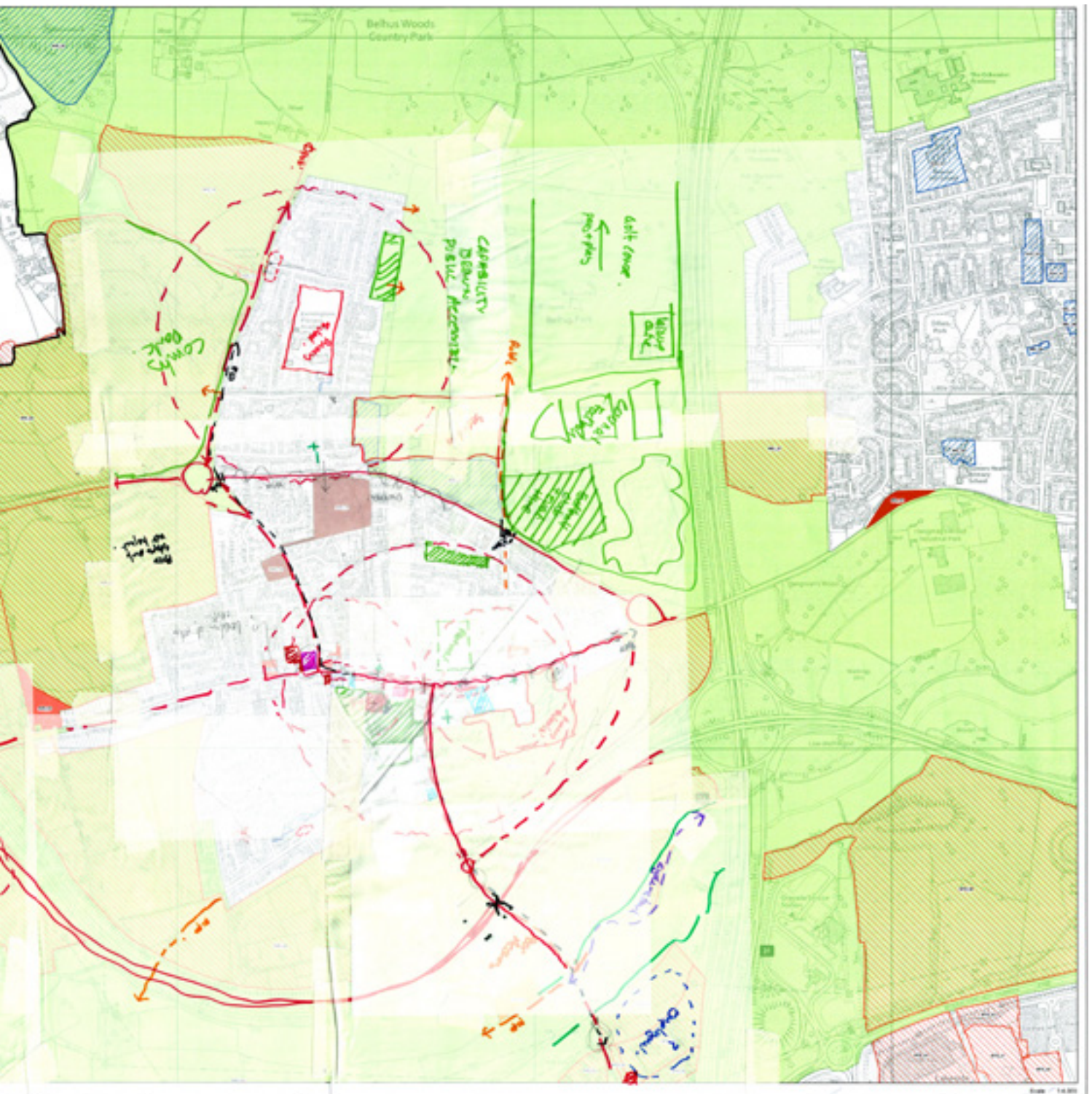


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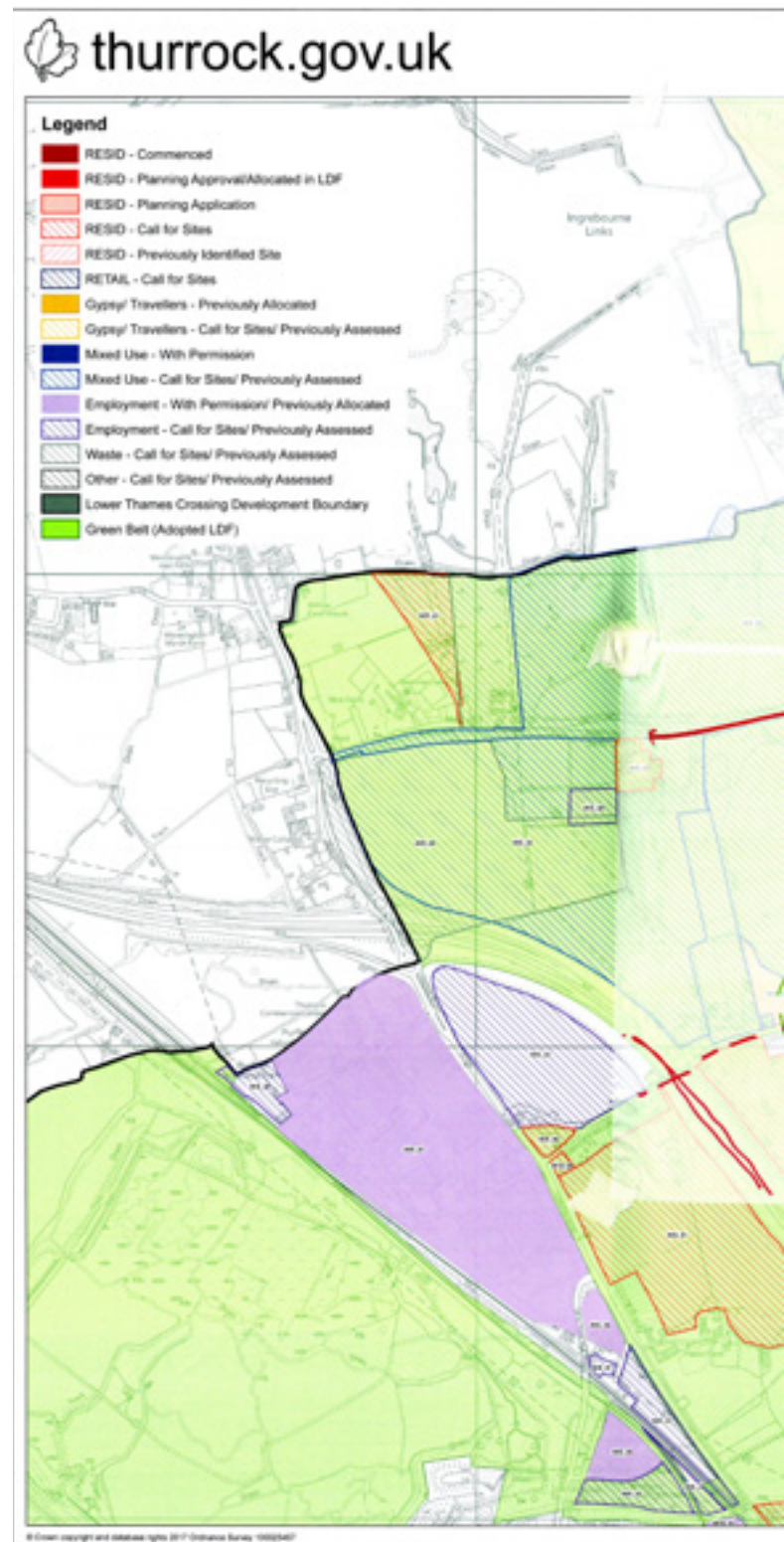


group 2 aveley mapping



MAPPING AVELEY WITH RESIDENTS: FOCUS GROUPS

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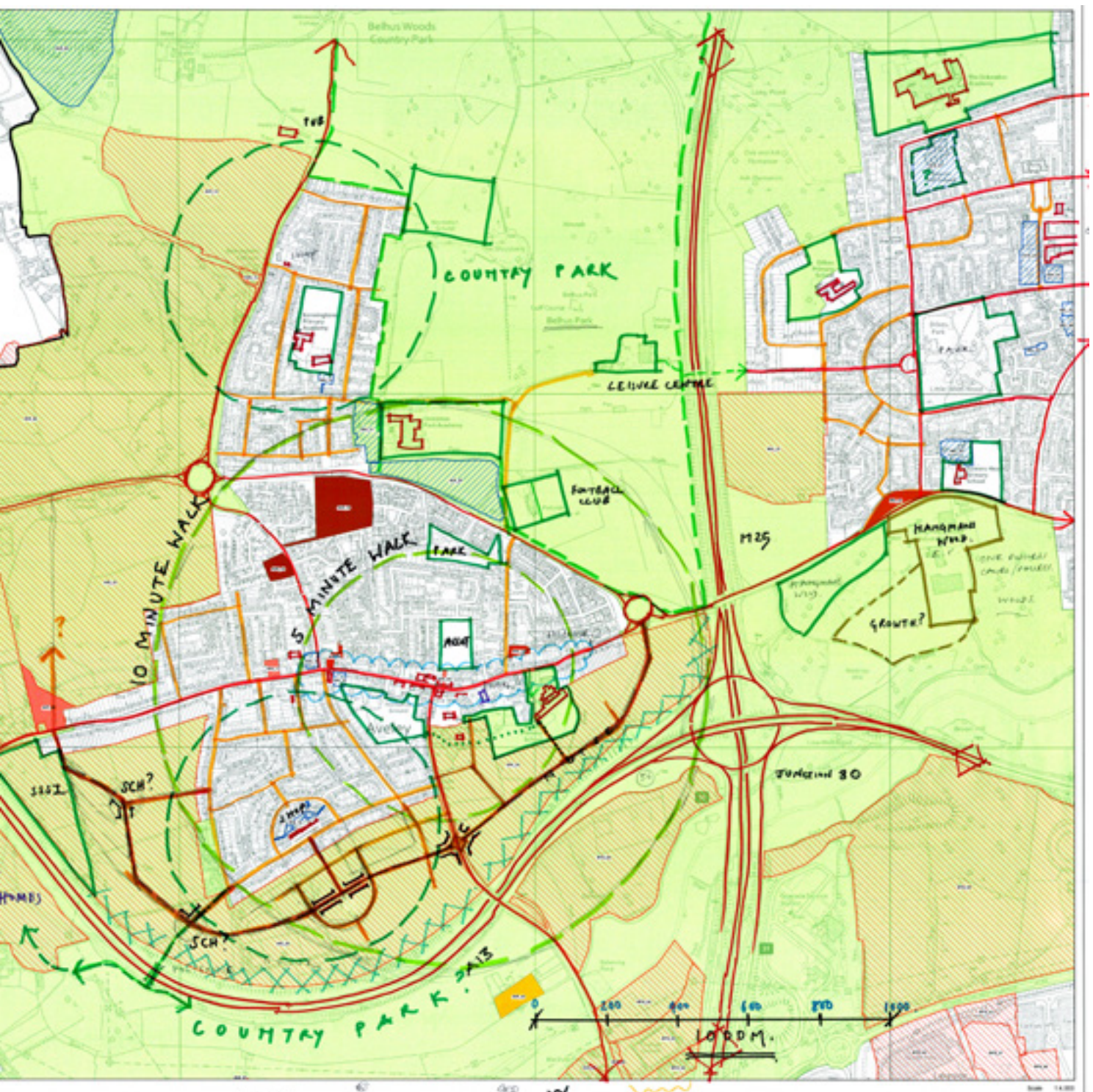
Potential Local Plan Sites (October 2019) - Aveley

MAPPING AVELEY WITH RESIDENTS: FOCUS GROUPS

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Group 4 aveley mapping



FEEDBACK FROM AVELEY PRIMARY SCHOOL

LEAVING A LEGACY FOR OUR YOUNG PEOPLE

As part of the first workshop, engagement with the School Council of Aveley Primary school was undertaken; this step was taken to ensure engagement with young people and the Council aims to evolve a wider education programme to involve Young People & Place: pupils considered the current issues of living/attending school in

Aveley in a group discussion, they highlighted: Pupils each set out one thing they wished to be considered to make Aveley a better place as

No Cycle Lanes - only one pupil cycled to school and he lived in Purfleet; he is only allowed to cycle on the pavement.

Unsafe to use scooters on pavements - too much noise and traffic.

No skate park – used to be one but its broken

No youth club – unless a school club most children go home at school close. If they attend school club, they don't feel safe leaving to go home as the Lollipop man/lady isn't there and cars speed.

Nowhere to have dinner with parents on High Street, no coffee shops, no Nando's.

Police station isn't there and they know it takes a long time for Police to arrive – makes them feel unsafe and

they want to stay indoors at home.

Pavements are very narrow and feeling of being too small next to the busy traffic.

'Little Shops' is what they call the local centres e.g. Londis -but they are boring and there's nothing to buy.

Buses only every hour so their parents must drive.

People park on the pavement

follows:

The teacher added sometimes there is a perception of feeling unsafe with people

hanging at the school perimeter, speed of traffic is a concern and the HGVs must stop.

'An old persons Home but with a social club'

'A youth club'

'a shelter for homeless people'

'Traffic lights as car cross the road safely'

'Clubs for all ages – old and Young'

'House for the homeless'

'Golf for young people'

'A library – this one is taking too long

to build'

'Fire station'

'No loneliness'

'A hospital – more doctors'

'A new doctor surgery'

'Pubs for Children to go in - places to be with mum and dad'

ACCESSIBILITY IN AVELEY

UNDERSTANDING ACCESS FROM A LOCAL PERSPECTIVE

An insight into the particular problems around accessibility in Aveley were demonstrated by a local resident, Lisa Clancy, who grew up in Aveley and shared her experience of getting around Aveley through different stages of her life with walking aids, manual and power wheelchairs, and more recently a guide dog. From this walk around key findings led to a set of principles to enable all residents to experience a safe and pleasant environment.

Narrow pavements: Not enough room for a wheelchair to pass alone, making it impossible in combination with a guide dog.

No resting places: There are no opportunities to sit and relax, especially on slopes and places where people shop and wait for buses.

Clutter: Pavements are obstructed by a myriad

of public and private furniture, cars, bins, bollards, railings, signposts and more.

Level access not aligning: Many of the drop kerbs around Aveley don't line up which leaves you stranded unable to cross, or having to use the road and private driveways to make a very simple journey. Small trips become extremely convoluted and dangerous. Many dropped kerbs are very steep and in combination with natural hills make it very likely for wheelchair users to tip over.

Bin storage: The tour took place on bin day which showed how much space is taken up by residential waste bins, forcing many onto the road.

Steep cross falls: slopes across pavements are



Long and complex routes to get around that are 4 times the distance for those less abled.



Clutter and bins narrow the pavement.



Accessible paths ending at unsafe roads



Parking on pavements.

steep, especially along Ship Lane, where there is a high risk of swerving uncontrollably into the road.

Tripping hazards: Tree roots became tripping hazards and were planted in the middle of pavements which have been narrowed due to car parking. Service covers and transitions between materials looked flush but large gaps and slight changes in level become dangerous and make the likelihood of tipping in the chair very likely.

Park entrances and motorcycle concerns: Accessing many of the parks was impossible because either the gates were anti-motorcycle and thus anti-wheelchair, or the surface within the gate was grass/mud which gives no grip. Some paths were also not suitable within parks to allow a good degree of access.

Parking on pavements: Car parking often takes up most of the pavement on many streets in Aveley. Roads are quite wide yet not wide enough for parking on both sides of the road with people bumping up on pavements. Ultimately the reliance on cars needs to be eased.

Disjointed accessible routes: Paths made 'wheelchair accessible' suddenly run out and leave you stranded or having to use the road.

ACCESSIBILITY IN AVELEY

UNDERSTANDING ACCESS FROM A LOCAL PERSPECTIVE



Narrow pavements and unclear zoning in the public realm for parking make giving pedestrians the space they need difficult.

Principles for Aveley accessibility:

1. Wide and clear. Pavements should be a 2m wide with a clear 1.5m free from obstacles on all streets.
2. Catch your breath. There should be a place to sit every 100m and even more often in the high street. It is difficult for many to get around without a little pause.
3. De-clutter. Pavements should be free from public realm clutter. A yearly audit of obstacles will ensure that the accumulation of furniture does not build up. New developments should include building mounted street lighting. Signage, bicycle parking, lighting, and road signs should be mounted together to lessen their footprint.
4. Go high, not low. Make the road meet the pavement instead of using drop kerbs. Raised tables at all junctions will do the work of a drop kerb, reduce speed, and prioritise pedestrians over vehicles.
5. Courteous curtilage. All new housing must include bin stores within the curtilage line in easy reach for waste collection so that bins are not left in pavements as obstacles.
6. Camber not clamber. Cross falls in pavements and in roads should be a gentle 1:40 maximum, and other drainage methods need to be used to avoid steep gradients across paths.
7. Well rooted. All new tree planting must



Soft grass surface and gate design prevent entry to parks



Dangerously steep cross falls across pavements



Inappropriate dropped kerbs

have root protection to prevent roots from damaging new pavement and making tripping hazards. Tree planting needs to have a solid permeable surface over the growing area to make sure it doesn't narrow the pavement. E.g. resin bound paving.

8. A walk in the park. Access to parks must allow wheelchairs to pass with ease with staggered gates and a hard surface from start to finish. Where problems with motorbikes occur use a Radar key for wheelchair user gates as a minimum. Path surfaces need to be wide compacted gravel or reinforced with plastic matting to avoid becoming a muddy mess.

9. Clear parking. Car parking surfaces should read as an extension of the pavement that take up the level difference between pavement and road. Pavements are out of bounds for all parking to make sure paths are kept clear and safe.

10. Joined up thinking. Accessible paths need to be continuous and link up public spaces in a clear and legible way. Identify the gaps and join them now, and continue to improve them over time.

11. Flush is millimetres in tolerance. Utilities covers and joints between different materials need to be flush so that wheels and walking aids don't get stuck and to avoid tripping.

S.W.O.T. ANALYSIS

STRENGTHS, WEAKNESSES, OPPORTUNITIES, & THREATS

The S.W.O.T. analysis extracts information about the village, and in doing so increases understanding of the site in relation to its broader context. It illuminates opportunities the site contains and how best to capitalise on them. Furthermore, it begins to look at how a new development might work towards overcoming (and not exacerbating) existing weaknesses within the village. This is a consolidation of conversations from all the workshops with residents, officers, landowners, and the supporting multi-disciplinary team.

STRENGTHS

- S1 Heritage
- S2 Strong community
- S3 Walkable facilities

WEAKNESSES

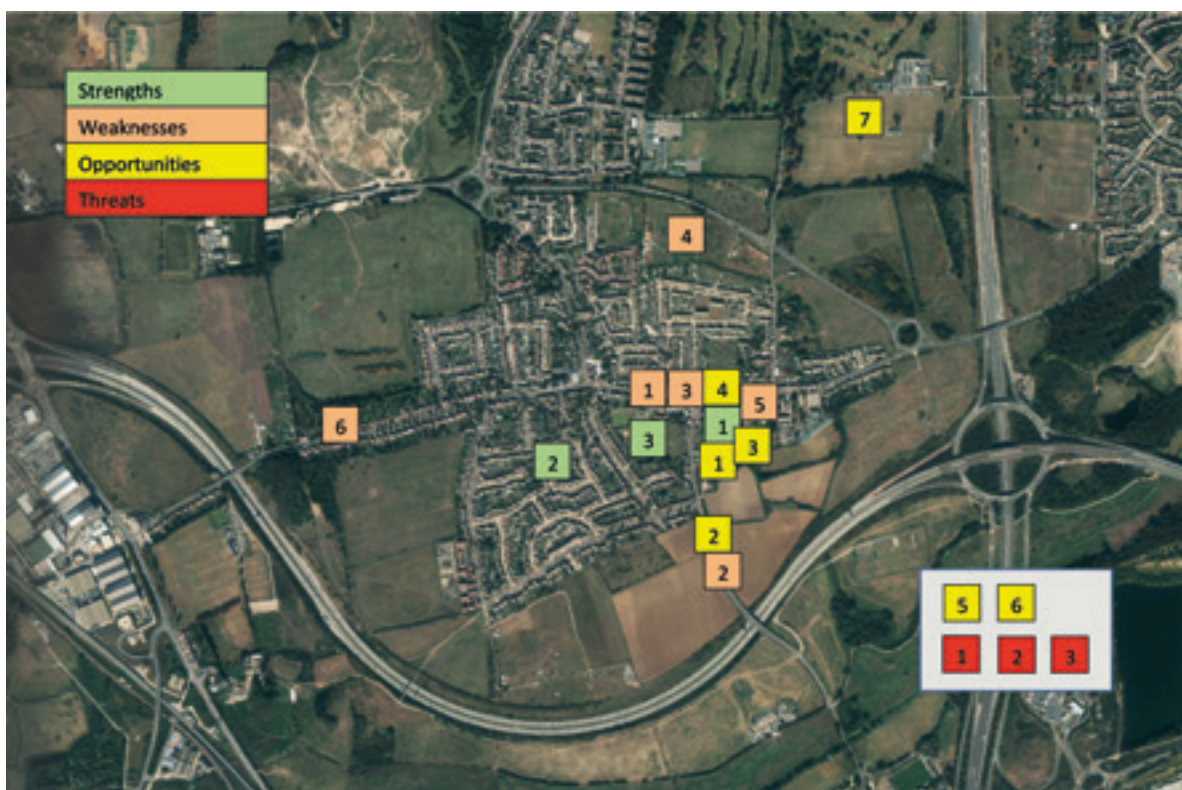
- W1 HGVs through village
- W2 Congestion and danger on Ship Lane
- W3 Difficult to park near High Street
- W4 Newer residents tend not to use village centre
- W5 Medical centre over-subscribed
- W6 Lack of bus service to Upminster

OPPORTUNITIES

- O1 Create better walking/cycling routes to primary school
- O2 Rethink/enforce restrictions on HGVs
- O3 Restore/open up Aveley Hall complex
- O4 Improve High Street
- O5 Land suitable for development close to centre
- O6 Open land mitigates air pollution
- O7 Belhus Park: untapped potential

THREATS

- T1 Uncontrolled development
- T2 New housing without improved infrastructure
- T3 More traffic due to development in surrounding area



PRINCIPLES OF GOOD PLACEMAKING

It is important that any area of housing within Aveley helps to create a good sense of place, and is designed to enhance a sense of community and wellbeing.

a sustainable design, routed in the context of the locality and responding to its character. Sustainably planned, built and maintained communities improve quality of life for everyone who is part of them, now and for the long term.

The following 13 design principles are intended to guide the design of any new development. They could be referred to and referenced in any masterplanning work as a solid foundation on which a strategy could be built.

Applying the principles of 'good placemaking' helps ensure

Replacing the outdated 'contemporary suburban model' with well integrated mixed-use 'sustainable urbanism' is key to good placemaking.

SUBURBAN MODEL

Isolated pods of single-use buildings accessed from collector and arterial roads

SUSTAINABLE URBANISM

Integrated, mix-use town



PRINCIPLES OF GOOD PLACEMAKING



1. PLACE

Design that respects the complex character of a place and takes into consideration its history, geology, transportation links, and its natural landscape.

ENCOURAGES: Individual character and a sense of belonging to a place

DISCOURAGES: Soulless, anonymous development



2. PUBLIC SPACE

A recognition that the design of public areas including 'street furniture', signage, and lighting, is as important as the design of private spaces, and should be designed as part of a harmonious whole.

ENCOURAGES: Harmonious and legible public areas

DISCOURAGES: Visual intrusion and clutter



3. PERMEABILITY

Urban design in which blocks of buildings are fully permeated by an interconnected network.

ENCOURAGES: Ease of access and a greater spread of traffic movement

DISCOURAGES: Inefficient movement and an oppressive sense of impenetrability



4. HIERARCHY

A clear and legible ordering system, which recognises a hierarchy between types of buildings or roads and their individual parts in relation to a whole.

ENCOURAGES: An understanding of the relative significance of parts of a building or town, and easy navigation within each

DISCOURAGES: Confusion and over-reliance of signage



5. LONGEVITY

Design that creates streets and buildings that will cope with a variety of uses during their lifetime.

ENCOURAGES: Design solutions based on examples that have adapted well to change

DISCOURAGES: Complex buildings that are specific to current needs



6. VALUE

Design that creates a valuable asset in economic, social, and environmental terms and is built to last.

ENCOURAGES: Long term investment in buildings, towns, and cities

DISCOURAGES: Buildings and places that are likely to drain the resources of future generations to no advantage



7. SCALE

Settlements and buildings which, whatever their size, relate to human proportions.

ENCOURAGES: A relationship between the people and their environment

DISCOURAGES: A feeling of being overwhelmed and alienated



8. HARMONY

Design that sounds its own 'note' and yet blends with the local and natural environment.

ENCOURAGES: Buildings and settlements whose various parts work together and respect the value of the whole

DISCOURAGES: A confused and disparate built environment



9. ENCLOSURE

Design which establishes clear distinctions between town and country, public and private space, thus encouraging appropriate activities within each.

ENCOURAGES: Safe environments and the full and appropriate use of available space

DISCOURAGES: Wasteland and degraded 'no-go' areas



10. MATERIALS

Design that uses materials that are, wherever possible, indigenous, have a natural harmony with the landscape, and which are selected with care to ensure they improve with age and weathering.

ENCOURAGES: Buildings that have a natural resonance with their environment and that can be easily repaired

DISCOURAGES: Long distance travel of material, and buildings with short life spans that look worse with age



11. DECORATION

Design whose decoration not only enhances the quality and beauty of a building, but also helps engender emotional value and personal and cultural relevance.

ENCOURAGES: Local visual identity and interest for pedestrians, as well as potential use of local skills

DISCOURAGES: Functional anonymity



12. CRAFTSMANSHIP

Design whose decoration not only enhances the quality and beauty of a building, but also helps engender emotional value and personal and cultural relevance.

ENCOURAGES: Longevity and the inspiration of generations of potential practitioners of building crafts as an art form

DISCOURAGES: Quick-fix solutions and buildings that rely on assembly only



13. COMMUNITY

The carefully facilitated, early involvement of the local community in order to create places which have a civilizing influence, which meet people's needs, desires, and aspirations, and engender civic pride.

ENCOURAGES: A proactive, holistic approach to planning, with community buy-in

DISCOURAGES: A reactive, piecemeal approach to planning, and a reactionary local community

PROPOSALS THROUGH SKETCHING: FOCUS GROUPS

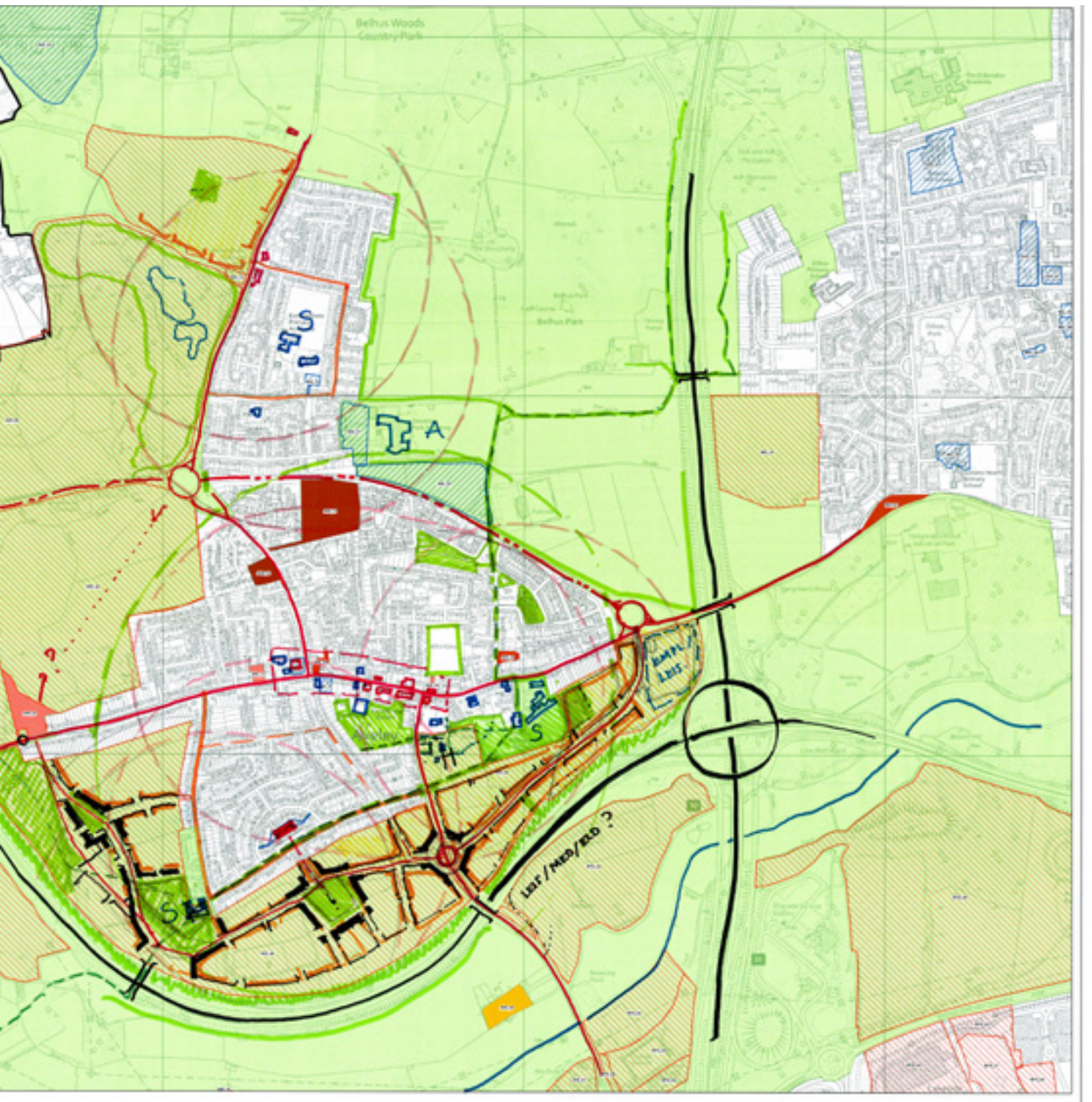
Working from maps that were produced by each group several different proposals were made as to where any development could go in Aveley in relation to good place making principles and what had been mapped collectively.



Groups sketching and discussing collectively

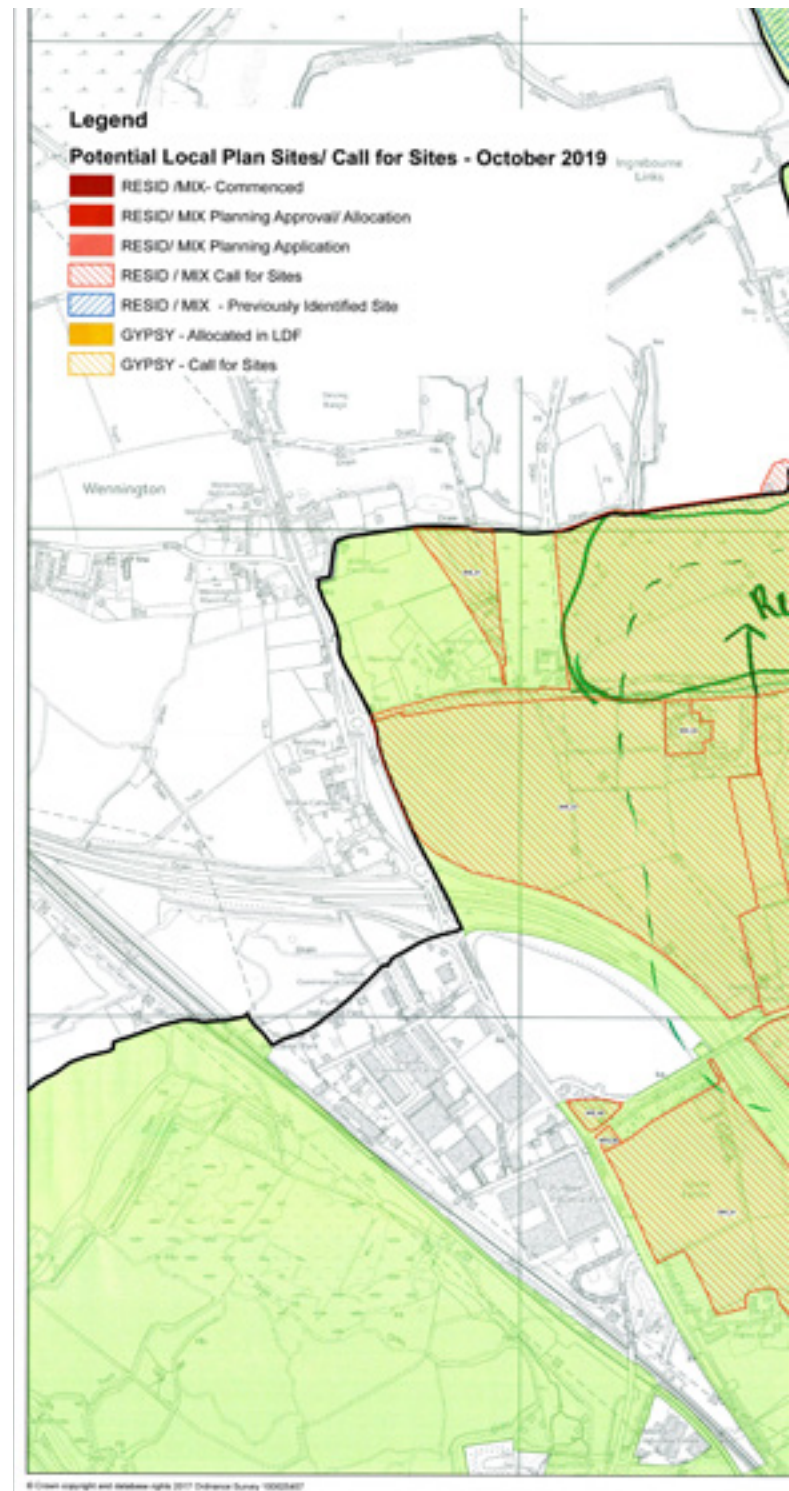
group 1 aveley sketch suggestion



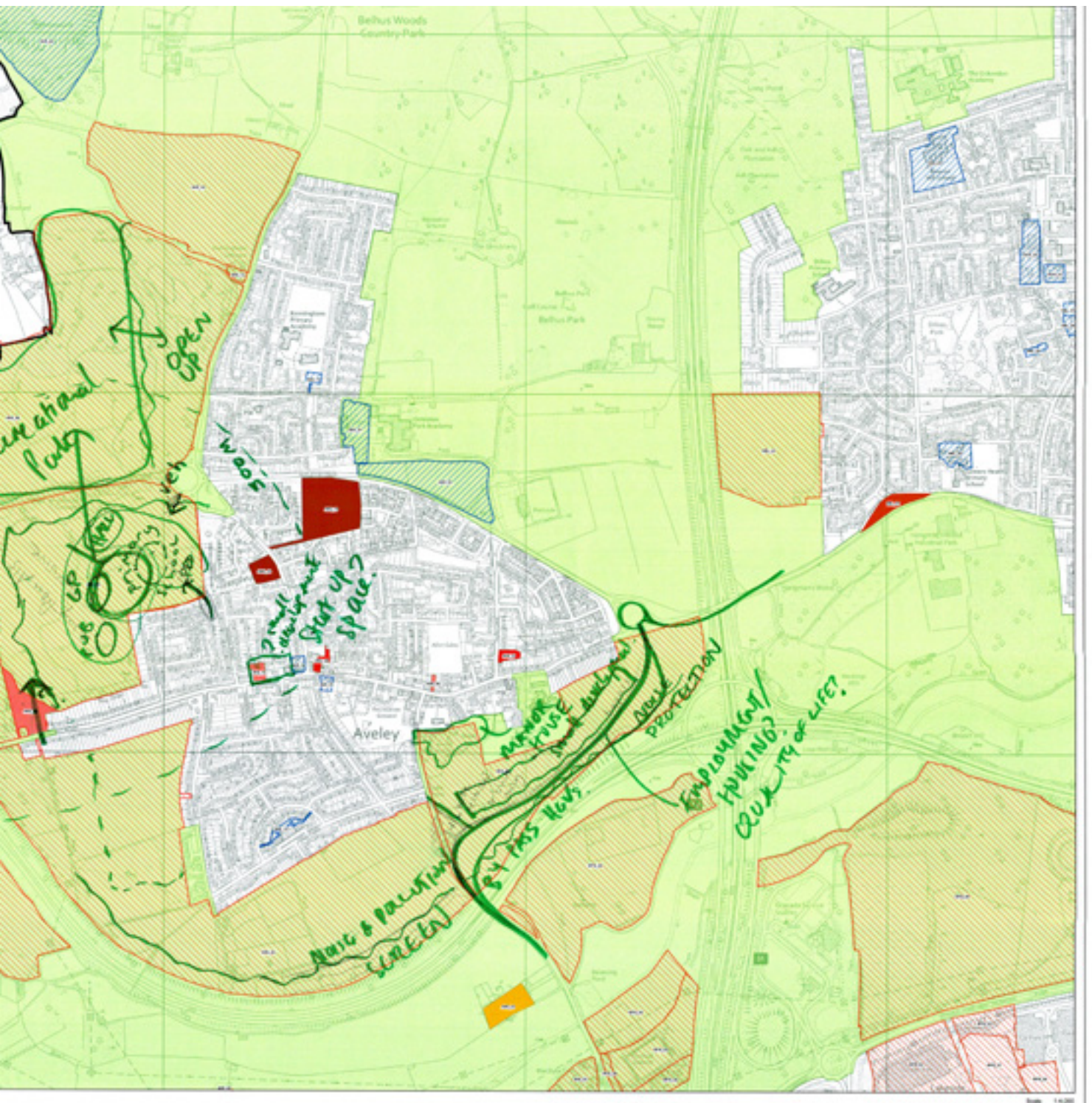


PROPOSALS THROUGH SKETCHING: FOCUS GROUPS

Working from maps that were produced by each group several different proposals were made as to where any development could go in Aveley in relation to good place making principles and what had been mapped collectively.

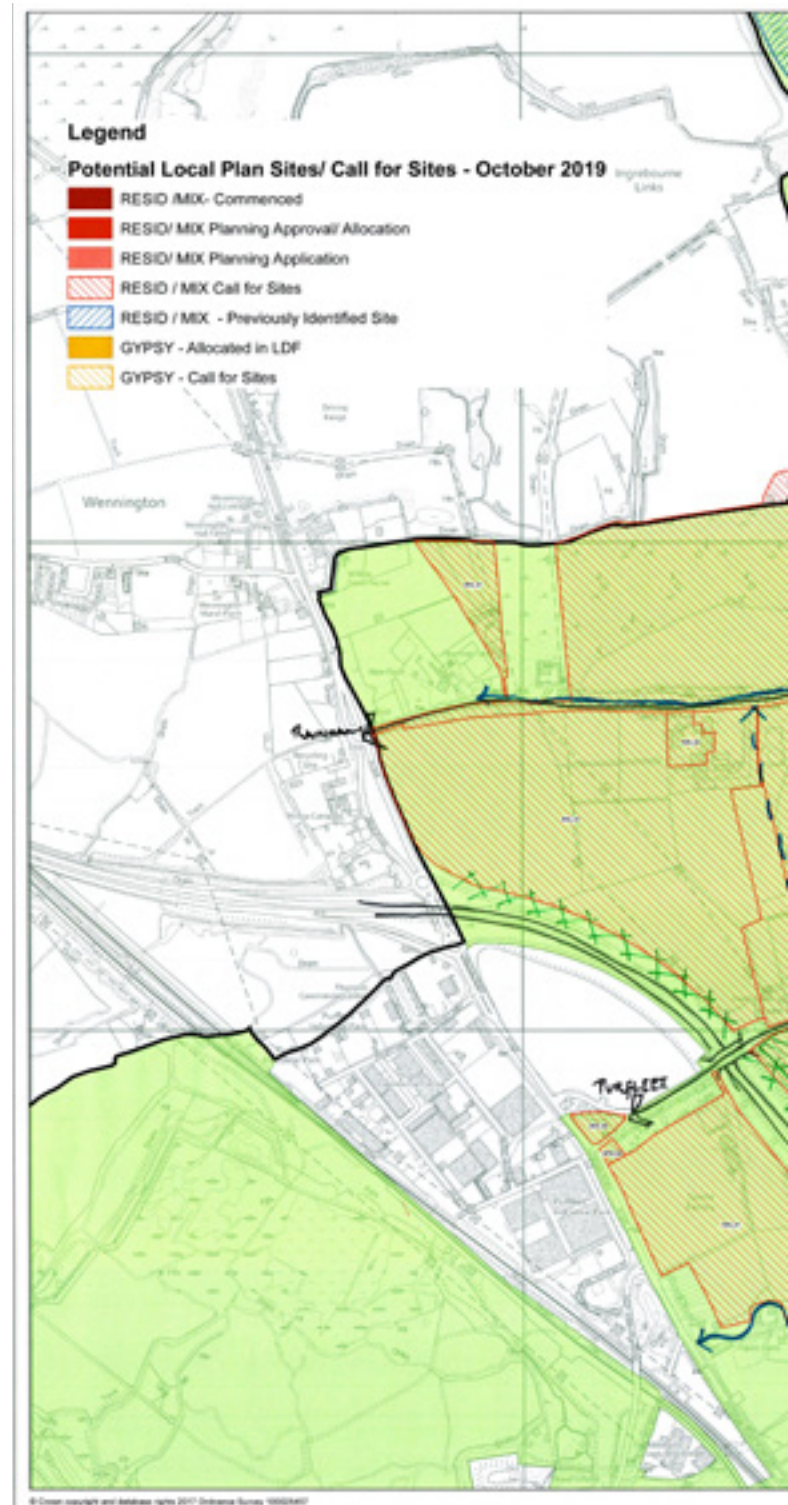


group 2 aveley sketch suggestion

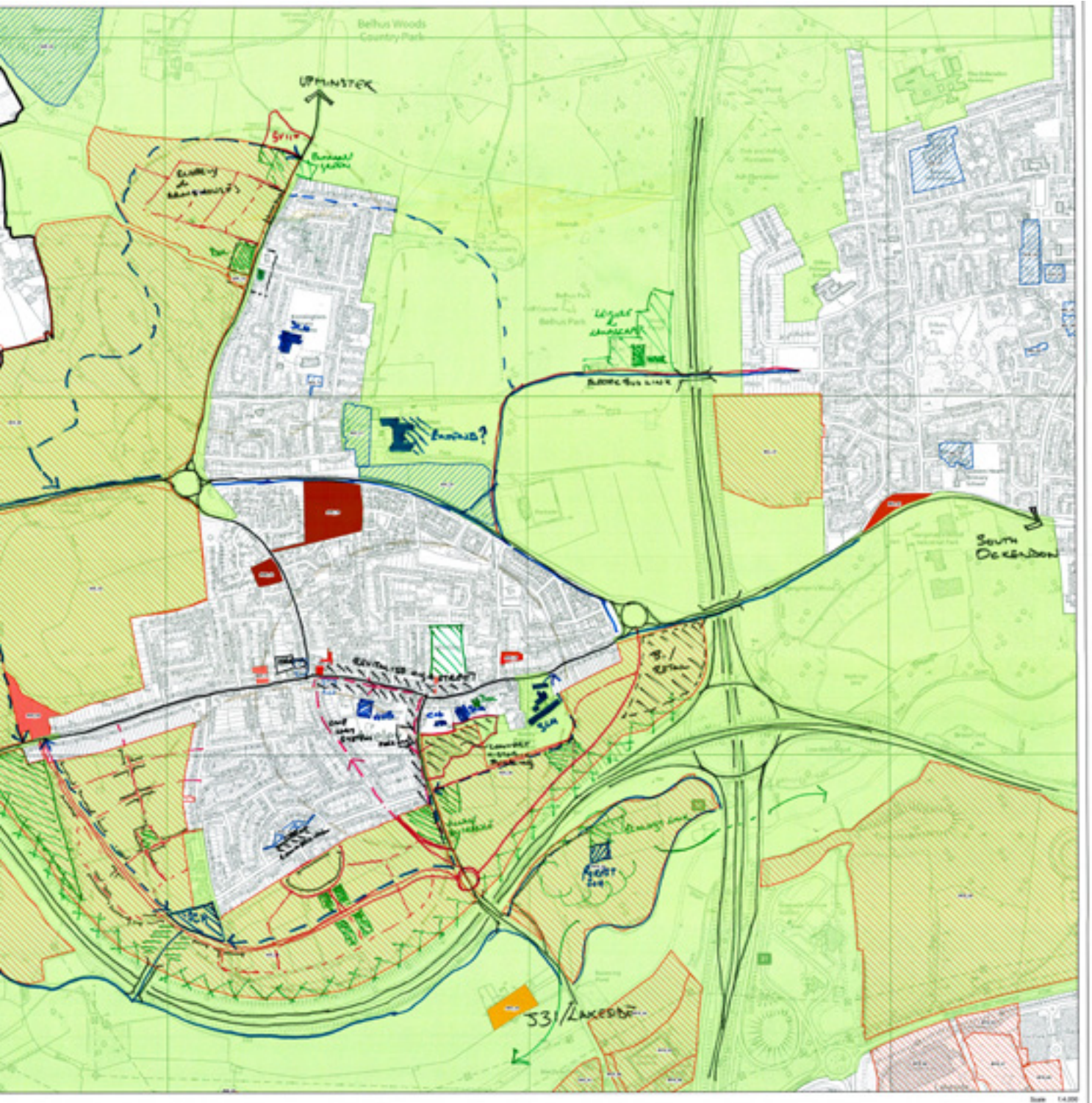


PROPOSALS THROUGH SKETCHING: FOCUS GROUPS

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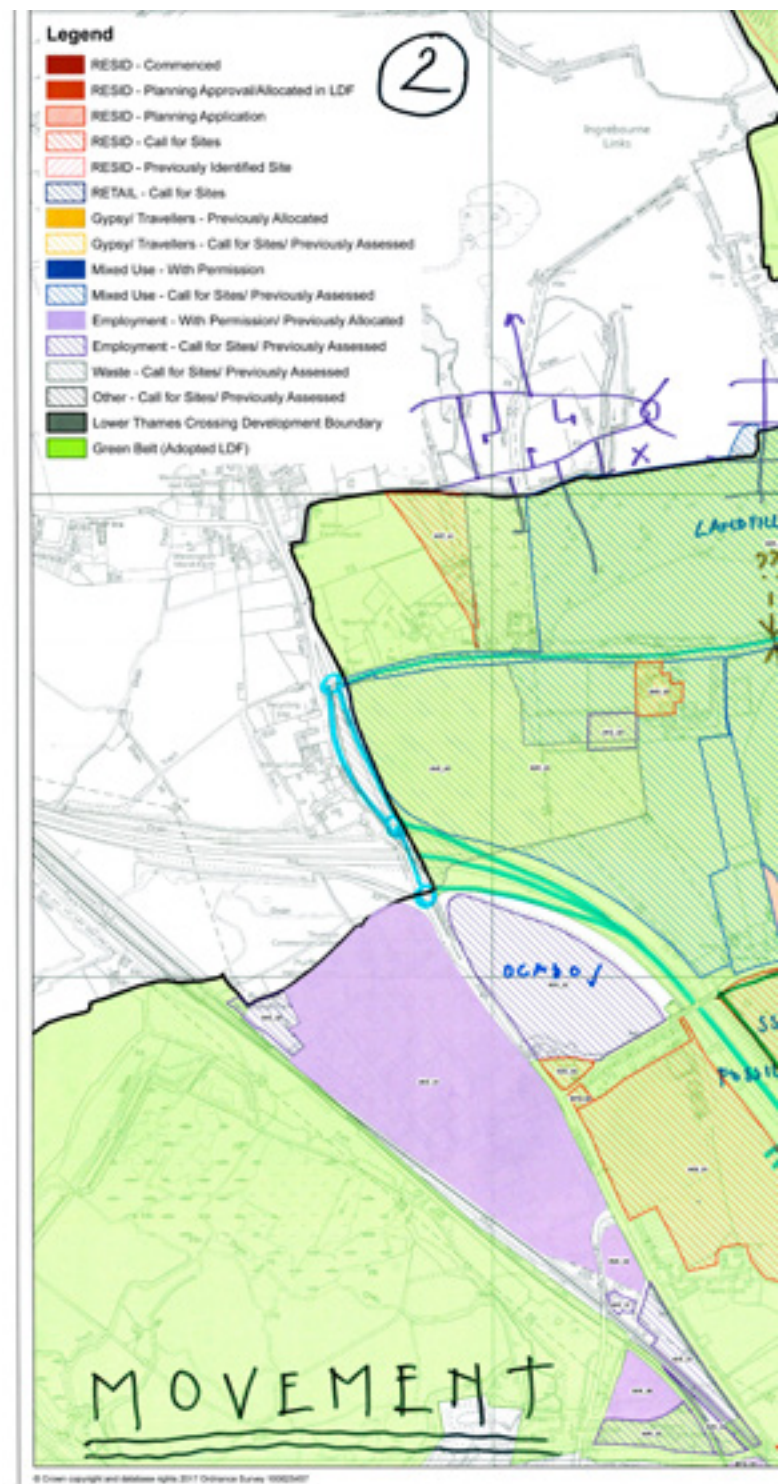


group 3 aveley sketch suggestion

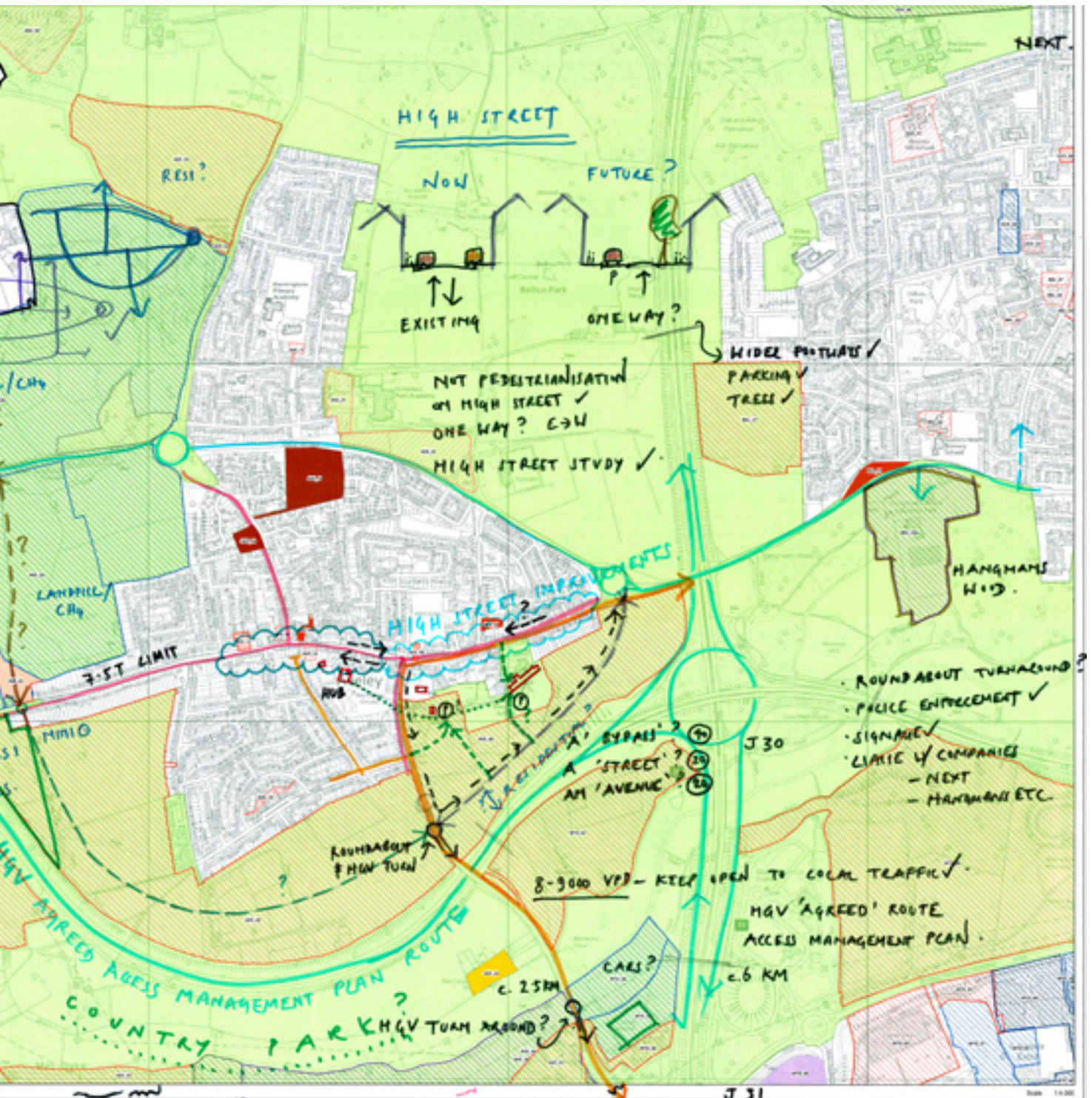


PROPOSALS THROUGH SKETCHING: FOCUS GROUPS

Working from maps that were produced by each group several different proposals were made as to where any development could go in Aveley in relation to good place making principles and what had been mapped collectively.



group 4 aveley sketch suggestion



EMERGING KEY PRINCIPLES

SUMMARY OF KEY ELEMENTS

1. Aveley Hall Farm, the ancillary buildings and grounds to be refurbished and adapted creative community business uses containing a café, start-up workshop and retail units as well as possible elderly care in the Hall. This facility would allow direct public access between Aveley Primary School and Children's Centre with Aveley Recreation Park and the new Community Hub. A new Pelican crossing across Ship Lane would allow safe access for parents and children who wouldn't have to use the High Street.



2. The gentle south facing slope to the south of Aveley Hall Farm could be opened up as public gardens with a terrace of homes to the south framing the garden which could have a new avenue running the whole way through the site and connecting to Hall Road as a pedestrian, cycle and bus priority route connecting Belhus Park. Hall Road could also be replanted as an avenue in consultation with residents.



3. A new roundabout (designed as a new square) would be paid for by new development complete with restrictive measures to turn back HGV's so that they are not allowed up Ship Lane or the High Street. Through traffic going north and east could also be directed on a new relief road to relieve congestion on the High Street.



4. A new supermarket with adequate access and parking could be located on the new square on Ship Lane with pedestrian access from Hall Road and Hall Ave to create a better provision for existing residents and any new residents to the east of Ship Lane.



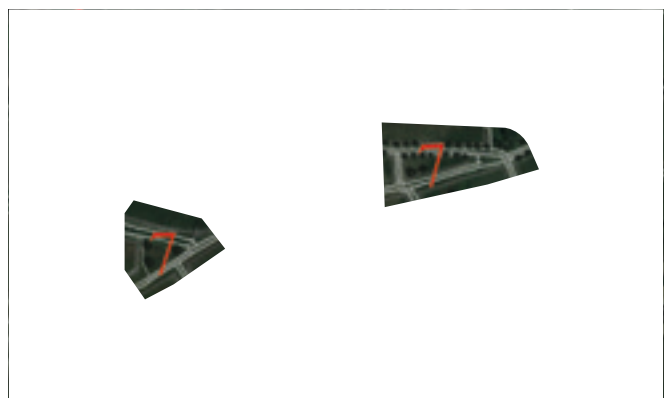
5. The existing stand of trees could be reinforced and planted up to connect the trees to the south of the Primary School with the buffer planting to the A13 to allow an ecological corridor.



6. The existing bund to the A13 could be regraded and trees replanted and enhanced to create a new woodland edge and ecological corridor.



7. Two new village greens could be created to act as the heart to new residential development and give a strong sense of community and identity.



EMERGING KEY PRINCIPLES

SUMMARY OF KEY ELEMENTS

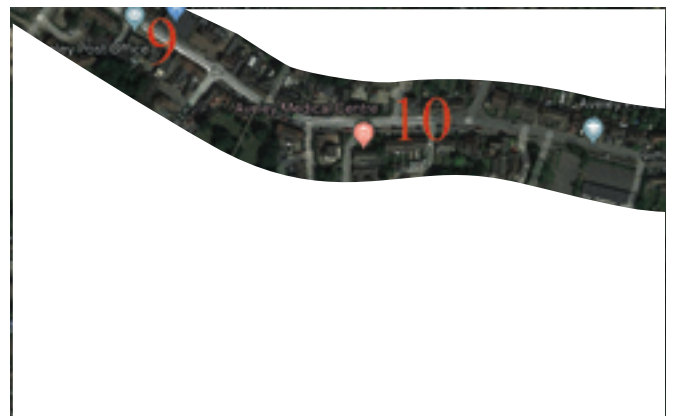
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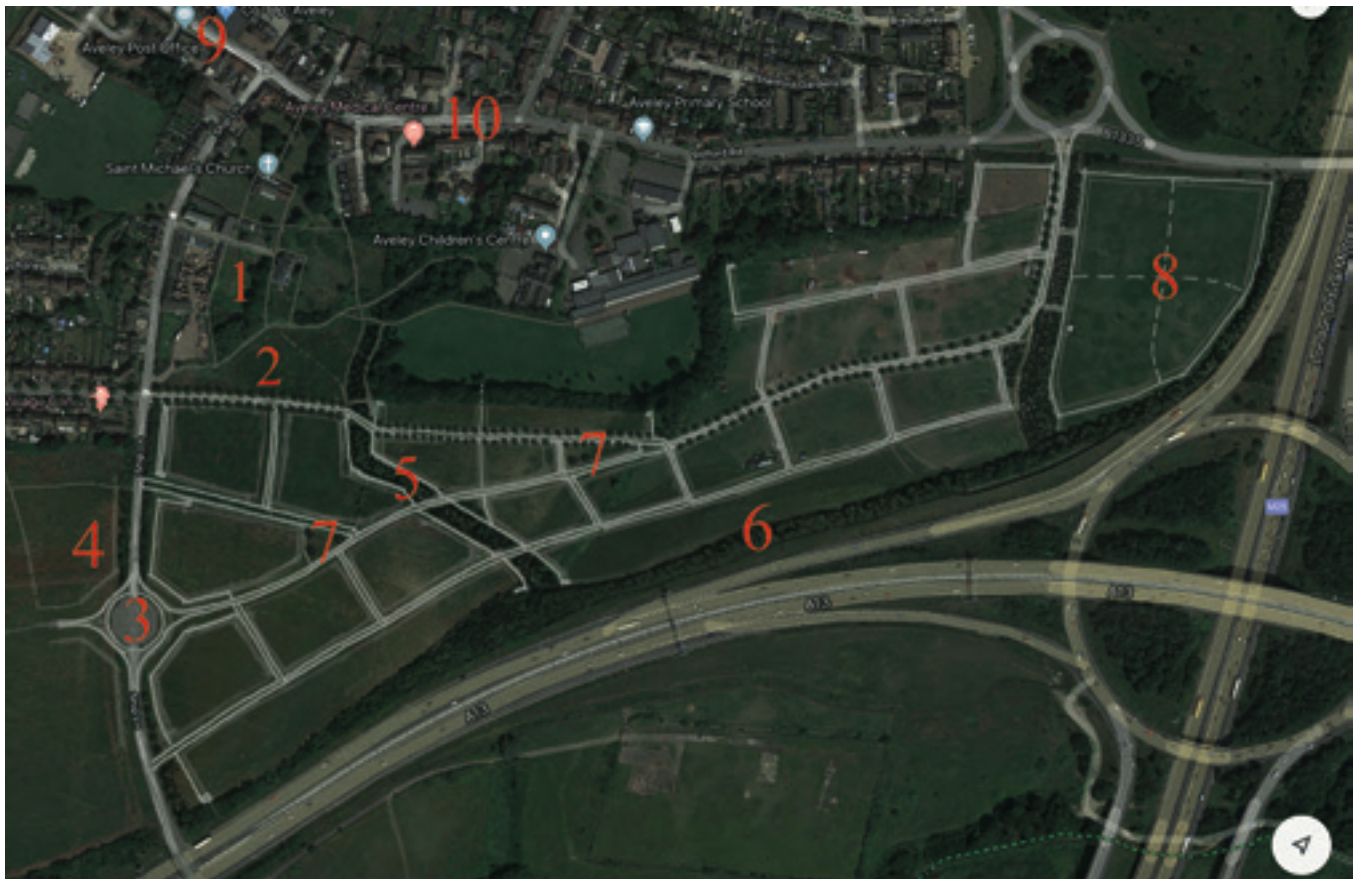
9. One of the key area of focus for regeneration is to be Aveley High Street where the road could be redesigned as an urban square with shared space and traffic calming measures. Possible traffic removal could be considered in close consultation with local businesses.



10. The High Street and Stifford Road to the east of Ship Lane need to have a parking strategy to stop kerb parking and make pavements safe for school children. A new safe crossing across the road adjacent to the Primary School needs providing.



SUMMARY OF KEY ELEMENTS CONT.



There was some support for moving the southern boundary from its originally proposed position and enlarging the proposed site on the grounds there would be a benefit to the community, such as a public green space.

FEEDBACK ON THE WORKSHOP PROCESS FROM RESIDENTS

Conversations were had during the workshop and many residents shared their knowledge with local expertise through comments forms which are captured here on Aveley and any future development:

“The plans were far too small to read adequately even with glasses on, also the plan for the new housing was not clearly marked on the plans.”

“I just commend all the team that put these two consultations together. Hard work and a different job achieved we hope for the local people”

“Show the housing on the drawing and show the plan for the Hall Road area fully, west of ship lane.”

“More listening and talking (everyone)”

“Good luck and keep the dialogue going”

“We found out about this through word of mouth”

“More notice next time and not on Bonfire night please”

“I don’t really understand the drawings, what is where on the drawing?”

APPENDIX

BOARDS DISPLAYED AT THE PUBLIC EVENT IN JANUARY AS A



Aveley Community Design Workshop



Workshop One Getting to know the area

At this workshop we asked the local community to consider the positives and negatives of Aveley.

We held two activities. **Activity one, 'rating your area'**, was an analysis of the positives and negatives set against four key aspects of development: social, natural, financial and built. **Activity two was called 'mapping quality of place'**.

This required attendees to place 'dots' on a map of the village to highlight places they viewed as 'good', 'of concern' or 'worthy of improvement'. The results of these activities and a summary of the findings are below. Have we got it right, or do you have anything to add?

ACTIVITY ONE

NATURAL

- Mardyke Walk - used to see Kingfishers, paddle canoes, see fox cubs
- Belhus Park - used to have beautiful trees, landscape
- Allotments - popular with waiting list
- Need more trees and wildlife corridors - to interact with nature
- Need better places for children to play
- Greening can help with air pollution

SOCIAL

- Lots of heritage that is getting wiped away with development
- Football, social club, Xmas market, church events all good
- Medical facilities are needed, long waiting times
- No family restaurants or places to go after school
- Muggings and gang members from London, lack of police
- No youth club, children's support
- Possible drop in or clothes exchange for people to meet

FINANCIAL

- Effective forum, businesses loyal to community
- New library and cafe @ the rec
- Pubs closing and high street limited
- OAP pensions don't go far and dining out not an option
- Need facilities for start-ups and business support
- No banks, counter facilities locally
- Lack of parking doesn't help local businesses

BUILT

- Well linked to public transport
- More types of housing needed, housing for elderly
- Terrible traffic issues - HGV's congested High St
- Lorries with sat nav coming from south onto High St
- Parking on kerbs, in front of shops, houses and schools
- Dangerous congestion and crossings outside school
- New housing doesn't have character or create a village
- No new housing without infrastructure
- No parking near facilities

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Workshop One Getting to know the area



KEY

- Good
- Of concern
- Worthy of Improvement

SUMMARY OF KEY ELEMENTS

- | | |
|--|--|
| <ul style="list-style-type: none"> • Heritage has been wiped away from the village over time • Poor access to shops, work places and medical centre • Better parking needed for centre • Stop parking on pavements around the village • Stop lorries through centre and residential sheets • Create new roundabout to access new development and turn back HGV's • HGV's not observing signs and using Ship Land and High Street as short cut • Make better/more attractive walking and cycling routes | <ul style="list-style-type: none"> • Need traffic calming to Mill Road • High Street could be pedestrianised as too narrow for vehicles • Older demographic need local shops and facilities as Lakeside takes a whole day • Need walking and cycling routes for kids especially from school • Trees and green spaces being eroded by infill development • Need more spaces for the community to meet and activities • No housebuilding around edge of the village • Allotments popular with a waiting list |
|--|--|

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APPENDIX

BOARDS DISPLAYED AT THE PUBLIC EVENT IN JANUARY AS A



Aveley Community Design Workshop



Workshop One Site analysis and mapping

This exercise asked attendees to set out an understanding of the strengths, weaknesses, opportunities and threats relative to the site and Aveley.

We asked groups of attendees to discuss and draw their thoughts onto maps, or jot them down in notes. See below an example of their responses.



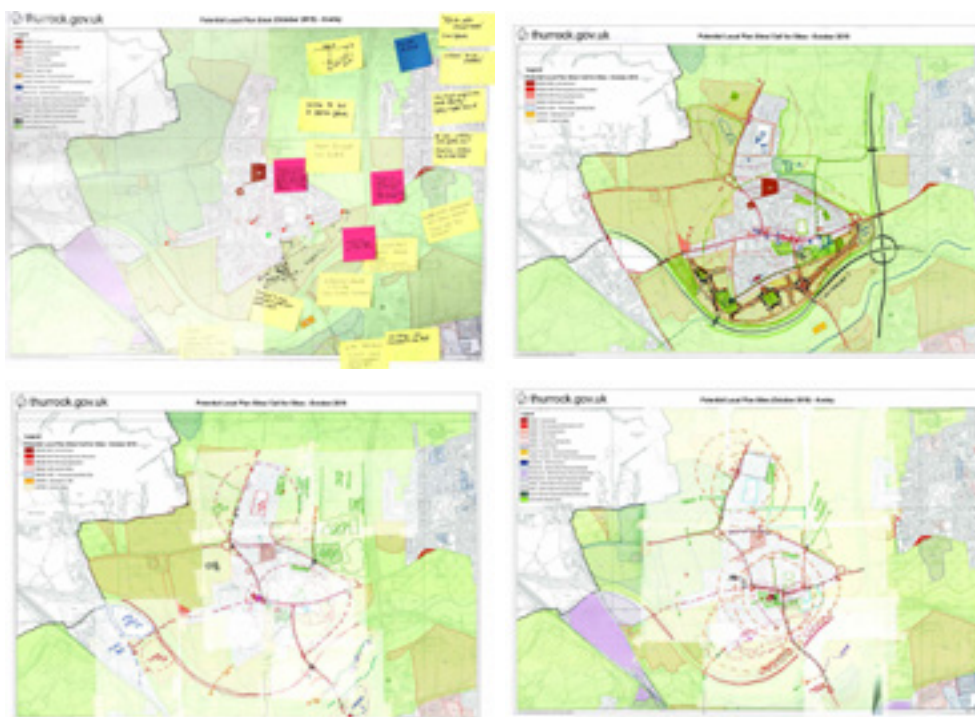
STRENGTHS • S1 Heritage • S2 Strong community • S3 Walkable facilities	WEAKNESSES • W1 HGVs through village • W2 Congestion and danger on Ship Lane • W3 Difficult to park near High Street • W4 Newer residents tend not to use village centre • W5 Medical centre over-subscribed • W6 Lack of bus service to Upminster
OPPORTUNITIES • O1 Create better walking/cycling routes to primary school • O2 Rethink/enforce restrictions on HGVs • O3 Restore/open up Aveley Hall complex • O4 Improve High Street • O5 Land suitable for development close to centre • O6 Open land mitigates air pollution • O7 Belhus Park: untapped potential	THREATS • T1 Uncontrolled development • T2 New housing without improved infrastructure • T3 More traffic due to development in surrounding area

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Workshop One Getting to know the area

We asked the attendees to map out an early 'broad brush' concept plan of how the village could be developed, should it be adopted as part of Thurrock Borough Council's Local Plan.

We asked attendees to include points of access and connections, locations of open space, community spaces, and built environment. We asked attendees to break into groups to discuss and draw their thoughts onto maps.



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APPENDIX

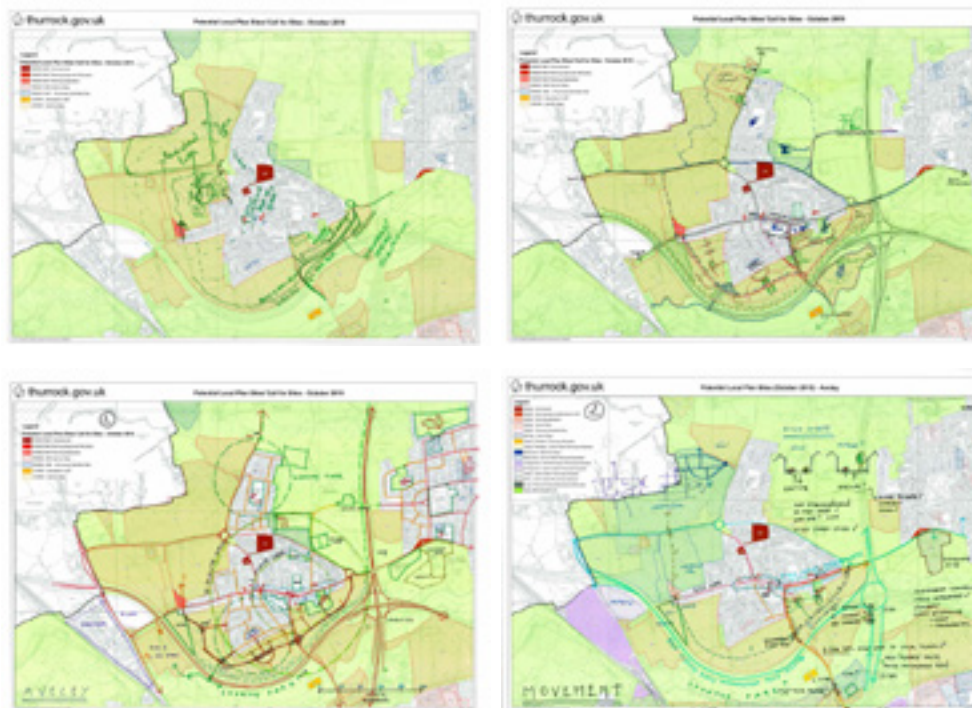
BOARDS DISPLAYED AT THE PUBLIC EVENT IN JANUARY AS A



Aveley Community Design Workshop



Workshop One Getting to know the area

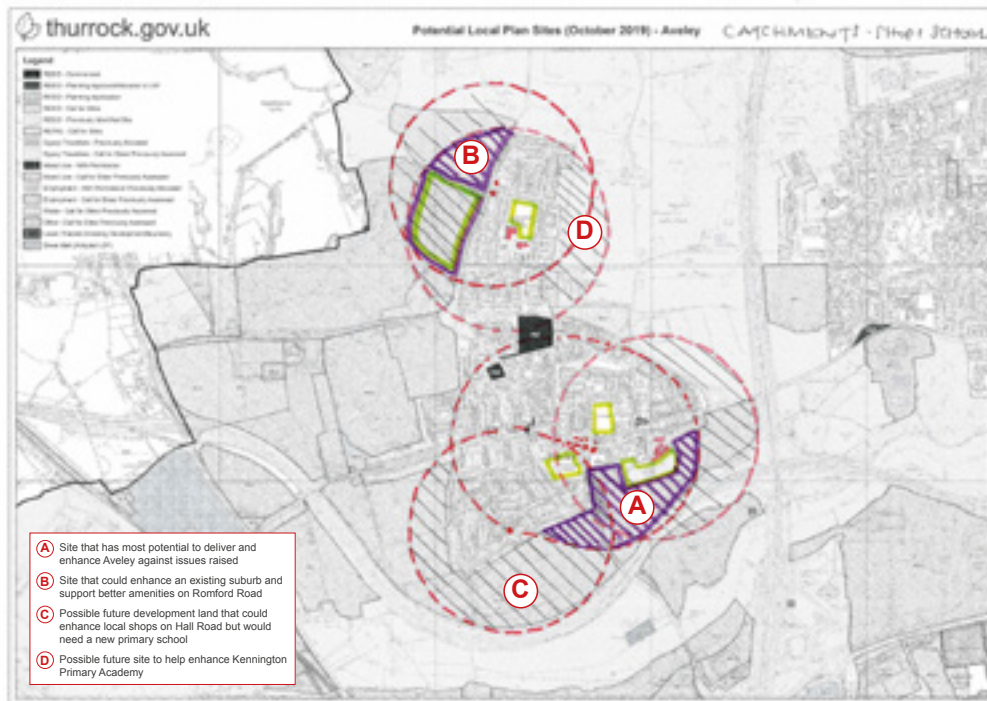


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Workshop One Getting to know the area

CATCHMENT PLAN

Development areas closest to existing local amenities.



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APPENDIX

BOARDS DISPLAYED AT THE PUBLIC EVENT IN JANUARY AS A



Aveley Community Design Workshop



Workshop One Consolidated development principles

Thurrock Borough Council and the Prince's Foundation and team have reviewed the emerging development principle maps created by the six attendee groups at Workshop One. We have consolidated these into one map, with a summary of the key elements.

PLAN SHOWING MOST POPULAR AREA FOR DEVELOPMENT THAT COULD HELP IMPROVE THE VILLAGE

INDICATIVE VISION FOR AREA A

It is a direct combination of feedback from the six groups in Workshop One, but is there anything that you would change?



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Workshop One Consolidated development principles

SUMMARY OF KEY ELEMENTS

A vision to create a beautiful new village quarter that will enhance Thurrock and help in its regeneration:

- ① Aveley Hall Farm, the ancillary buildings and grounds to be refurbished and adapted creative community business uses containing a café, start-up workshop and retail units as well as possible elderly care in the Hall. This facility would allow direct public access between Aveley Primary School and Children's Centre with Aveley Recreation Park and the new Community Hub. A new Pelican crossing across Ship Lane would allow safe access for parents and children who wouldn't have to use the High Street.
- ② The gentle south facing slope to the south of Aveley Hall Farm could be opened up as public gardens with a terrace of homes to the south framing the garden which could have a new avenue running the whole way through the site and connecting to Hall Road as a pedestrian, cycle and bus priority route connecting Belhus Park. Hall Road could also be replanted as an avenue in consultation with residents.
- ③ A new roundabout (designed as a new square) would be paid for by new development complete with restrictive measures to turn back HGV's so that they are not allowed up Ship Lane or the High Street. Through traffic going north and east could also be directed on a new relief road to relieve congestion on the High Street.
- ④ A new supermarket with adequate access and parking could be located on the new square on Ship Lane with pedestrian access from Hall Road and Hall Ave to create a better provision for existing residents and any new residents to the east of Ship Lane.
- ⑤ The existing stand of trees could be reinforced and planted up to connect the trees to the south of the Primary School with the buffer planting to the A13 to allow an ecological corridor.
- ⑥ The existing bund to the A13 could be regraded and trees replanted and enhanced to create a new woodland edge and ecological corridor.
- ⑦ Two new village greens could be created to act as the heart to new residential development and give a strong sense of community and identity.
- ⑧ A new commercial area could be created on the landfill area to be screened with structure planting with access out onto the B1335. An employment area would greatly enhance the sustainability of any new development and help support community facilities.
- ⑨ One of the key area of focus for regeneration is to be Aveley High Street where the road could be redesigned as an urban square with shared space and traffic calming measures. Possible traffic removal could be considered in close consultation with local businesses.
- ⑩ The High Street and Stifford Road to the east of Ship Lane need to have a parking strategy to stop kerb parking and make pavements safe for school children. A new safe crossing across the road adjacent to the Primary School needs providing.

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Aveley Community Design Workshop



Thank you

Thank you for attending the drop-in session. If you have any questions or wish to discuss your thoughts in detail, our team is happy to help.

YOUR FEEDBACK

We welcome you to help feed into the emerging development principles by filling out a questionnaire available today. It explores some of the themes and topics covered in Workshop One and will be considered alongside the outputs from the activities.

You can either complete it here and put it in the feedback box provided, or email your comments to **Growth&Strategy@thurrock.gov.uk**. We will accept returned questionnaires and emails until **Monday 20th January 2020**, so please make sure you send yours back in time.

If you would like more information, please get in touch:

✉ **Growth&Strategy@thurrock.gov.uk**

NEXT STEPS

We look forward to continuing to engage with the local community in Aveley.

Our third event will be a workshop looking at Character to help define what the local area could look like. We would like you to take photos of areas around Aveley that capture the character, architecture, heritage and community and share them with us.

We will provide more information on the date of the workshop and how to get involved very soon.

Your input over the engagement events will help shape how development takes place in Aveley in the future.

✉ **Growth&Strategy@thurrock.gov.uk**

