

Grays Riverside

Advice on content of masterplan

April 2022

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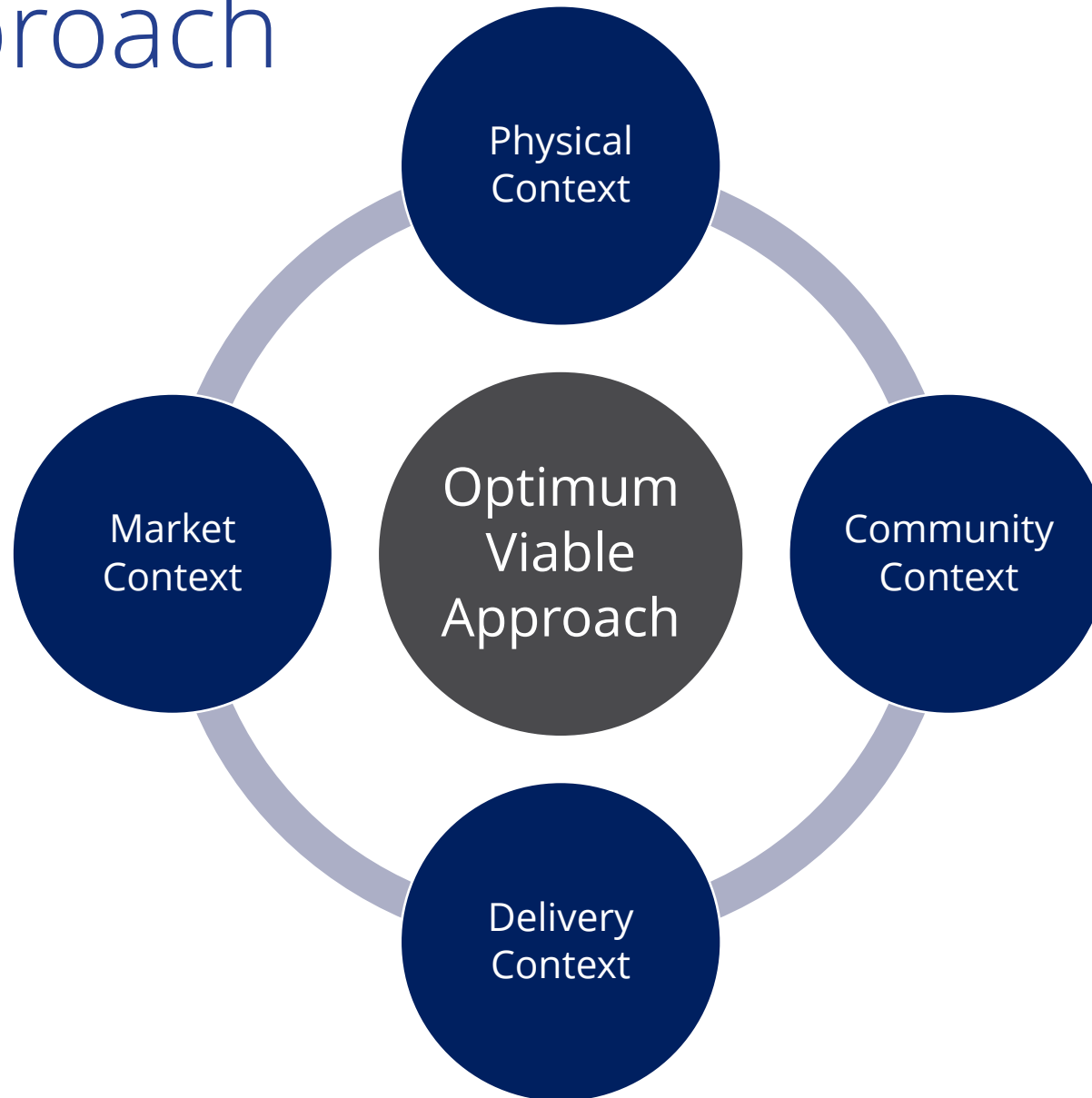
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Our Approach

Colliers Destination Consulting

- Colliers is a global leader in real estate services with 13 UK offices
- Destination Consulting does feasibility studies, business plans, research and funding applications, mostly relating to places that attract / wish to attract visitors.
- Business planning is our core profession.
- We lead many multi-disciplinary studies considering options for property of different type.
- We have done many studies relating to parks.
- We did a major research study about the impact of the Towns Fund for agencies affiliated to the Department of Culture, Media and Sport in 2021.

Our Approach



Consideration 1
How can spaces be
changed to make
them more usable?

Consideration 2:
How can those
space be used,
independently and
in combination?

Ongoing Sustainability

- The experience of the Grays Riverside Beach Park is a clear lesson – it was enhanced at large cost only 20 years ago but has degraded as a result of lack of maintenance and continuing investment.
- There needs to be more attention to where revenue funding can come from to avoid this experience being repeated.
- Most, if not all, proposals so far are for activities likely to cost money on an ongoing basis rather than generate revenue.
- Parks are, by their nature, providing free access, are not commercial. Substantial sources of income, however, can be:
 - Parking Charges
 - Rent paid by park café (and, occasionally, a functions centre)
 - Popular chargeable activities like Crazy Golf



Ongoing Sustainability

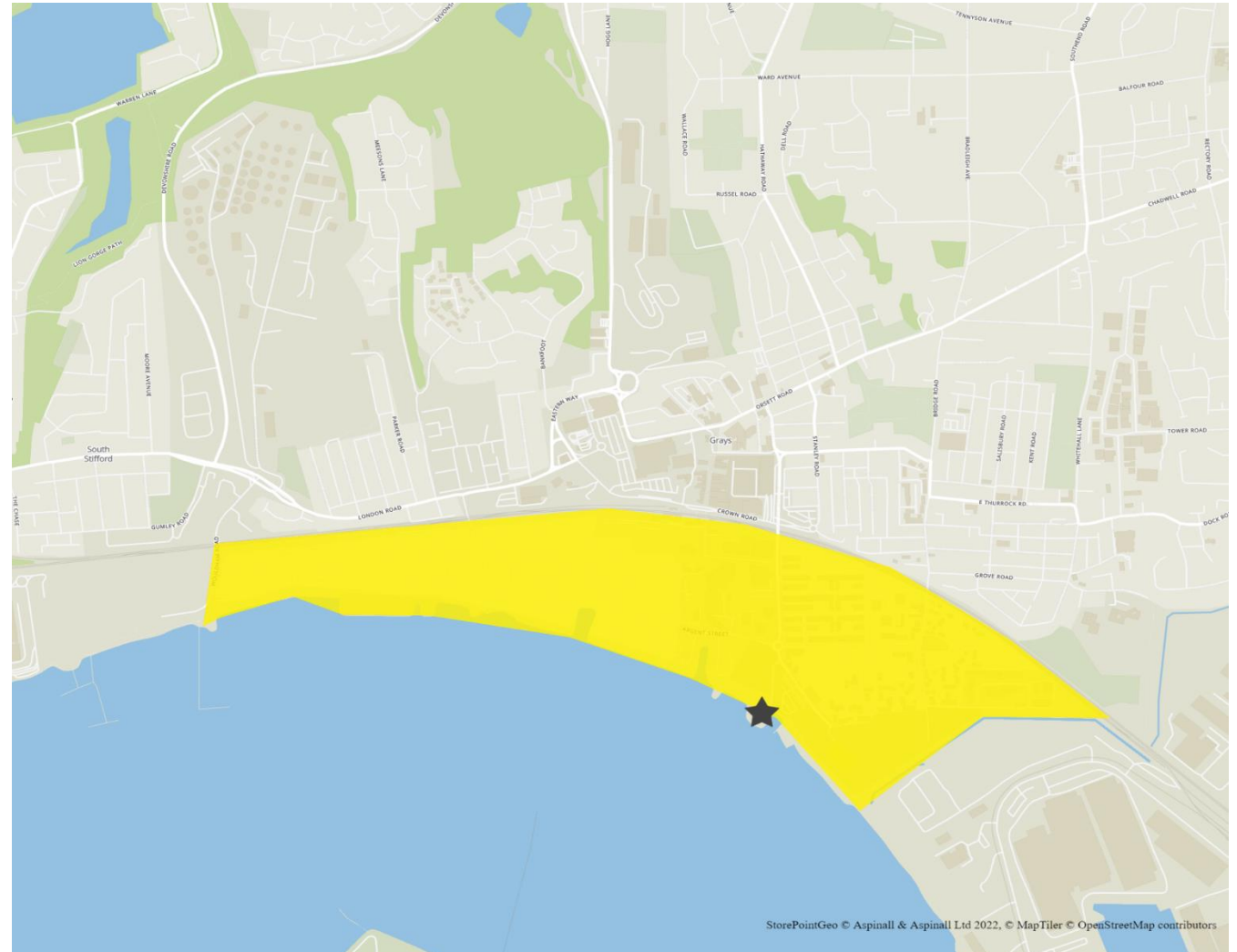
- The park should be set up as a business unit **with independent sources of revenue** so that it is less likely to fall victim to general cuts in council spending and can be more proactive in what it does.
- Serious consideration should be given to whether it is possible, with Town Deal funding, to provide one or more income generating assets that can provide revenue funding. An apartment building and / or the car park, for example.
- This is the model in Milton Keynes, where a charitable trust runs the parks, funded by income from property assets (e.g. car parks and office buildings).
- Car parking is the main source of income for other parks that are run by charitable trusts (which tend to be country parks e.g. Curden Valley Country Park, Rushmere Country Park).



The Market

Potential Frequent Users

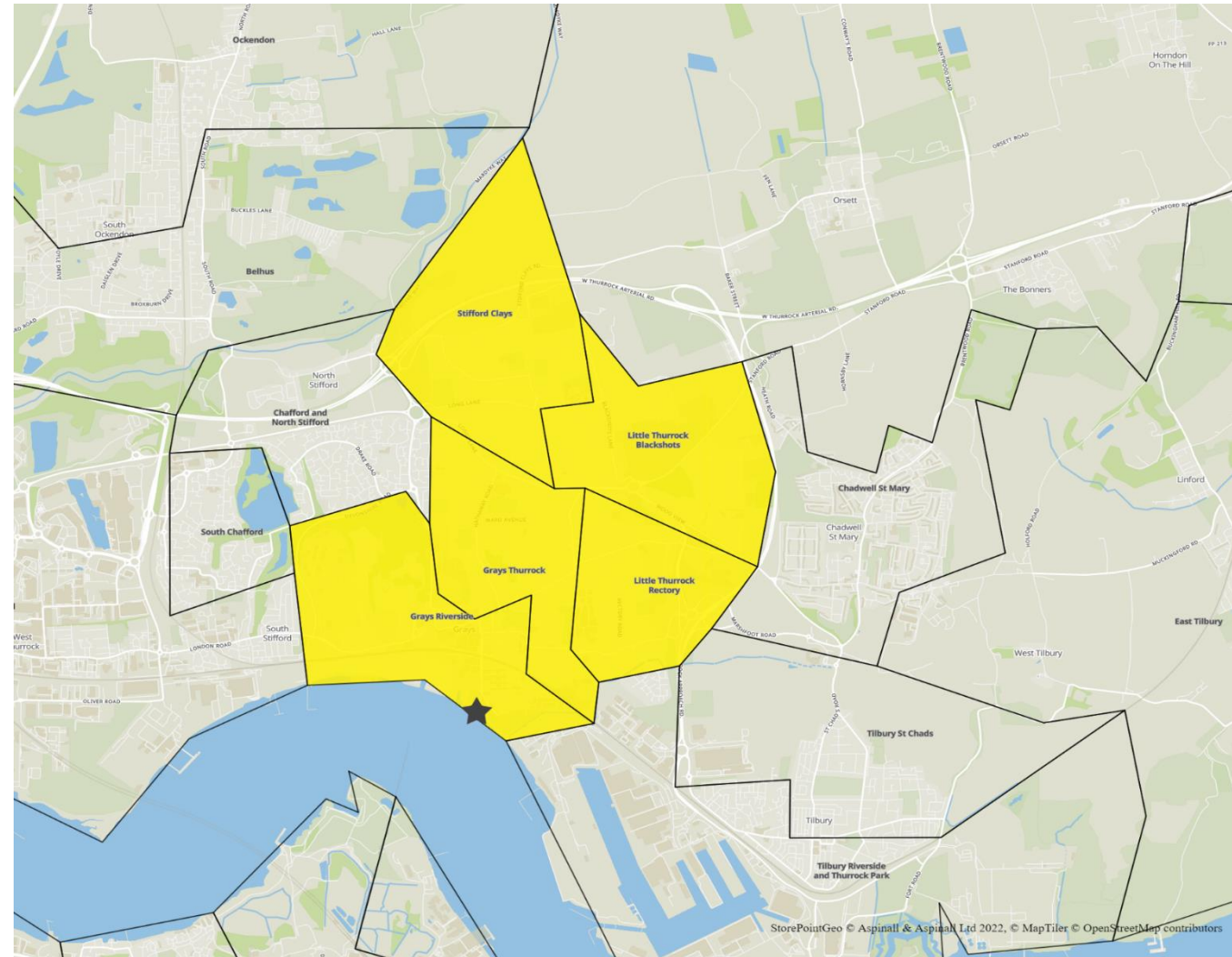
- The primary users of improvements to the waterfront are likely to be people who live in the area between the river and the railway, which forms a strong barrier.
- Many of these people could potentially visit on an almost daily basis.



The Market

Potential Regular Users

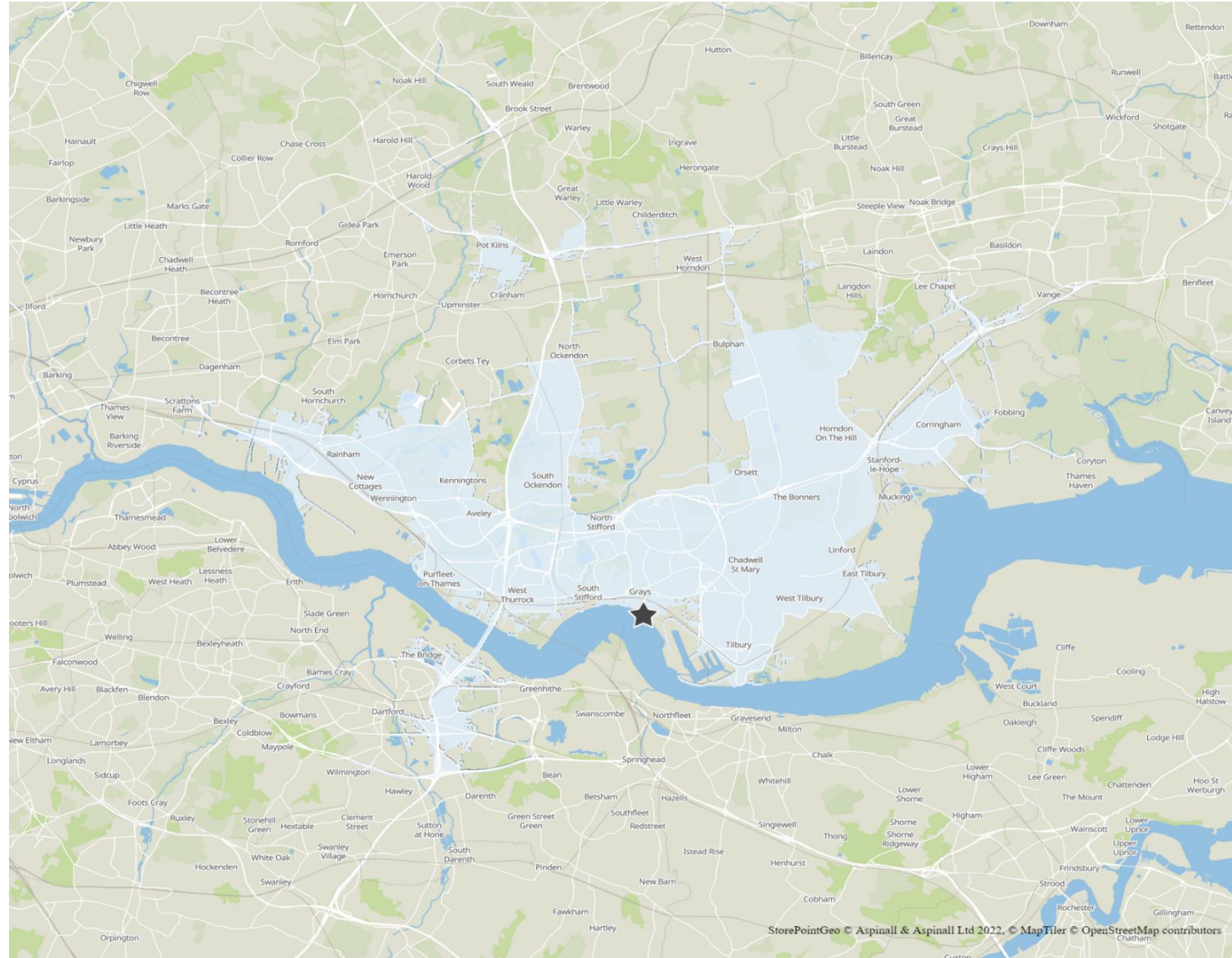
- People who live in the rest of Grays will also have a high propensity to visit on a regular basis.
- Many will seldom visit the riverfront at the moment, but could be enticed to do so.



The Market

Potential Occasional Users

- People who live further afield will be potential visitors on an occasional basis. Most are likely to come from within 20-minute drive time.
- Some will come from further afield, especially for a special purpose.



The Market

Age Profile

The population of the Riverside area is heavily orientated to younger people

	Riverside Area		Rest of Grays		Grays - 20 min		GB
	No.	%	No.	%	No.	%	%
0-14	1,558	23%	6,620	18%	34,556	20%	18%
15-29	1,674	25%	6,771	19%	33,868	20%	18%
30-44	2,015	30%	7,914	22%	38,794	23%	19%
45-59	954	14%	7,149	20%	32,384	19%	20%
60-74	365	5%	5,035	14%	21,572	13%	16%
75+	111	2%	2,800	8%	10,871	6%	9%
<i>Total</i>	<i>6,677</i>	<i>100%</i>	<i>36,289</i>	<i>100%</i>	<i>172,045</i>	<i>100%</i>	<i>100%</i>

Data source: StorePointGeo. It is based on the 2011 Census, uplifted to the current year.

The Market

Car ownership (by household)

A high proportion of people in the riverside area do not own a car

	Riverside Area		Rest of Grays		Grays - 20 min		GB
	No.	%	No.	%	No.	%	%
No car	999	34%	3,021	21%	13,833	20%	27%
1 car or van	1,437	49%	6,128	42%	30,802	45%	42%
2 car or van	428	15%	3,927	27%	18,450	27%	24%
3 or more cars or vans	44	2%	1,349	9%	5,923	9%	7%
<i>Total</i>	<i>2,908</i>	<i>100%</i>	<i>14,425</i>	<i>100%</i>	<i>69,008</i>	<i>100%</i>	<i>100%</i>

The Market

Type of home

Most people in the Riverside area live in apartments i.e. do not have gardens. Semi-detached and terraced houses dominate elsewhere.

	Riverside Area		Rest of Grays		Grays - 20 min		GB
	No.	%	No.	%	No.	%	%
Detached	129	4%	1,821	13%	8,569	12%	23%
Semi-detached	197	7%	5,689	39%	22,814	33%	30%
Flat	2,136	74%	2,643	18%	14,683	21%	24%
Temporary structure	0	0%	0	0%	225	0%	0%
Terrace	443	15%	4,269	30%	22,656	33%	24%
<i>Total</i>	<i>2,905</i>	<i>100%</i>	<i>14,422</i>	<i>100%</i>	<i>68,947</i>	<i>100%</i>	<i>100%</i>

The Market

Tenure

Most people in the Riverside area are renting. Ownership is the norm elsewhere.

	Riverside Area		Rest of Grays		Grays - 20 min		GB
	No.	%	No.	%	No.	%	%
Owned	1,017	35%	10,305	71%	46,379	67%	63%
Private rented	1,044	35%	2,001	14%	9,293	13%	17%
Social rented	782	27%	1,953	13%	12,320	18%	18%
Other	99	3%	285	2%	1,611	2%	3%
<i>Total</i>	<i>2,942</i>	<i>100%</i>	<i>14,544</i>	<i>100%</i>	<i>69,603</i>	<i>100%</i>	<i>100%</i>

The Market

Social Grade

The area as a whole is orientated to C1 (especially), C2 and DE groups.

	Riverside Area		Rest of Grays		Grays - 20 min		GB
	No.	%	No.	%	No.	%	%
AB	925	14%	5,878	16%	26,039	15%	23%
C1	1,885	28%	11,877	33%	55,595	32%	31%
C2	1,350	20%	9,326	26%	45,103	26%	21%
DE	2,518	38%	9,207	25%	45,306	26%	25%
<i>Total</i>	<i>6,678</i>	<i>100%</i>	<i>36,288</i>	<i>100%</i>	<i>172,043</i>	<i>100%</i>	<i>100%</i>

AB Higher & intermediate managerial, administrative, professional occupations

C1 Supervisory, clerical & junior managerial, administrative, professional occupations

C2 Skilled manual occupations

DE Semi-skilled and unskilled manual workers, not working

The Market

Ethnic Profile

	Riverside Area		Rest of Grays		Grays - 20 min		GB
	No.	%	No.	%	No.	%	%
White	4,913	64%	30,779	80%	148,467	80%	87%
Mixed	205	3%	665	2%	3,586	2%	2%
Indian	106	1%	1,033	3%	2,489	1%	2%
Asian Other	201	3%	709	2%	1,658	1%	1%
Chinese	36	0%	142	0%	888	0%	1%
Black	1,017	13%	2,200	6%	12,918	7%	3%
Other Ethnic Group	63	1%	181	0%	748	0%	1%
African	812	11%	1,694	4%	10,183	6%	2%
Caribbean	57	1%	256	1%	1,586	1%	1%
Bangladeshi	67	1%	386	1%	442	0%	1%
Arab	17	0%	63	0%	262	0%	0%
Other Black	147	2%	252	1%	1,148	1%	0%
Pakistani	53	1%	129	0%	585	0%	2%
<i>Total</i>	<i>7,694</i>	<i>100%</i>	<i>38,489</i>	<i>100%</i>	<i>184,960</i>	<i>100%</i>	<i>100%</i>

The Market

Travel to Work

	Riverside Area		Rest of Grays		Grays - 20 min		GB
	No.	%	No.	%	No.	%	%
Driving a car or van	1,608	33%	10,753	41%	49,974	40%	34%
On foot	286	6%	1,310	5%	4,960	4%	7%
Work mainly at home	83	2%	555	2%	2,519	2%	4%
Passenger in a car or van	253	5%	1,114	4%	4,162	3%	3%
Bus, minibus or coach	238	5%	674	3%	3,729	3%	5%
Train	787	16%	2,661	10%	13,399	11%	3%
Bicycle	68	1%	317	1%	1,018	1%	2%
Motorcycle	31	1%	162	1%	885	1%	0%
Other travel situation	31	1%	86	0%	470	0%	0%
Taxi or minicab	15	0%	83	0%	605	0%	0%
Underground, tram etc	63	1%	257	1%	2,122	2%	2%
Total currently working	3,463	70%	17,972	68%	83,843	67%	62%
Not currently working	1,476	30%	8,386	32%	40,432	33%	38%
<i>Total</i>	<i>4,939</i>	<i>100%</i>	<i>26,358</i>	<i>100%</i>	<i>124,275</i>	<i>100%</i>	<i>100%</i>

The Market

Average Household Annual Spend

	Riverside Area		Rest of Grays		Grays - 20 min		GB %
	No.	Vs GB	No.	Vs GB	No.	Vs GB	
Comparison Goods Total	£4,638	70%	£6,413	96%	£6,290	95%	£6,652
Convenience Goods Total	£2,999	80%	£3,827	102%	£3,719	99%	£3,755
Food & Beverage	£1,291	66%	£1,822	94%	£1,851	95%	£1,948
Leisure	£222	54%	£365	90%	£376	92%	£407

The Market

StorePointGeo segmentation of households

Income is in five groups from 1 (most affluent) to 5 (least affluent). They are the columns. The life stages are PreFamily, Families, Empty Nesters, and Retired/Seniors. They are the rows.

Riverside Area

Household Income Group												
1			2		3		4		5		Total	
% of Whole			% of Whole		% of Whole		% of Whole		% of Whole			
Lifestage	No	Pop	No	Pop	No	Pop	No	Pop	No	Pop	No	%
PreFamily	0	0%	13	0%	249	9%	278	10%	157	5%	697	24%
Families	0	0%	29	1%	479	16%	322	11%	449	15%	1,280	44%
Empty Nesters	0	0%	23	1%	268	9%	250	9%	245	8%	787	27%
Retired, Seniors	3	0%	37	1%	44	2%	7	0%	54	2%	144	5%
Total	3	0%	102	4%	1,041	36%	857	29%	906	31%	2,908	100%

The Market

StorePointGeo segmentation of households

Income is in five groups from 1 (most affluent) to 5 (least affluent). They are the columns. The life stages are PreFamily, Families, Empty Nesters, and Retired/Seniors. They are the rows.

Grays Excluding Riverside Area

Household Income Group												
1			2		3		4		5		Total	
% of Whole			% of Whole		% of Whole		% of Whole		% of Whole			
Lifestage	No	Pop	No	Pop	No	Pop	No	Pop	No	Pop	No	%
PreFamily	92	1%	343	2%	818	5%	440	3%	262	2%	1,954	11%
Families	269	2%	972	6%	2,268	13%	1,065	6%	740	4%	5,313	31%
Empty Nesters	205	1%	849	5%	1,654	10%	772	4%	554	3%	4,035	23%
Retired, Seniors	68	0%	2,082	12%	401	2%	129	1%	444	3%	3,123	18%
Total	634	4%	4,245	24%	5,141	30%	2,406	14%	2,000	12%	14,426	83%

The Market

StorePointGeo segmentation of households

Income is in five groups from 1 (most affluent) to 5 (least affluent). They are the columns. The life stages are PreFamily, Families, Empty Nesters, and Retired/Seniors. They are the rows.

20 minute drive time, excluding Grays

Household Income Group												
1			2		3		4		5		Total	
% of Whole			% of Whole		% of Whole		% of Whole		% of Whole			
Lifestage	No	Pop	No	Pop	No	Pop	No	Pop	No	Pop	No	%
PreFamily	337	0%	1,268	1%	3,966	5%	3,036	4%	1,915	2%	10,523	12%
Families	1,121	1%	3,417	4%	9,777	11%	6,976	8%	5,161	6%	26,452	31%
Empty Nesters	746	1%	2,407	3%	7,414	9%	5,032	6%	3,527	4%	19,126	22%
Retired, Seniors	396	0%	7,781	9%	2,353	3%	506	1%	1,871	2%	12,907	15%
Total	2,600	3%	14,873	17%	23,511	27%	15,551	18%	12,474	14%	69,008	80%

The Market Passing Through

- People passing through a place en route to other destinations do not typically generate much economic benefit because they normally spend little. Their focus is on getting to their destination rather than doing anything en route. They seldom make linked trips. There can be a negative impact from congestion and pollution if many of them drive into the place.
- Examples from our experience:
 - About 2.2 million people pass through Portsmouth annually en route to the Continent. We know from research that almost none combine that with a visit to Portsmouth Historic Dockyard, one of the top heritage attractions in the country, or a visit to elsewhere in the city.
 - The same is true in Southampton with people arriving to take cruise ships.
 - About 500,000 people pass through Watford Junction Station annually en route to the Harry Potter Experience on the outskirts of the town. Very few go into the nearby town centre, even though it has good shopping and leisure offer.
- The main opportunity for economic benefit is if some of the people are induced to stay overnight. Perhaps there is an opportunity for a budget hotel near the station, especially if London Resort goes ahead?
- London Resort is also likely to provide jobs for locals if there is a ferry service.

Strategy

- The main opportunity in terms of benefitting Grays is to create a truly outstanding family-orientated riverside park that changes perceptions of the town, especially as a place to raise a family.

Context

Combined area could create a park of c. 7ha. That is not large by standards of public parks. It would be defined as a “local park” in the London hierarchy of parks. Budget of c. £13 million (excluding Jetty) is generous for an area of this size.

Kilvert's Field and Car Park. c.2ha

Beach Riverside Park. c.4ha.

Filling the former swimming pool with sand seems to have been successful and likely to remain the most popular feature, one with potential for enhancement.

Riverside grassed area. c. 0.6 ha



An aerial photograph of a coastal urban area. A blue hand-drawn outline traces a path along the coastline and through various urban blocks, defining a large area for a proposed park. The area includes residential streets, some green spaces, and a beach area on the left. The text boxes are overlaid on the upper right portion of the image.

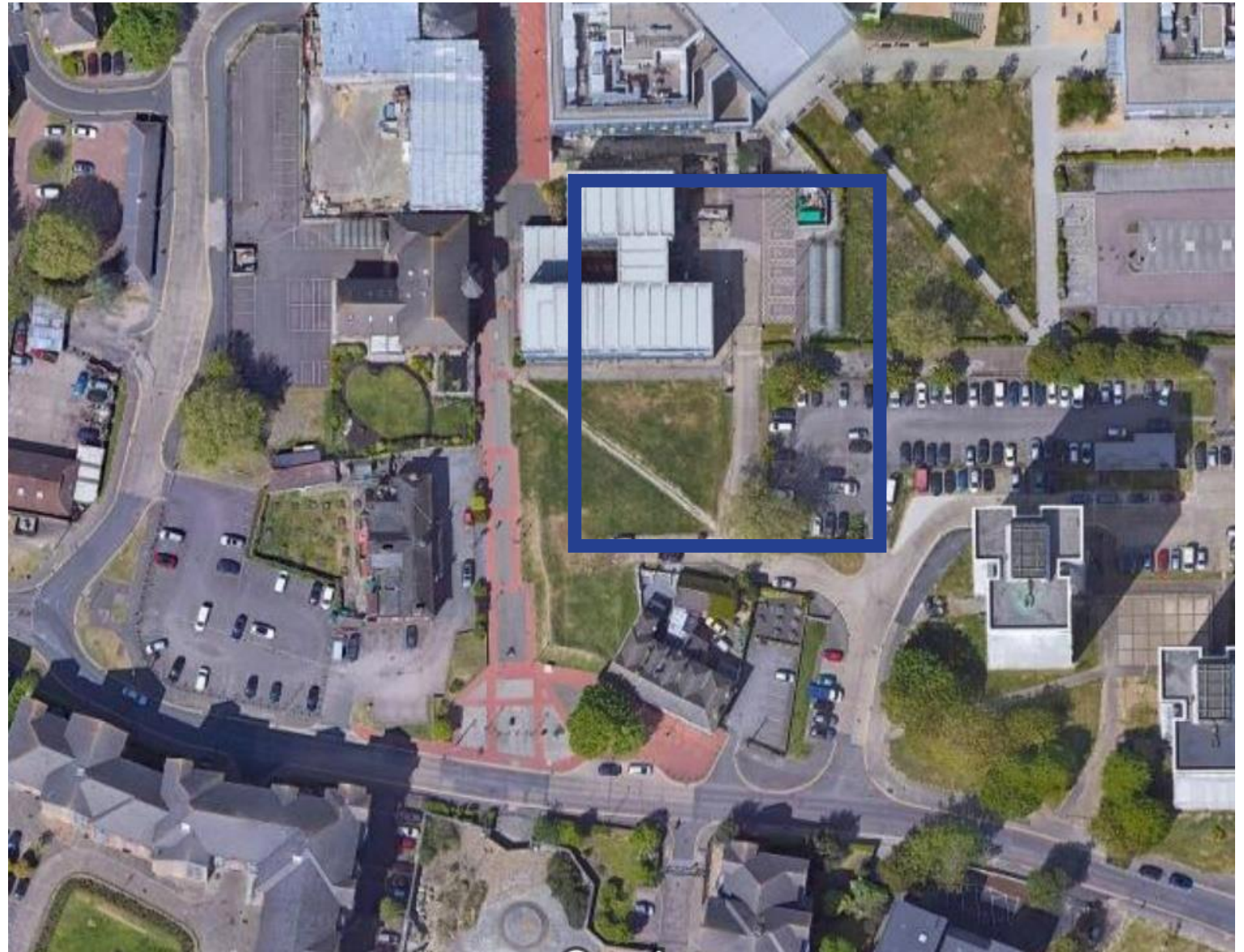
The park would ideally integrate all the spaces into one entity and incorporate Town Wharf.

An imaginative approach would be to extend the boundaries of the park to the Station.

Strategy

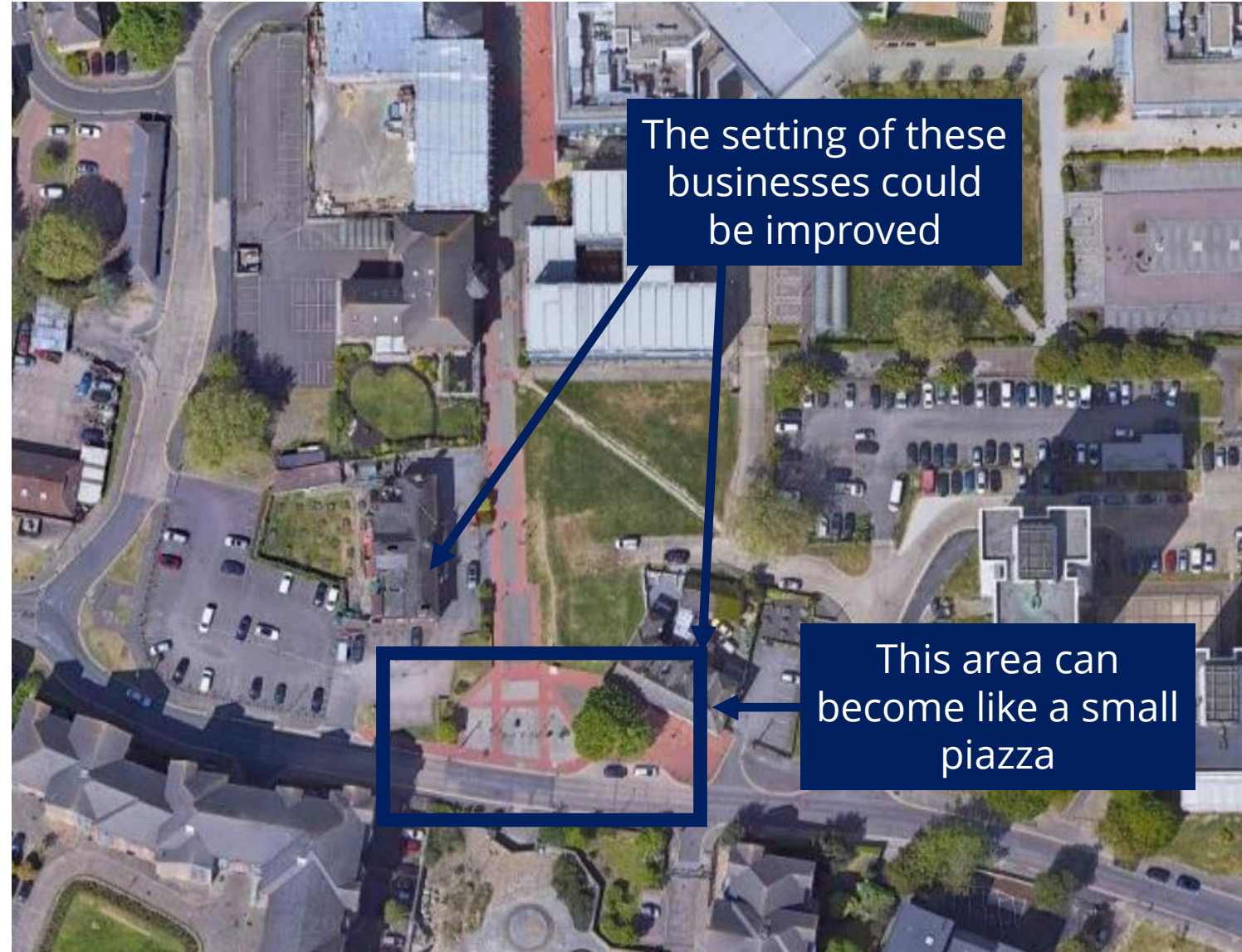
Key Development Site

- Careful redevelopment here can open up the vista to the riverfront, animate the route and create value.
- Possible residential and hotel?



Strategy

Key site



Strategy Opportunity

- A main opportunity to enhance the popularity of the park and its revenue is providing places to eat and drink with views of the river.
- It is a big advantage to face west into the sunset.



Example of popular waterfront F&B business

Rockwater, Hove

Very popular new business with bar at ground, restaurant at first and six takeaway kiosks. Large internal and external seating overlooking the sea.



Example of a successful new park café with community facility

Crystal Palace Park

- Replaced a 1970s café. Has been very popular since opening in 2019.
- Is operated by a local company
- There is events space at first floor. 50% of its capacity is reserved for community groups at low cost.
- Gross internal area of 348 m².
- Cost £930,000, £2,700 per m².
- Funded by the Mayor of London as part of improvements to the park.



Example of a successful park café

Pavilion Café, Victoria Park, Tower Hamlets

- Run by a local business, Pavilion Bakery.
- Their rent is a fixed base (c.£20,000 per annum) plus percentage of turnover (c.£70,000 per annum).




Related Opportunity

Weddings and Functions

- **A functions facility that could accommodate wedding ceremonies and receptions with c.100 or more guests, and with good river views, could generate much income.**
- Sefton Park Palm House in Liverpool. It is run by a charitable trust, so its accounts are published. It uses three licenced caterers including two who specialise in ethnic minority and religious catering. A trading subsidiary runs the events business. It had turnover of £550,000 in 2020/21 (this only includes the commission from catering – most is venue hire charge). It made a surplus before tax of £208,000. It uses part of its revenue to fund a large range of non-commercial activities. They say they have hosted 1,000 weddings over 16 years, an average of c.70 per annum. This is despite a limitation that weddings can only start after 2pm (because of a requirement for the building to be accessible to the public before that time).
- Gorton Monastery in East Manchester is another charity generates most of its income from weddings. It has, until recently, done the catering itself. Its turnover in 2019-20 was £1.2 million.
- Successful dedicated wedding venues can accommodate more than 150 a year.
- Most larger weddings take place on Fridays and Saturdays from May to September. Many restaurants that accommodate weddings close to the public when they have a private function.

Options for one or two large Food & Beverage Businesses



Building incorporating new Yacht Club. Advantage of proximity to parking and closer to water

Replacement for Lightship Café. Has advantage of overlooking the main attraction (i.e. the beach) plus potential river views

Cycling

- The plans should ideally include a **segregated** cycle track that connects to Riverside trails and to a network of routes leading to other parts of the town.

Making the Park Cycle Friendly

Scheveningen, The Netherlands



Making the Park Cycle Friendly

Cadiz, Spain



Making the Park Friendly for Multiple Types of Exercise

Ohori Park, Fukuoka, Japan



Context for Cycle Network



CROSSING POINTS
THROUGH RAILWAY
BARRIER

Tilbury Docks. Can a
riverside path pass by it?

Procter and Gamble Detergent
Factory. Potential sponsor. Famous
Four Weddings and a Funeral
Church on other side. Can a
riverside path pass by it?

Cycling

- The current Riverside path is not good for cycling. Should ideally be upgraded.



Idea for major family-orientated attraction

Bike Safety Park, Victoria Embankment, Nottingham



Cost £135,000. Major success. Occupies c.3,000 m² Best located near main play area

Idea for major family-orientated attraction

Parque infantil de tráfico, Córdoba, Spain



Approximately 4,200 m²

Opportunities for enhanced sport in the park

- Football
- MUGA (basketball, tennis, netball, hockey)
- Skateboarding
- Outdoor Gym
- Dinghy sailing
- Kayaking and Canoeing
- Classes and activities like dance, music, jujitsu, karate, pilates, slimming, yoga, zumba etc.

Football / MUGA

FOOTBALL

- FA suggested pitch sizes for specific age groups using an 11-a-side football pitch:
 - U-13 & U-14 – 90 yards (82.2m) x 55 yards (50.2m).
 - U-15 & U-16 – 100 yards (91.4m) x 60 yards (54.8m).
 - 18+, Adult Football & Clubs Playing in the National League System – 110 yards (100.5m) x 70 yards (64m).
- i.e. Kilvert's Field only large enough for one pitch

MUGA

Standard MUGA courts are either 35m x 17m or 38m x 18m, providing sufficient space for football, basketball, tennis and netball lines to be drawn on. Needs to be away from residential because of noise.




Football / MUGA

FOOTBALL

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MUGA

Standard courts are 35m x 17m or 38m x 18m, providing sufficient space for football, basketball, tennis and netball lines to be drawn on. Needs to be away from residential because of noise.



Roughly 8,000 m² without boat park, 10,000 m² with boat park

c.110 m

c.75 m

c.18 m

Kilvert's field only big enough for one pitch. Could be one pitch with MUGA if boat park moved.



c.75 m

Former Mini Golf
c. 3,000 m²

c.40 m

c.55 m

Grassed Area
c. 570 m²

c.104 m

Former Paddling
Pool
c. 3,500 m²

Basketball court (11m x
20 m) and parkour

Grassed area c.
4,800 m²

Too small for football field without removal of trees. Could only accommodate an audience of maximum 500, and factory is noisy. Not a realistic option for events like pop concerts. Probably best as improved version of what it is now - nice grassed area for play and picnics

Options for enhanced sport in the park

Possible Artificial Pitch

- Second generation (2G) pitches use a short pile height (the length of the artificial grass) combined with a sand infill, making them perfect for hockey pitches and multi-use games.
- **Third generation (3G) pitches utilise both rubber crumb and sand infill, and have a longer pile height, usually between 40-60mm. It is approved for use by FIFA. The average cost for a brand new, full sized, 3G artificial grass pitch (AGP) for football is c.£650,000, although they can cost from £300,000 to £900,000, depending on circumstances.**
- Fourth and fifth generation (4G / 5G) technologies rely on the use of artificial turf without the need for rubber crumb infill. They have yet to pass safety and performance tests laid out by FIFA and cannot achieve FIFA Quality or FIFA Quality Pro certification.

Options for enhanced sport in the park

Thurrock Yacht Club / Marine Activities

- Founded 1947
- Membership increasing – now c.130 members, up from c.80 a few years ago.
- Entirely volunteer run
- c.55 boats and 20 dinghies. Have space for about double the number of moorings c.100.
- One mooring for visiting yachts currently. Yachts can, realistically, only use it when the club is open. Grays has the advantage of being one tide away from the Pool of London. That is why Thames Barges used to moor there. There is potential to be a refuelling stop. It would not be a big money spinner, however.
- It is a good area for sailing. It needs to be done in 3-4 hour period when the tide is coming in. Not good when the tide is going out.
- Not suitable for beginners, because of the tidal movement and wash from passing vessels. The combination with Grangewaters Outdoors Education Center is ideal because beginners can learn to sail on the lake there before moving to more challenging conditions on the river. Possible sale of Grangewaters is a threat.
- Rowing, canoeing and kayaking are possible.
- Windsurfing and paddleboarding are out of the question.
- Need ample space for storage of watercraft.

Yacht Club "Scope of Interest"



Danger of the jetty blocking dinghy sailing and views of sailing area from the clubhouse

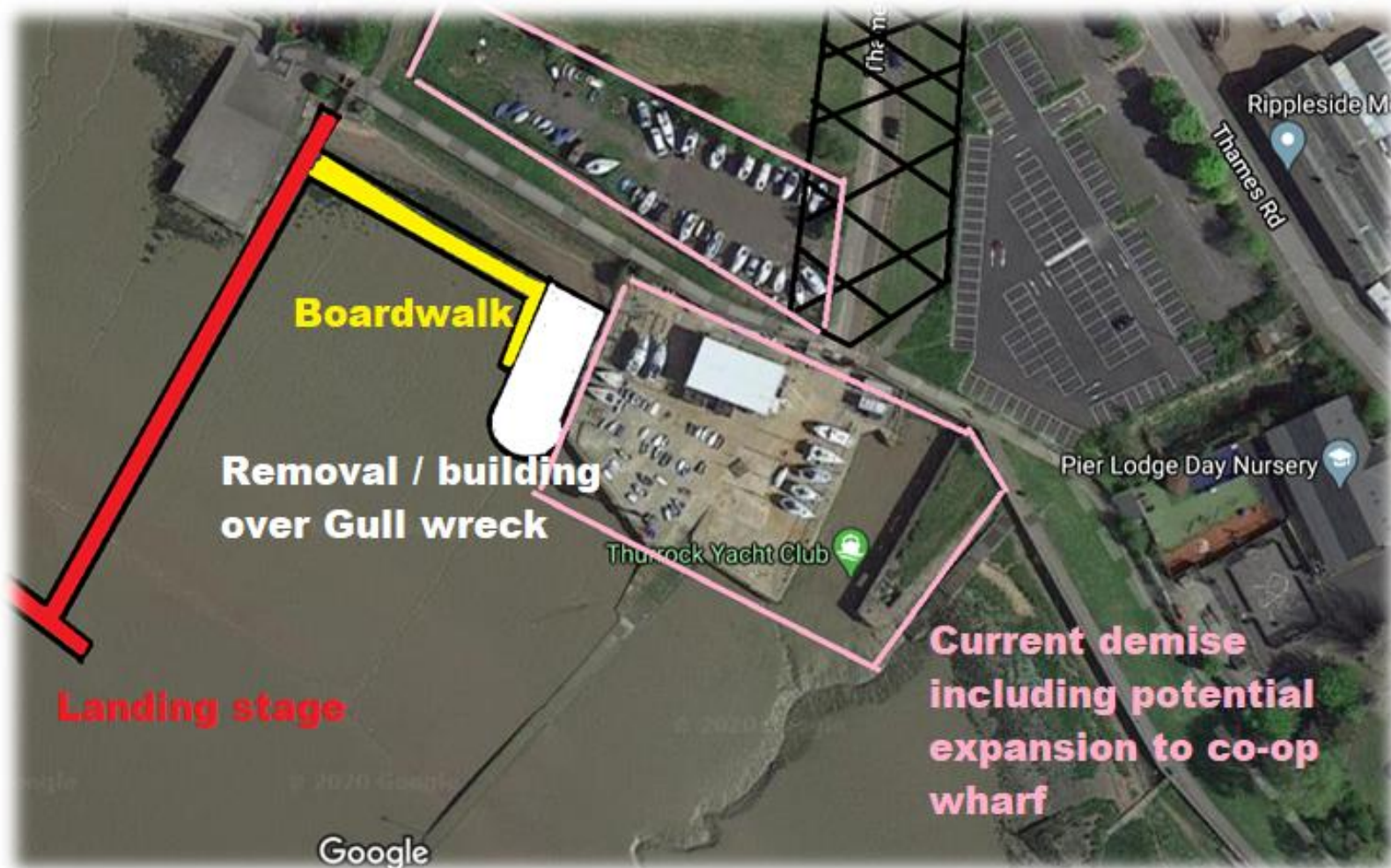
Options for enhanced sport in the park

Thurrock Yacht Club / Marine Activities

- Members concerned about loss of mud for mooring, and blockage of sailing, that the jetty might cause.
- The existing club house has the advantage of good views of the sailing area, which is helpful for maintaining safety.
- They would need changing facilities in order to provide training that is accredited by the Royal Yacht Club.
- A training and briefing room would be useful.
- A key ingredient of the success of the club is that members can use the facilities in a flexible way on a day-to-day basis. They use their membership income to pay rent to the Council (£15,000 per annum); proceeds from the bar funds other costs. They need their own private space.
- Security of the boats is also a big issue.
- A proposal to replace the current building would be controversial with members and they would need clear benefits in return.

Options for enhanced sport in the park

Yacht Club suggestion



Potential users of activities centre

Sea Cadets / Scouts

- Both Sea Cadets and Scouts prefer a hall plus breakout rooms for their activities. They need some storage. Some outdoor space and a kitchen is also useful.
- Grays Sea Cadets do water-based activity at Tilbury Docks. There is not great added value in being alongside water.
- Both operate on a type of franchise basis, with each group operating independently but following rules specified by the national organisation. The Scouts have sections for different age groups: Cubs, Beavers and Squirrels (a new group for very young children).
- The Sea Cadets like to charge about £1.50 per participant and expect c.18 per event i.e. £27 per session. They have meetings all year i.e. will generate c. £2,800 per annum from members.
- Scouts do not meet in school holidays.
- There seem to be two scouts groups in Grays:
 - 1st Grays Scout Group has a scout hut at 65 Cromwell Road.
 - 7th Grays Scouts Group. Meets at Gil's Cabin, United Reform Church, Bradleigh Avenue

Options for enhanced sport in the park

Activities Pavilion

- There seems to be a good case for a pavilion building that overlooks the playing field and MUGA, and which is close to the Yacht Club, that can be a base for a wide range of activities. It would have changing rooms, a hall and breakout space, and kitchen for use by user groups.
- While this could be within the Yacht Club building, there is no obvious reason to do so, especially as the cost is likely to be much higher. It would probably be better to co-locate a bar-restaurant and / or functions centre with the Yacht Club.

Example of community run activities pavilion

Seagrove Pavilion, Ryde

- The pavilion was built in 2013. It is about 200 m². It overlooks a single playing field
- It replaced football club changing rooms, toilets and guide hut at Seagrove Recreation Ground, on the outskirts of Ryde. A pétanque terrain and car park were added afterwards.
- It is run by the Seagrove Pavilion Trust.
- It has a club room that can accommodate up to 60 in theatre style, 40 at tables, in addition to changing rooms and a small kitchen.
- Several clubs are based there including Brownies, Guides, Bridge, Bowling, Men's Shed, Pilates, Photographers, Petanque and Carpet Bowls, Art Workshop, Football Club, Fun Choir and Seniors Social Club.
- Their return to the Charity Commission shows annual income ranging between c.£9,000 and £12,000 per annum



Community centre that could be affected by a new facility

The Community House

- Run by the Seabrook Rise Community Association, a charity



Options for enhanced sport in the park

The Level Skatepark, Brighton



- 1,400 sq m. polished concrete park. Opened in 2013.
- Highly popular, especially with young males, including small kids.
- Features banks, hips, stair sets, rails, kickers, flat and curved ledges, a pyramid, a pole jam and unusual contours that make it a destination for serious skateboarders.
- Cost £400,000. Included grant from Sport England and Veolia Environmental Trust. **Grays is eligible for funding from Veolia.**

Options for enhanced sport in the park

Build on parkour to create hub for young adults



Enhancing the Beach Splash Pad



Brighton Play Pool

- Space for parents to sit and watch.
- Changing rooms.



Bigger splash pads for adults and children

Tbilisi, Georgia. London South Bank.



Ideas for greater use of the Beach

Beach recliners

Toronto, Canada. Cascais, Portugal.



Ideas for greater use of the Beach

Beach Huts for Rent?



Ideas for Beach Beach Volleyball

Brighton



Ideas for the Beach Beach Gym

(Cadiz Spain)



Ideas for the Beach

Layout so all ages can enjoy the sand



- Beach Volleyball court is 8 m x 16 m

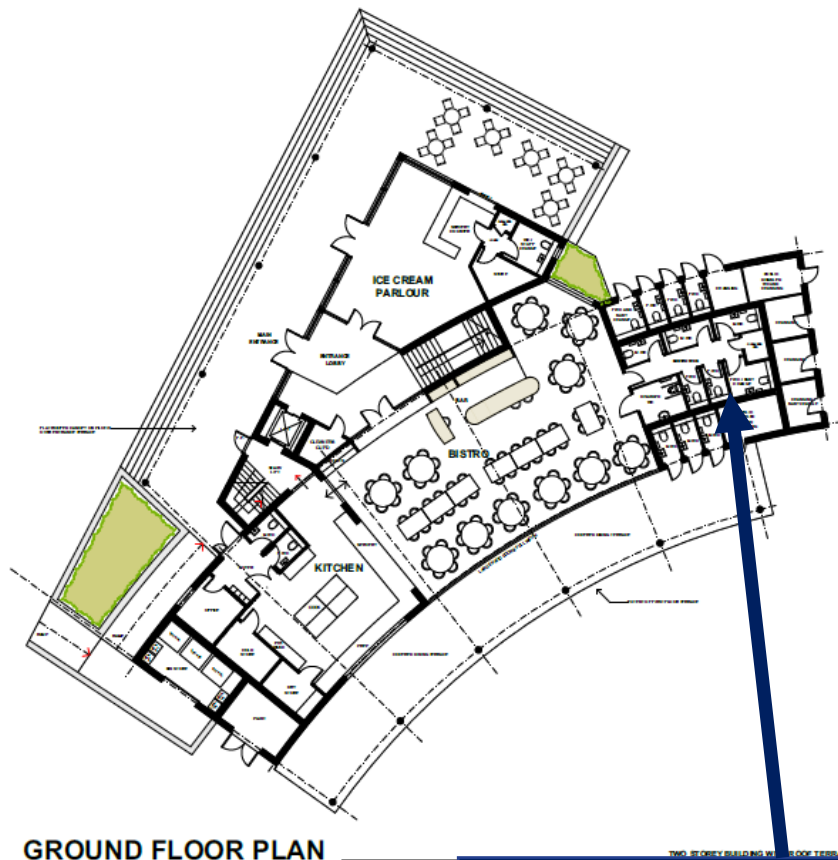


Preferably
Replaced

Designed to make the most of a splash pad on one side and sea on the other

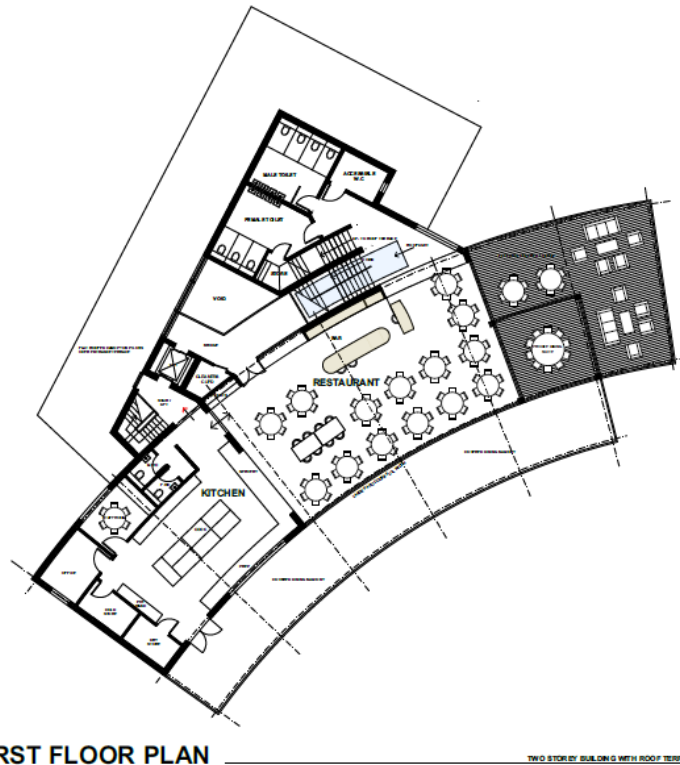
Plan for beachside café in Lowestoft

Estimated cost c.£3.5 million

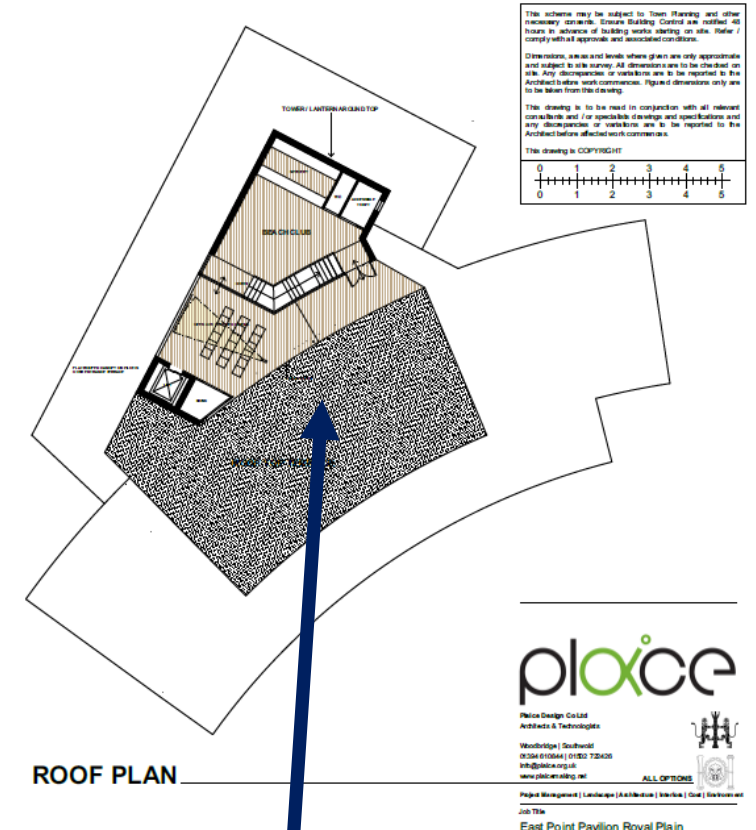


GROUND FLOOR PLAN

Toilets and changing rooms for splash pad and beach goers



FIRST FLOOR PLAN



ROOF PLAN

Roof deck for summer bar and cinema

This scheme may be subject to Town Planning and other necessary consents. Ensure Building Control are notified 48 hours in advance of building work starting on site. Refer to comply with all applicable and associated conditions.

Dimensions, areas and levels where given are only approximate and subject to site survey. All dimensions are to be checked on site. Any discrepancies or variations are to be reported to the Architect before work commences. Figure dimensions only are to be taken from this drawing.

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East Point Pavilion Royal Plain

Crazy Golf

Possible alternative to Cycle Safety Park



Ideas for Riverfront Town Wharf

- It would be great to have an operational Thames Barge based there. That would be keeping with the heritage, provide animation and a visual landmark looking from the station.
- The Thames Barge Raybel is currently being restored, with funding from the National Lottery Heritage Fund, in Sittingbourne. The restoration group hopes to use it to carry cargo up to the Port of London. Its dock in Sittingbourne is not good for this because it is difficult to get in and out of. Town Wharf might be an ideal base for it.
- There may be opportunity for regular visits from Thames Barges based in Maldon.

Ideas for Riverfront The Pier

- People like walking on piers, so it could be a substantial attraction.
- Maybe also it could be designed in a distinctive manner, perhaps similar to a suspension bridge?
- It would be useful to have one or more destination elements on it e.g. viewing tower, a kinetic sculpture of some sort (maybe on Theme of Old Father Thames?).
- Some catering stalls that can open when it is busy but close on quiet days would be sensible.



Viewing Tower on pier overlooking Lake
Konstanz, Friedrichshafen, Germany

Arup report on proposed Sand Beach

- Chalk and clay bedrock in the area does not produce sand. Sand would have to be imported and replenished. The site is on the outside of a meander bend, where water flow is fastest. This will carry away sand when the river floods. Replenishment is expensive.
- The beach is a point of habitat connection between Swanscombe Peninsula SSSI and West Thurrock Lagoon & Marshes SSSI. Grays Beach, like other similar habitats, provides for foraging and breeding for waders and waterfowl, foraging for passing birds, and a habitat for a variety of invertebrates and intertidal vegetation. Repurposing the beach would, by removing this, conflict with the Thurrock Local Development Framework.
- It could also increase the risk of localised flooding by encroaching to the channel.
- The work to create the beach could alone cost £6 - £10 million.
- They recommend an alternative strategy of creating an “intertidal vegetated terrace” which can encourage biodiversity, with cantilevered viewing platforms off the sea wall.
- We agree with their advice. The idea for the beach is neither realistic or desirable. More can be made of the beach sand in the former swimming pool. A nature park, with interpretation, would be an attractive and popular feature.

Riverfront

- Could the wall dividing this space with the Beach Park be removed?
- The space seems to lend itself to a boulevard, with a high level walkway on the river wall.



Idea for Riverfront Miniature Railway

e.g. Ruislip Lido Railway

- 12 inch gauge miniature railway, originally opened in 1945.
- Has been run since 1980 by volunteers through the Ruislip Lido Railway Society.
- They have extended it to 2 miles, with three stations.
- They have added five locomotives (four diesel, one steam).
- New passenger carriages and maintenance vehicles allow two trains of 120 passenger capacity to be run on busy days.
- The adult return fare is £3.50.



Indicative Plan

THE BEACH PARK

A Reorganised sandpit with toddler's area, young kid's area, centrepiece play frame, beach club rental sun loungers, volleyball, muscle gym.

B. Reconfiguration of existing splash pad. New splashpad for older kids and adults.

C. Family-orientated café, self service at ground, waiter service at first with substantial outdoor seating. Changing rooms and toilets.

D. Kids' Cycle Park

E. Crazy Golf

F. Woodland Walk

G. Picnic Lawn

H. Car Parking

I. Riverside Boulevard

RIVERSIDE NATURE RESERVE
A. Cantilvered wildlife viewing points

SEGREGATED CYCLE & WALKING ROUTE

ACTIVITIES HUB

A 3g Pitch

B Outdoor Gym

C MUGA

D Activities Pavilion with hall, breakout rooms, changing rooms, public toilets.

E Skate Bowl

F Parkour

G Reconfigured Car Park

BOAT PARK

WATERFRONT

A – Thames Barge Permanent Berth & Heritage Panels.

B – Pier with viewing tower, kinetic sculpture and food and drink kiosks

C – Yacht Club, Bar-Bistro & Functions Centre with rooftop multifunctional space

Ideas for the Park

Other Elements

- Events
 - Probably best to focus on a major annual festival-type of event taking place across the whole park.
 - Unlikely to be much, if any, opportunity for things like specialist markets, street entertainers, outdoor theatre except as part of big annual festival. There is no suitable space and the market is not right.
- Sculpture / Art Trails – we know of no successful examples in a situation like this.

Grays Riverside

Advice on content of masterplan

April 2022