

**Thurrock Town and Local Centre
Health Check Assessment
2018**

CONTENTS

1.	INTRODUCTION.....	5
2.	POLICY CONTEXT.....	6
	• National Planning Policy Framework	
	• National Planning Practice Guidance	
	• Local Policy Context	
	• CSTP7 – Network of Centres	
	• CSTP8 – Vitality and Viability of Existing Centres	
3.	METHODOLOGY.....	10
	• Thurrock’s Designated Network of Centres	
	• Methodology of Health Check Assessment	
	• Limitations	
4.	USE CLASSES.....	14
5.	GRAYS.....	15
	• Core Shopping Area	
	• Primary Shopping Area	
	• Secondary Shopping Area	
	• Grays Town Centre as a Whole	
	• Accessibility	
	• Large Neighbourhood Parade	
	• Small Neighbourhood Parades	
	• Summary	
6.	AVELEY.....	29
	• Aveley Local Centre	
	• Accessibility	

•	Small Neighbourhood Parades	
•	Summary	
7.	SOUTH OCKENDON.....	35
•	South Ockendon Local Centre	
•	Accessibility	
•	Small Neighbourhood Parades	
•	Summary	
8.	CORRINGHAM.....	40
•	Corringham Local Centre	
•	Accessibility	
•	Large Neighbourhood Parade	
•	Small Neighbourhood Parades	
•	Summary	
9.	SOCKETTS HEATH.....	46
•	Socketts Health Local Centre	
•	Accessibility	
•	Summary	
10.	STANFORD-LE-HOPE.....	50
•	Stanford-le-Hope Local Centre	
•	Accessibility	
•	Small Neighbourhood Parades	
•	Summary	
11.	TILBURY.....	55
•	Primary Shopping Area	
•	Accessibility	
•	Secondary Shopping Area	

•	Accessibility	
•	Tilbury Combined	
•	Small Neighbourhood Parade	
•	Summary	
12.	EAST TILBURY.....	63
•	Accessibility	
•	Summary	
13.	CHADWELL ST MARY.....	65
•	Accessibility	
•	Summary	
14.	LITTLE THURROCK.....	71
•	Accessibility	
•	Summary	
15.	STIFFORD CLAYS.....	75
•	Accessibility	
•	Summary	
16.	CHAFFORD HUNDRED.....	77
•	Accessibility	
•	Additional Units	
•	Summary	
17.	LINFORD.....	79
•	Summary	
18.	PURFLEET.....	80
•	Summary	
19.	RECOMMENDATIONS/NEXT STEPS.....	81

1. INTRODUCTION

- 1.1 Thurrock is currently preparing a new Local Plan for the Borough. This means that policies within the currently adopted Core Strategy Development Plan Document (Core Strategy) will need to be reviewed and updated, where necessary, along with the evidence that is there to support it.
- 1.2 In terms of Retail and Town Centres, Thurrock's adopted policies from the Core Strategy are CSTP7 – Network of Centre and CSTP8 – Vitality and Viability of Existing Centres. Policy CSTP7 sets out designations for the centres within the Borough, including; Lakeside Regional Centre, Grays Town Centre, Local Centres and Neighbourhood Centres, consisting of large and small neighbourhood parades. The evidence behind these designations comprises of the Thurrock Retail Study (September 2007), the Thurrock Retail Study (February 2012) and the Lakeside Basin Single Issue Review Agreed Final Report (March 2009). CSTP8 sets out measures for maintaining and promoting the retail function of existing centres and for improving their vitality and viability.
- 1.3 Since the publication of the Thurrock Retail Studies, new national policy and guidance has been published, including the National Planning Policy Framework (NPPF) (2012), which was amended through the Revised National Planning Policy Framework (2018) and the National Planning Practice Guidance (NPPG) (2014). It is therefore necessary to update the retail and town centres evidence base, in order to inform the retail and town centres policies of the new Local Plan. This will involve assessing the health of existing designated centres, as recommended by the NPPF. Health check assessments are important for appraising and monitoring changes in the vitality and viability of centres and can be used for plan-making and decision taking. It is envisaged that health checks assessments will be undertaken of Thurrock's current designated centres twice a year.
- 1.4 This document reports on the findings of the health check assessments carried out during December 2016, June 2017, December 2017 and June 2018.

2. POLICY CONTEXT

National Planning Policy Framework

- 2.1 The revised NPPF was published in 2018 and sets out the Government’s planning policies for England and how these are expected to be applied. The NPPF must be taken into account when preparing Local Plans and Neighbourhood Plans.
- 2.2 The purpose of the planning system is to contribute to achieving sustainable development, which can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs.

There are three overarching objectives to sustainable development within the planning system, all three of which are interdependent and which should be pursued in mutually supportive ways.

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

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

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

- 2.3 To ensure that sustainable development is pursued in a positive way, paragraph 11 identifies that at the heart of the Framework is a “*presumption in favour of sustainable development,*” which should be applied for both plan-making and decision-taking.
- 2.4 With regard to ensuring the vitality of town centres, paragraph 85 of the NPPF states that “*Planning Policies and decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaption.*”
- 2.5 It specifies that planning policies should define a network and hierarchy of town centres and promote their long-term vitality and viability; define the extent of town centres and primary shopping areas, making clear the range of uses permitted in such locations; retain and enhance existing markets and where appropriate, re-introduce or create new ones; allocate a range of suitable sites in town centres to meet the scale and type of development likely to

be needed in at least ten years ahead; allocate appropriate edge of centre sites that are well connected to the town centre, where suitable and viable town centre sites are not available for main town centre uses and; recognise that residential development can play an important role in ensuring the vitality of centres, encouraging residential development on appropriate sites.

National Planning Practice Guidance

- 2.9 The NPPG was published in 2014 and brings together in one place, planning guidance on various topics.
- 2.10 It recommends that town centre strategies should be based on evidence of the current state of town centres, as well as, identify opportunities to meet their development needs and should support their viability and vitality.
- 2.11 The NPPG also highlights the following indicators as being relevant in determining the health of town centres:
- diversity of uses
 - proportion of vacant street level property
 - commercial yields on non-domestic property
 - customers' views and behaviour
 - retailer representation and intentions to change representation
 - commercial rents
 - pedestrian flows
 - accessibility
 - perception of safety and occurrence of crime
 - state of town centre environmental quality
- 2.12 In terms of access, the NPPG identifies that access to town centres by all modes should be supported, including clear, convenient, comfortable and safe walking and cycling routes, parking facilities, bus stops and station entrances and exits. Furthermore, parking charges should be appropriate and not undermine the vitality of town centres and local shops. The NPPG also acknowledges that both formal and informal crossing facilities should be provided following key desire lines as much as is practicable.
- 2.13 In terms of the street scene, the NPPG identifies that every element of the street scene, including lighting, railings, litter bins, paving and street furniture, contributes to the identity of a place. It goes on to state that these should be well designed and sensitively placed. *“Unnecessary clutter and physical constraints such as parking bollards and road humps should be avoided...The removal of unnecessary street clutter can, in itself, make pavements clearer and more spacious for pedestrians, including the disabled, and improve visibility and sight lines for road users.”*
- 2.14 In terms of buildings, the NPPG recognises that the quality of signage, including for shops and commercial premises, is *“important and can enhance identity and legibility”* (Paragraph 041 Ref. ID: 26-041-20140306).

Local Policy Context

- 2.15 Until the new Local Plan is adopted, the Council's Core Strategy will continue to form part of the policy context for decision-taking in Thurrock. The Core Strategy was originally adopted in December 2011 and was subsequently updated in January 2015, following the publication of the NPPF.
- 2.16 With regards to retail, the relevant policies from the Core Strategy include:

CSTP7 – Network of Centres

- 2.17 CSTP7 designates centres within Thurrock and sets out development expectations within them during the plan period (up to 2026). Designated centres include: Lakeside Regional Centre; Grays Town Centre; Existing Local Centres; New Centres; and Existing Neighbourhood Centres.
- 2.18 For Grays, the Council supports the regeneration of the town centre and for it to become the focus for cultural, administrative and educational functions, whilst providing retail development that is complementary to the Lakeside Basin. Development in Grays town centre will include the following:
- (i) Up to 5,500-6,500 sqm of net comparison floorspace by 2026;
 - (ii) Up to 4,000-5,000 sqm of net bulky durable floorspace by 2026;
 - (iii) Between 1,500-2,000 sqm of net convenience floorspace by 2026;
 - (iv) Other cultural, administrative and education developments consistent with the spatial vision for Grays.
- 2.19 For Existing Local Centres, the Council encourages the following development for local centres:
- (i) Renewal, upgrading or remodelling of existing floorspace;
 - (ii) Additional small scale retail floorspace in suitable locations that will strengthen the centres' retail offer;
 - (iii) Investigation into the potential of a new supermarket on an appropriate site in Stanford-le-Hope to reduce convenience expenditure leakage from the east of the Borough.
- 2.20 Policy CSTP7 identifies that a new local centre is designated at Purfleet and two new neighbourhood centres are designated at West Thurrock and South Stifford, which will be developed in conjunction with major residential development.
- 2.21 For existing Neighbourhood Parades, the Council encourages them to maintain their existing retail function, with changes of use to ground-floor retail units to non-retail use permitted

where it can be shown there is no long-term demand for retail use of the unit or where there is a particular community need that would be met by the change of use.

CSTP8 – Vitality and Viability of Existing Centres

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

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

3. METHODOLOGY

- 3.1 This Health Check Assessment assesses the Borough’s adopted designated centres set out within Policy CSTP7 – Network of Centres of the Core Strategy. It includes Grays Town Centre, Local Centres and Neighbourhood Centres within the Borough. It does not assess Lakeside Regional Centre, as this is being assessed separately.
- 3.2 The initial assessment was undertaken during December 2016, with following assessments undertaken in June 2017, December 2017 and June 2018. The assessments involved visiting and assessing all of the designated centres listed in Table 1 below.

Table 1: Thurrock’s Designated Network of Centres

TOWN CENTRES	LOCAL CENTRES	NEIGHBOURHOOD CENTRES
Grays Town Centre	Aveley Primary Corringham Primary Socketts Heath South Ockendon Stanford-le-Hope Primary Tilbury Primary Tilbury Secondary	<p>Large Neighbourhood Parades:</p> <p><u>Chadwell St Mary:</u> Defoe Parade; Riverview <u>Chafford Hundred:</u> Roebuck Park; Armada Centre <u>Corringham:</u> Lampitts Hill <u>East Tilbury:</u> Stanford House <u>Grays:</u> Southend Road <u>Little Thurrock:</u> Broadway <u>Stifford Clays:</u> Crammavill Street</p> <p>Small Neighbourhood Parades:</p> <p><u>Aveley:</u> Romford Road; Hall Road <u>Corringham:</u> Woodbrooke Way/Gardner Avenue <u>Grays:</u> Lenthall Avenue; Kingston Parade <u>Linford:</u> East Tilbury Road <u>Purfleet:</u> Garrison Parade; <u>South Ockendon:</u> Canterbury Parade; South Parade; Aire Drive; Garron Lane; Broxburn Parade <u>Stanford-le-Hope:</u> Tuold Road; Valmar Avenue; Nursery Road/Abbotts Drive <u>Tilbury:</u> St Chads Road</p>

- 3.3 At each of the designated centres, information was recorded firstly on the centre as a whole and secondly, on each individual unit. Table 2 shows the methodology of the assessment, including the criteria used and how each centre/individual unit was scored.

Table 2 – Methodology of Health Check Assessment

A. DESIGNATED CENTRE	
Criteria Assessed	Methodology/Assessment Criteria
<p>Environment</p>	<ul style="list-style-type: none"> <p>• Street furniture (quantity and quality)</p> <p>Is the centre equipped with a mix of essential street furniture (benches, bins, planters, lighting and bollards)? (yes +1, no -1)</p> <p>Is there sufficient street furniture in the centre? (yes +1, no -1)</p> <p>Is the positioning of the furniture ideal for the users? (yes +1, no -1)</p> <p>Does the appearance of the furniture add positively to the character of the centre? (yes +1, no -1)</p> <p>• General condition (cleanliness, maintenance and utility condition)</p> <p>Is there litter around? (yes -1, no +1)</p> <p>Is there any graffiti present (not including on units being assessed)? (yes -1, no +1)</p> <p>Is the street furniture in good condition? (yes +1, no -1)</p> <p>• Safety and security</p> <p>Are the pavements wide and evenly paved? (yes +1, no -1)</p> <p>Is there enough policing and surveillance? (yes +1, no -1)</p>

Accessibility	• Rail	Is the nearest railway station within 5 minutes walk from the centre? (yes +1, no -1)
	• Bus	How many bus routes serve the centre?
	• Car	Is the centre accessible by car and is there parking available? (yes +1, no -1)
	• Cycle	Is the centre easily accessible by bicycle? (yes +1, no -1) Are cycle racks available at the centre? (yes +1, no -1)

B. INDIVIDUAL UNITS

Criteria Assessed	Methodology/Assessment Criteria
Shop/business name	Name of the retail unit/organisation
Function	What is the use-class of the unit or is the unit vacant?
Unit exterior	Is the unit's exterior inviting? (yes +1, no -1) Are windows cluttered with leaflets? (yes -1, no +1) Can you see into the shop premises in the day time? (yes +1, no -1) Are shop signs in good condition and well maintained? (yes +1, no -1) Is there graffiti on the exterior of the premises? (yes -1, no +1)
Night-time Economy (what effect do the premises have on the night-time economy of the overall centre?)	Is it open into the evening? (after 7pm) (yes +1, no -1)

Limitations

- 3.4 The assessments were undertaken by one officer and therefore, centres have been fairly assessed, as far as possible. It should however be acknowledged that some of the assessment is down to the opinion of the officer and is subjective, for example the rating of the street furniture, the window displays and shop signs/shutters. When assessments are undertaken in the future, it is advised that one officer undertakes the whole assessment in order to get a fair result across all centres.
- 3.5 The assessments have currently been undertaken four times, six months apart and therefore, it is difficult to compare data collected so far with any real meaning. Over time, as more assessments are undertaken, comparing data will be much more informative and useful in helping to shape the new retail policies and designations of the new Local Plan.

4. Use Classes

- 4.1 The Town and Country Planning (Use Classes) Order 1987 (as amended), puts the uses of land and buildings into categories known as 'Use Classes'. During the assessment of the designated centres, each individual unit was categorised into its relevant use class. Below is a list of the various use classes, with an indication of the types of uses which may fall into each.

A1 Shops – Shops, retail warehouses, hairdressers, undertakers, travel agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes.

A2 Financial and professional services – Banks, building societies, professional services, estate agents, employment agencies.

A3 Restaurants and cafes – restaurants, snack bars and cafes.

A4 Drinking establishments – Public houses, wine bars and other drinking establishments (excluding nightclubs).

A5 Hot food takeaways – For the sale of hot food for consumption off the premises.

B2 General industrial – Use for industrial process other than that falling within B1 use.

B8 Storage and distribution – Includes open air storage

C1 Hotels – Hotels, boarding and guest houses (excluding hostels).

C2 Residential institutions – Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.

C3 Dwelling houses

D1 Non-residential institutions – Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries, museums, libraries, halls, places of worship, church hall, law court and non-residential education and training centres.

D2 Assembly and leisure – Cinemas, music and concert halls, bingo and dance halls, swimming baths, skating rinks, gymnasiums or areas for indoor or outdoor sports and recreations.

Sui Generis – Some uses do not fall within any use class and are considered to be 'sui generis'. Uses include: betting shops, pay day loan shops, theatres, scrap yards, petrol filling stations, shops selling and/or displaying motor vehicles, retail warehouse clubs, nightclubs, laundrettes, taxi businesses, amusements and casinos.

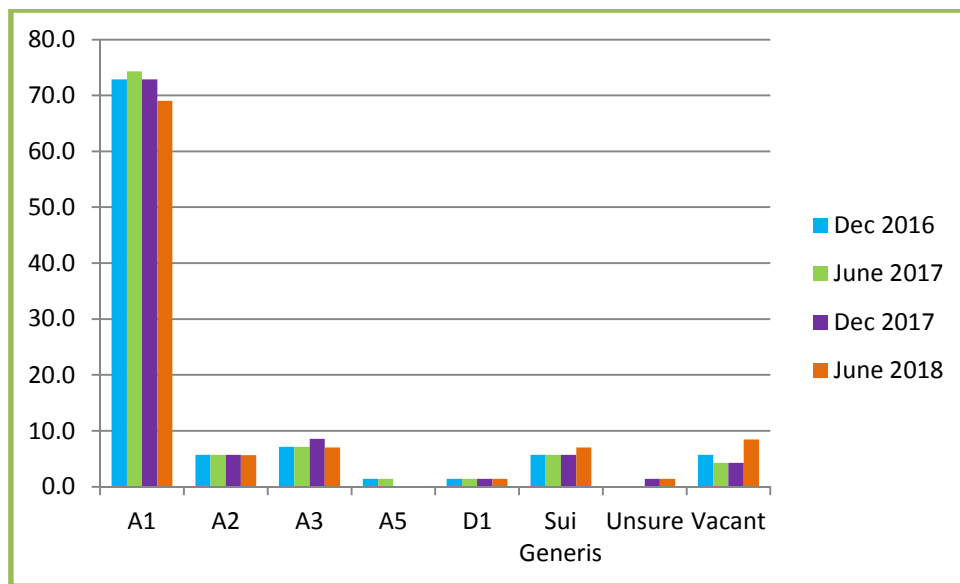
5. GRAYS

- 5.1 Grays is the largest town within Thurrock and lies on the River Thames, centrally within the Borough. Historically, it was the dominant centre for retail in the Borough, but it has been greatly affected by the opening of Lakeside Regional Shopping Centre, in 1990. Policy CSTP7 of the Core Strategy designates within Grays Town Centre the Core Shopping Area, the Primary Shopping Area and the Secondary Shopping Area, along with the Large Neighbourhood Parade at Southend Road and the Small Neighbourhood Parades at Lenthall Avenue and Kingston Parade.

Core Shopping Area

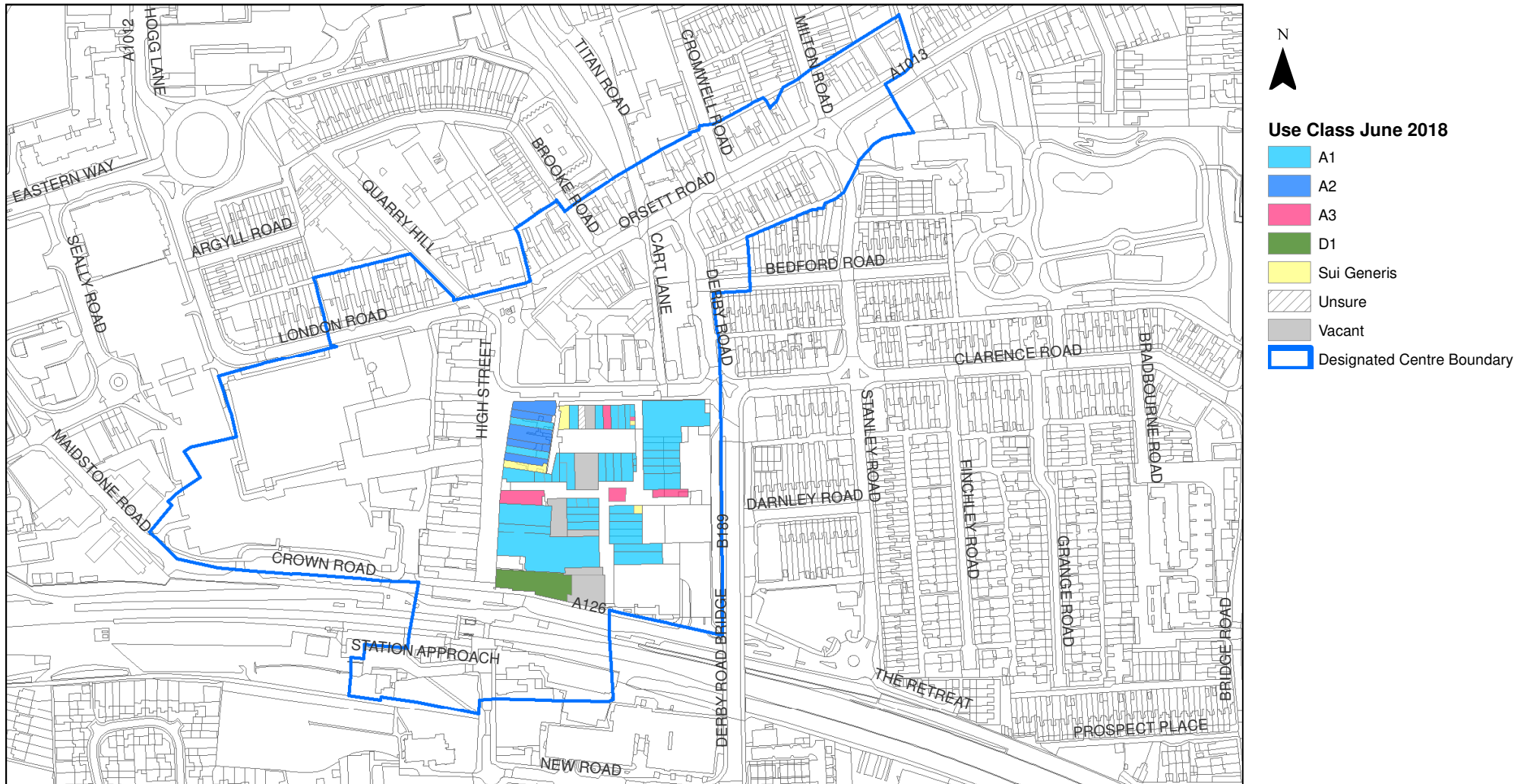
- 5.2 The Core Shopping Area of Grays comprises of the eastern side of the High Street, north of the railway line, and the indoor shopping centre.
- 5.3 The High Street is a pedestrianised area with ample street furniture including bins, benches, phone boxes, a post box, a few trees, attractively designed lighting, informative signs and public art. Some boxes. Furthermore, at the time of the visit there was quite a bit of litter lying on the floor.
- 5.4 The High Street comprises mainly of comparison retail units, which are a mixture of national retailers, such as Boots and Costa and local retailers, along with financial services, such as banks. The shop fronts are generally well maintained, with most having signs in good condition and uncluttered window displays, making the stores inviting.
- 5.5 The indoor shopping centre offers a pleasant shopping experience, well lit by natural light, with a tidy, modern looking environment and well maintained shop fronts. The majority of tenants are national chains, including Wilkinsons, Savers, Select, Poundland, Card Factory, Holland and Barratt, Iceland, Peacocks, Sports Direct and Wimpy. The Post Office is also situated in the centre, which draws people in.
- 5.6 The High Street and the shopping centre both have CCTV present, whilst the shopping centre also has security officers, which increases perception of safety for visitors. This can have a positive effect on the number of people visiting the Core Shopping Area.
- 5.7 The Core Shopping Area includes 70 individual units, comprising of the following use classes:

Chart 1 – Use Classes of Units in Grays Core Shopping Area



5.8 As Chart 1 shows, a large majority of units in Grays Core Shopping Area are A1 Retail (72.9% in December 2016, 74.3% in June 2017, 72.9% in December 2017 and 69% in June 2018). This is followed by A2 Financial and Professional Services (5.7% from December 2016 to December 2017 and 5.6% in June 2018). The vacancy rate commenced fairly low at 5.7% in December 2016, reducing to 4.3% in June and December 2017. However, by June 2018 the vacancy rate had increased to 8.5%. This is largely due to the increase in vacant units within the shopping centre, with three of its units becoming vacant between the period December 2017 to June 2018. This vacancy rate will need to be monitored in the future.

Map 1 - Distribution of uses in Grays Core Shopping Area



Primary Shopping Area

- 5.9 The Primary Shopping Area comprises of the west and north eastern end of the High Street and George Street.
- 5.10 Like the High Street, George Street is also pedestrianised. It is situated about half way up the High Street and leads to a large Morrisons supermarket and car park. George Street is also home to the former State Cinema, which is currently unused.
- 5.11 The High Street on the western side consists of national retail chains, such as Greggs, Bighthouse, Choice discount store and Thomas Cook, along with financial services including Halifax, Santander and Lloyds bank. The north eastern side includes Bonmarche, Subway and a small Premier supermarket. Shops fronts are fairly well maintained, with just over 50% having signs in good condition and the majority having inviting window displays, with uncluttered windows.



High Street, Grays



George Street, Grays

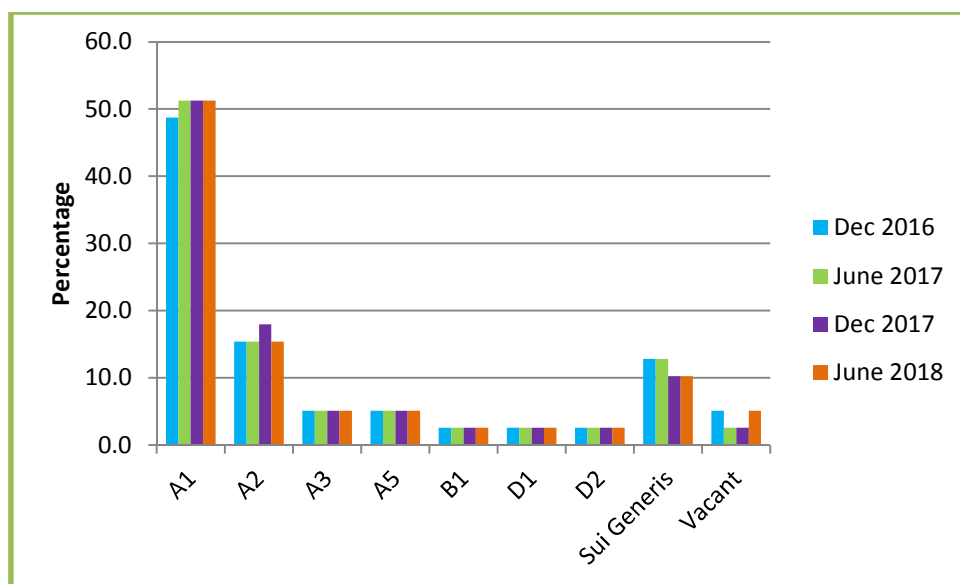
- 5.12 At the northern end of the High Street, the street scene is classed as average, with bins and telephone booths which are in need of upgrading, trees and public art. The street in this area is wide, with ample space, but which is poorly used. The war memorial, at the end of the High Street, provides a focus point and a sense of place, however, it seems rather isolated from the rest of the High Street by the numerous bollards and the barrier cluttering up the paving, which are there to stop motor vehicles accessing the pedestrianised area.



Northern end of High Street, Grays

5.13 There are 39 individual units assessed within the Primary Shopping Area of Grays. These include the following:

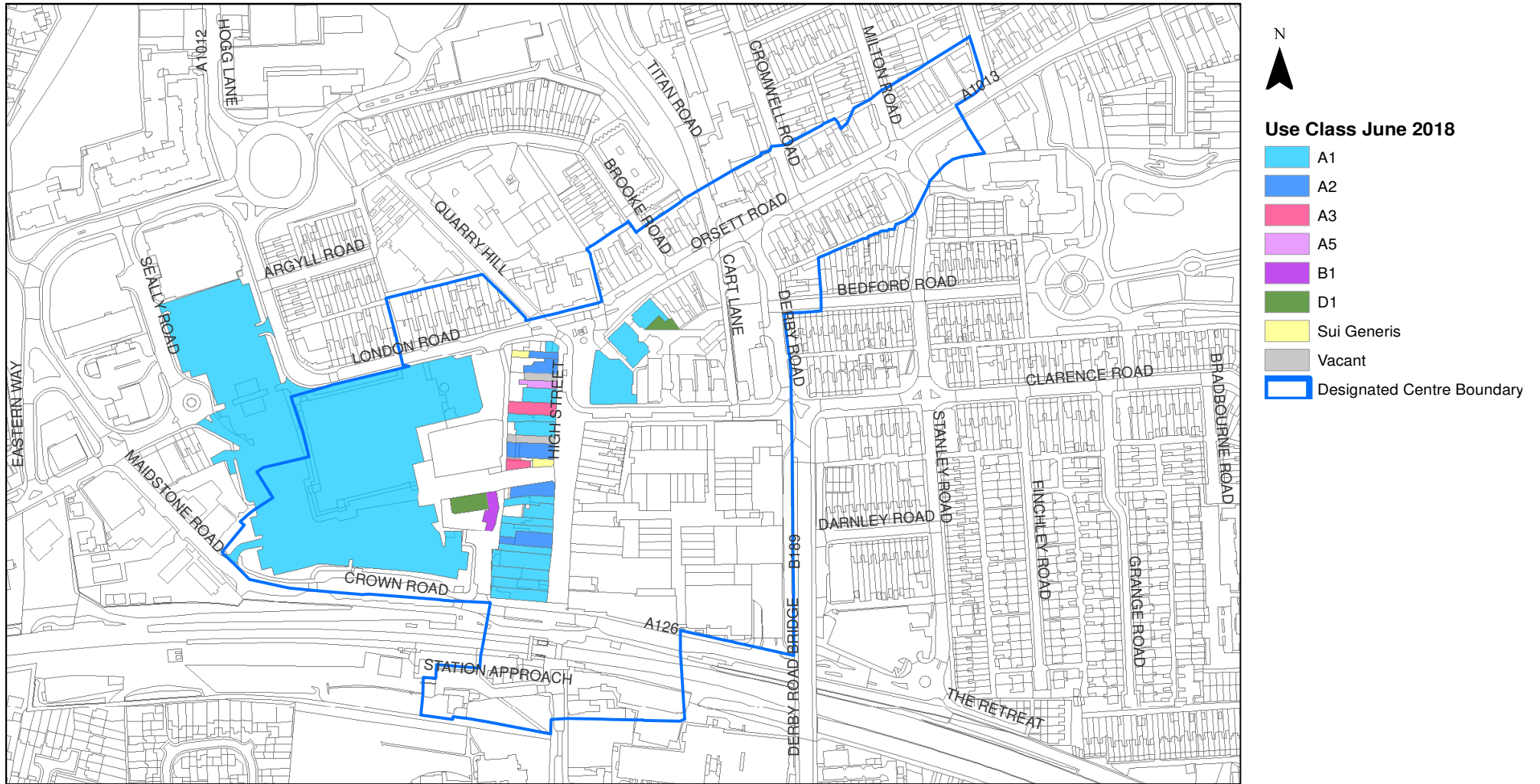
Chart 2: Units in Grays Primary Shopping Area



5.14 As Chart 2 shows, the majority of units in Grays Primary Shopping Area are A1 retail (48.7% in December 2016, increasing to 51.3% in June and December 2017 and June 2018), followed by A2 Professional Services (15.4% in December 2016 and June 2017, increasing to 17.9% in December 2017 and reducing back to 15.4% in June 2018). Of the retail units, in Dec 2017, 45% were local independent shops and 55% were national retail chains. This has changed slightly in 2018 to 50% and 50% respectively. The vacancy rate in the Primary Shopping Area improved, from 5.1% in 2016 to 2.6% in June and December 2017, but increased once more to 5.1% in June 2018.

- 5.15 Map 2 shows the spatial distribution of units within the Primary Shopping Area. As can be seen, the A1 retail unit in the far west of the designated centre, which is the Morrisons supermarket, falls partly outside the designated centre boundary. It is recommended that going forward, the centre boundary is amended to include the whole of this site.
- 5.16 As previously mentioned, CCTV is present at various locations on the High Street. This can increase the feeling of safety amongst people visiting the centre and reduce the perception and fear of crime.

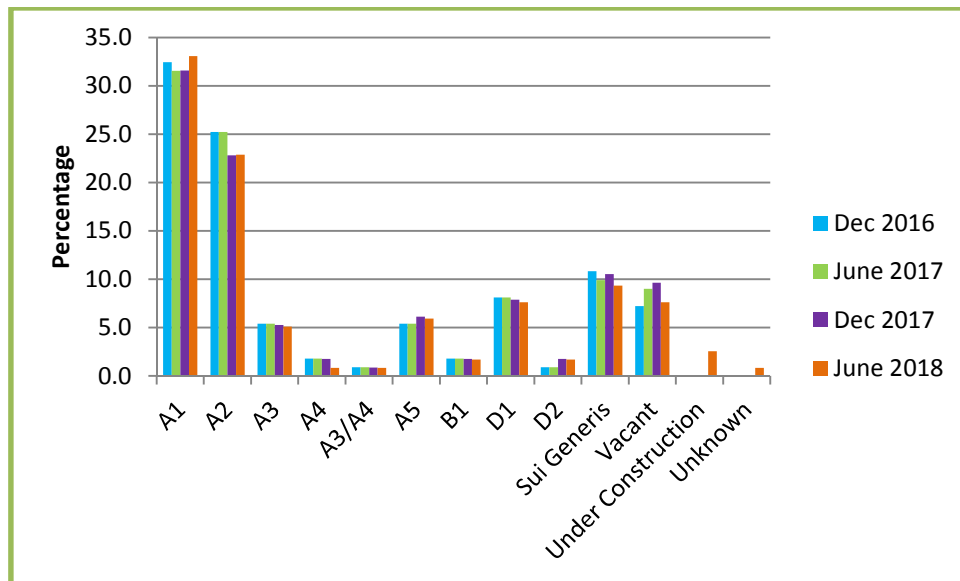
Map 2 - Distribution of uses in Grays Primary Shopping Area



Secondary Shopping Area

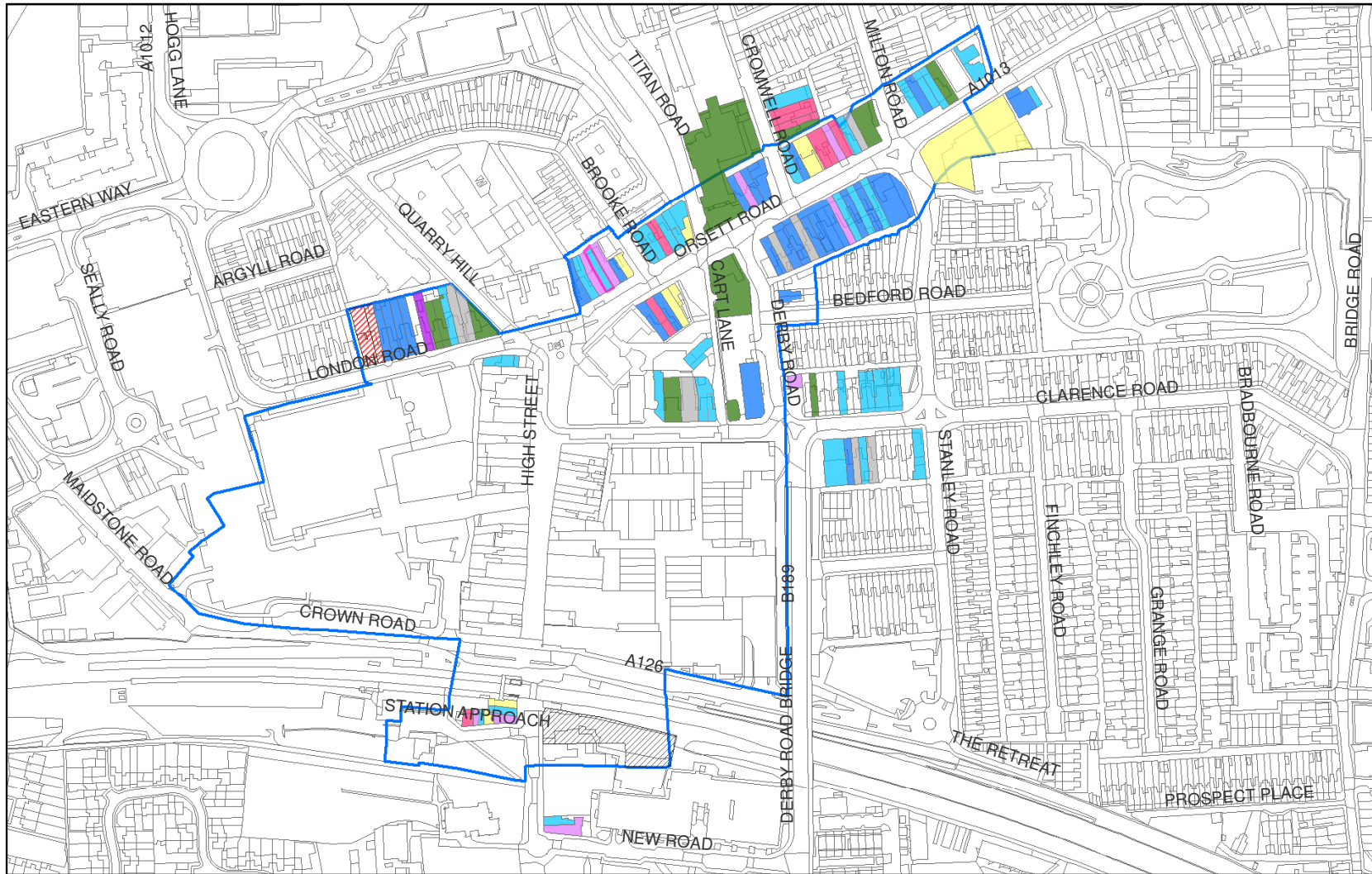
- 5.17 The Secondary Shopping Area of Grays includes London Road/Orsett Road, which is directly north of the High Street and Clarence Road, which is off the High Street to the east. Both roads have units on either side and both are largely affected by traffic, as they are part of the town centre's one way system.
- 5.18 London Road/Orsett Road is largely occupied by A1 Retail and A2 financial and professional services, especially estate agents and solicitors. It is a busy main road leading in and out of Grays Town Centre and has numerous traffic lights and pedestrian crossings. Pavements vary in width along the road and street furniture is limited. Pavements are instead overwhelmed with concrete bollards and metal railings, to separate the road from the pavement.
- 5.19 On the whole, shop fronts, including their signs and shutters are classed as fair, with just under 70% of units having signs in good to fair condition, with some being better well maintained than others. Shop window displays for most units are inviting, which improves the attractiveness of the units, as well as the area as a whole.
- 5.20 CCTV is present at numerous locations on London Road/Clarence Road. This helps to reduce crime and increases the feeling of safety for people visiting the area.
- 5.21 Clarence Road is occupied by 17 units, which are mainly small, independent shops. Shop fronts, including their signs and shutters are on the whole fair, whilst their window displays are on the whole uncluttered and are inviting. The street scene of Clarence Road is poor to fair, with limited street furniture, apart from a few bins and sign posts at the western end. At the eastern end, which is partly residential, only parking metres are present.
- 5.22 It should be noted that Map 3 shows the units at Clarence Road to be outside of the designated centre. Going forward, it is recommended that the centre boundary be amended to include these units, as they form part of the Secondary Shopping Area.
- 5.23 There are 114 individual units that make up the Secondary Shopping Area of Grays, which includes the following use classes:

Chart 3: Units in Grays Secondary Shopping Area



5.24 As Chart 3 shows, the majority of units in Grays Secondary Shopping Area are occupied by A1 retail uses (32.4% in December 2016, 31.5% in June 2017, 31.6% in December 2017 and 33.1% in June 2018), followed by A2 financial and profession services (25.2% in December 2016 and June 2017, reducing to 22.8% in December 2017 and 22.9% in June 2018). The vacancy rate of the Secondary Shopping Area saw a slight increase from 2016 to 2017, from 7.2% in December 2016, to 9.0% in June 2017 and to 9.6% in December 2017. However, this has fallen back down to 7.6% in June 2018.

Map 3 - Distribution of uses in Grays Secondary Shopping Area



Use Class June 2018

- A1
- A2
- A3
- A3/A4
- A5
- B1
- D1
- D2
- Sui Generis
- Under construction
- Closed
- Vacant
- Designated Centre Boundary

5.25 Whilst assessing Grays, a few premises were identified, which are not currently included in any of the designated centre boundaries. This includes units on Cromwell Road, Orsett Road, High Street and Derby Road, as listed in Table 3 below. These are adjacent to units within the Secondary Shopping Area and naturally form an extension to the designated boundary. Going forward it will need to be decided whether any of these units should be included within the designated centre of Grays Town Centre.

Table 3: Additional Units in Grays

Address	Unit Name/Organisation	Use Class
2 Cromwell Road, Grays	Peter Still Registered	D1
4 Cromwell Road, Grays	Memel Eastern European	A3
6-8 Cromwell Road, Grays	R. Mumford & Son Fish & Chips	A3
10-12 Cromwell Road, Grays	CBS Furnishings	A1
90 Orsett Road, Grays	Hattens	A2
92 Orsett Road, Grays	Lovely Colours	A1
59 High Street, Grays	Chicken Station	A5
81 High Street, Grays	Daves Newsagents	A1
83 High Street	Charcoal Grill	A5
7 Derby Road	Farm Pizza	A5

Grays Town Centre as a Whole

5.26 Combining the assessments for Grays Core Shopping Area, Primary Area and Secondary Area gives an overall picture of Grays Town centre as a whole. Table 4 below shows a breakdown of the uses within the Town Centre.

Table 4: Grays Town Centre Use Classes

Use Class	No. Units Dec 2016		No. Units June 2017		No. Units Dec 2017		No. Units June 2018		Percentage Change Dec 2016 to June 2018
A1	106	48.2%	107	48.6%	108	48.4%	108	47.4%	-0.8%
A2	38	17.3%	38	17.3%	37	16.6%	37	16.2%	-1.1%
A3	13	5.9%	13	5.9%	13	5.8%	13	5.7%	+0.2%
A4	2	0.9%	2	0.9%	2	0.9%	1	0.4%	-0.5%
A5	9	4.1%	9	4.1%	9	4.0%	9	3.9%	-0.2%
A3/A4	1	0.5%	1	0.5%	1	0.4%	1	0.4%	-0.1%
B1	3	1.4%	3	1.4%	3	1.3%	3	1.3%	-0.1%
D1	11	5.0%	11	5.0%	11	4.9%	11	4.8%	-0.2%
D2	2	0.9%	2	0.9%	3	1.3%	3	1.3%	+0.4%
Sui Generis	21	9.5%	20	9.1%	20	9.0%	20	8.8%	-0.7%
Vacant	10	4.5%	14	6.4%	15	6.7%	17	7.5%	+3.0%
Unsure	4	1.8%	0	0.0%	1	0.4%	2	0.9%	-0.9%
Under Construction	0	0.0%	0	0.0%	0	0.0%	3	1.3%	+1.3%

Total	220	100%	220	100%	223	100%	228	100%	
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5.27 As Table 4 above shows, the majority of units within Grays Town Centre as a whole are A1 - retail, with a decrease of 0.8% from December 2016 to June 2018. In June 2018, these A1 units were largely occupied by Grocery and Frozen Food stores (8.3%), Hairdressers/beauty parlours (11.4%) and charity shops, pet shops and other comparison stores (4.8%).

5.28 A2 – financial and professional services saw a decrease of 1.1% from December 2016 to June 2018, whilst vacancy rates within the Town Centre increased by 3% within the same time frame.

Accessibility

Table 5 – Accessibility in Grays Town Centre

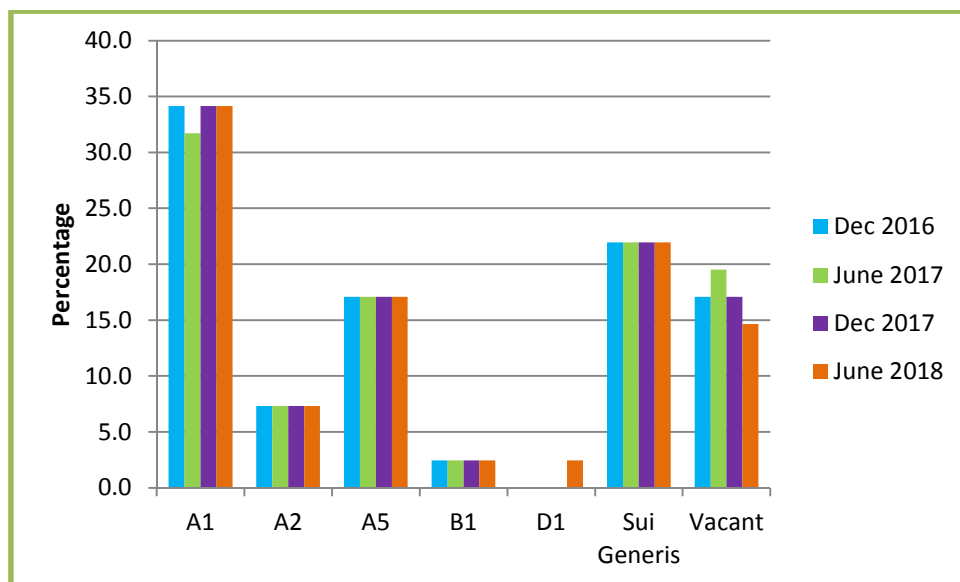
Car	<p>Grays is easily accessible by car, with numerous routes in and out of the town centre. There is a good amount of both on and off-street parking.</p> <p>Off Street Parking:</p> <table border="1"> <thead> <tr> <th>Name</th> <th>No. Spaces</th> <th>Charges</th> </tr> </thead> <tbody> <tr> <td>Darnley Road</td> <td>30</td> <td>up to 1 hour = 70p up to 2 hours = £1.30 up to 4 hours = £2.10</td> </tr> <tr> <td>Cromwell Road</td> <td>60</td> <td>up to 1 hour = 70p</td> </tr> <tr> <td>Crown Road</td> <td>96</td> <td>up to 2 hours = £1.30</td> </tr> <tr> <td>Argent Street</td> <td>42</td> <td>up to 4 hours = £2.10 up to 6 hours = £3.70 over 6 hours = £5.80</td> </tr> <tr> <td>Grays Beach</td> <td>48</td> <td>up to 2 hours = 70p over 2 hours = £3.20</td> </tr> <tr> <td>Muti storey car park</td> <td>700</td> <td>0-1 hour = £1.00 1-4 hours = £1.50 4-6 hours = £3.00 6-12 hours = £5.00 Overnight = £10.00 Sundays = FREE</td> </tr> <tr> <td>Morrisons Supermarket</td> <td>540</td> <td>up to 3 hours = £1.00</td> </tr> <tr> <td>Grays railway station</td> <td>168</td> <td>All day peak = £6.40 All day off-peak (after 10am) = £2.40 All day weekend = £2.40</td> </tr> </tbody> </table>	Name	No. Spaces	Charges	Darnley Road	30	up to 1 hour = 70p up to 2 hours = £1.30 up to 4 hours = £2.10	Cromwell Road	60	up to 1 hour = 70p	Crown Road	96	up to 2 hours = £1.30	Argent Street	42	up to 4 hours = £2.10 up to 6 hours = £3.70 over 6 hours = £5.80	Grays Beach	48	up to 2 hours = 70p over 2 hours = £3.20	Muti storey car park	700	0-1 hour = £1.00 1-4 hours = £1.50 4-6 hours = £3.00 6-12 hours = £5.00 Overnight = £10.00 Sundays = FREE	Morrisons Supermarket	540	up to 3 hours = £1.00	Grays railway station	168	All day peak = £6.40 All day off-peak (after 10am) = £2.40 All day weekend = £2.40
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Grays railway station	168	All day peak = £6.40 All day off-peak (after 10am) = £2.40 All day weekend = £2.40																										
Bus	Bus station on Crown Road, serving most towns/centres within the Borough.																											
Train	Grays Railway Station at southern end of the High Street on the Southend to London Fenchurch Street line.																											
Cycling	Numerous cycle routes with cycle racks on Crown Road, opposite the railway station.																											

- 5.29 At the time of the site visit in Grays, the market was present, which is held every Friday and Saturday. It is spread along the High Street and George Street and draws people into the town, making the town busier than on other days of the week.
- 5.30 The night time economy in Grays is poor, with approximately 14% of premises open after 7pm. The majority of these (9.6%) are located within the Secondary Shopping Area, consisting of a few shops, restaurants and the Thameside Theatre on Orsett Road.

Large Neighbourhood Parade

- 5.31 Grays has one designated Large Neighbourhood Parade, which is located at Southend Road. The parade is linear in form, set on a busy through-road into Grays Town Centre, with units on both sides of the road. 42 individual units make up the parade, which consist of the following use classes:

Chart 4: Units at Southend Road, Grays



- 5.32 The majority of units are A1 retail, made up largely by independent retailers, with a few national chains, including Tesco and McColls (previously Co-Op). Between December 2016 and June 2017 there was an increase in vacancy rates by 2.4% (from 17.1% to 19.5%). However, by June 2018, this rate has decreased to 14.6%. This is still a high vacancy rate for the centre however, and this needs to be monitored carefully in the future.
- 5.33 The street scene of Southend Road is classed as poor, with little street furniture, apart from bins. The area seems to lack a real sense of place or unique character. Shop window displays are fairly inviting and uncluttered, whilst the condition of signs and shutters are fair.
- 5.34 The parade is easily accessible from Lodge Lane and being on one of the main routes into Grays Town centre makes the road very busy, especially at peak times. This may impact negatively on the parade as it is difficult for people to cross the road to units on the other side, though zebra crossings are provided at either end.

5.35 It is likely that the parade serves the communities in the local area, as well as some passing trade. It is unlikely that people will travel great distance solely to visit the parade due to its close proximity to Grays Town Centre.

Small Neighbourhood Parades

5.36 Grays has two designated Small Neighbourhood Parades, located at Lenthall Avenue and Hathaway Road (Kingston Parade). Units at the two parades include the following:

Table 6: Units at Small Neighbourhood Parades in Grays

Unit Type	Lenthall Avenue (no. units)	Hathaway Road (Kingston Parade) (no. units)
A1	2	5
A5	1	1
Sui Generis	0	2
Vacant	1	1
Total	4	9

5.37 Both parades have a poor street scene, with little to no street furniture and no real sense of place. It is expected that the majority of people using the parades are local residents of the surrounding communities. Kingston Parade may attract some limited passing trade, being on an indirect route from Lodge Lane into Grays Town Centre.

Summary

Grays Town Centre as a whole (Core, Primary and Secondary areas combined)

- Predominantly occupied by A1 retail units, followed by A2 professional services, especially in the Secondary Area.
- Overall vacancy rate is 7.5%. Highest number of vacancies in Secondary Area.
- Average street scene in Core and Primary areas. Poor street scene in Secondary Area.
- Poor night time economy in the town.
- Good access to the town by car, bus and train.
- CCTV presence increases feeling of safety.
- Boundary to be amended to include units on Clarence Road and the whole of Morrisons on George Street.
- Additional units on Orsett Road and Cromwell Road need to be assessed for inclusion within the designated centre boundary.

Neighbourhood Parades

- All 3 Neighbourhood Parades have a poor street scene, with little street furniture and lack a sense of place.
- Vacancy rate is high at Southend Road (17%) and Lenthall Avenue (25%).
- Presence of CCTV in all 3 parades reduces the fear of crime.

6. AVELEY

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

Aveley Local Centre

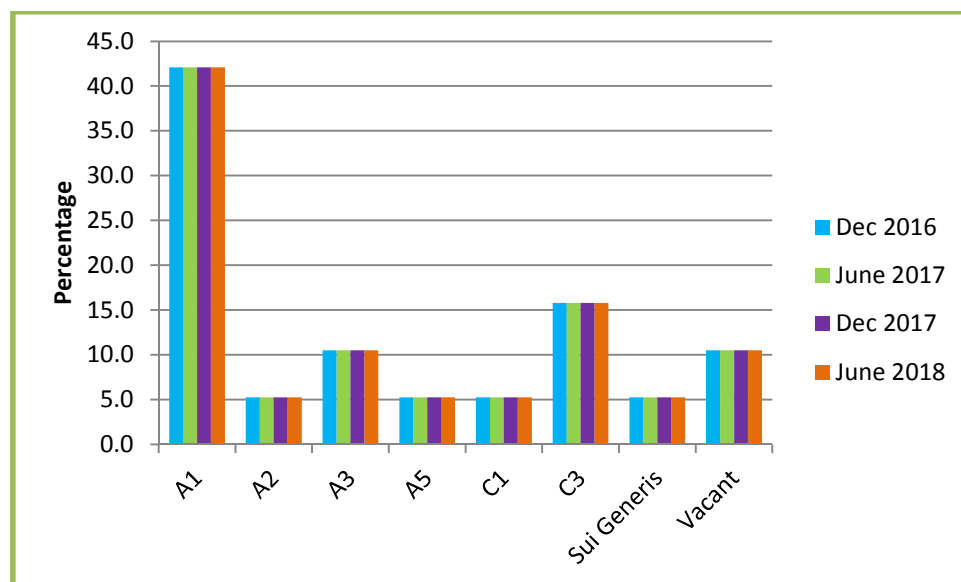
- 6.2 The Local Centre in Aveley is one of the smallest centres in the Borough, comprising of 19 units and runs in linear form along the High Street. Retail units are situated on both sides of the road and although observations have found the road to be busy at peak times, two zebra crossings do offer pedestrians easy access to the other side.
- 6.3 The overall street scene of the High Street has been classed as average, with very little street furniture, apart from a few benches, bins and flowerbeds. Shop fronts and signs are classed as fair, but a number of units have poor window displays, which are leaflet cluttered. This does not attract customers and has a negative visual impact upon the centre as a whole.
- 6.4 CCTV is present at numerous locations on the High Street, which increases the feeling of safety amongst people visiting the local centre and reduces the fear of crime. However, the pavements are very narrow in certain places, which could have a negative impact on the perception of safety for pedestrians, being so close to the roadside, especially during busy times.



High Street, Aveley

6.5 Chart 5 below shows the use classes of the units assessed during 2016 and 2017.

Chart 5: Units at Aveley Local Centre



6.6 As Chart 5 shows, there has been no change to the use class of units between December 2016 and June 2018. The majority of units are A1 retail (42.1%). These are made up in the majority by independent retailers, with only one national retailer present (a small Co-Op supermarket). Approximately 21% of units sell convenience goods, whilst just under 16% sell comparison goods. The vacancy rate is fairly high at 10.5%, yet this equates to just two units.

6.7 The night time economy of Aveley has been found to be poor, with six units (just over 31%) open after 7pm. These include two restaurants, one hot food takeaway, two shops and a hotel.

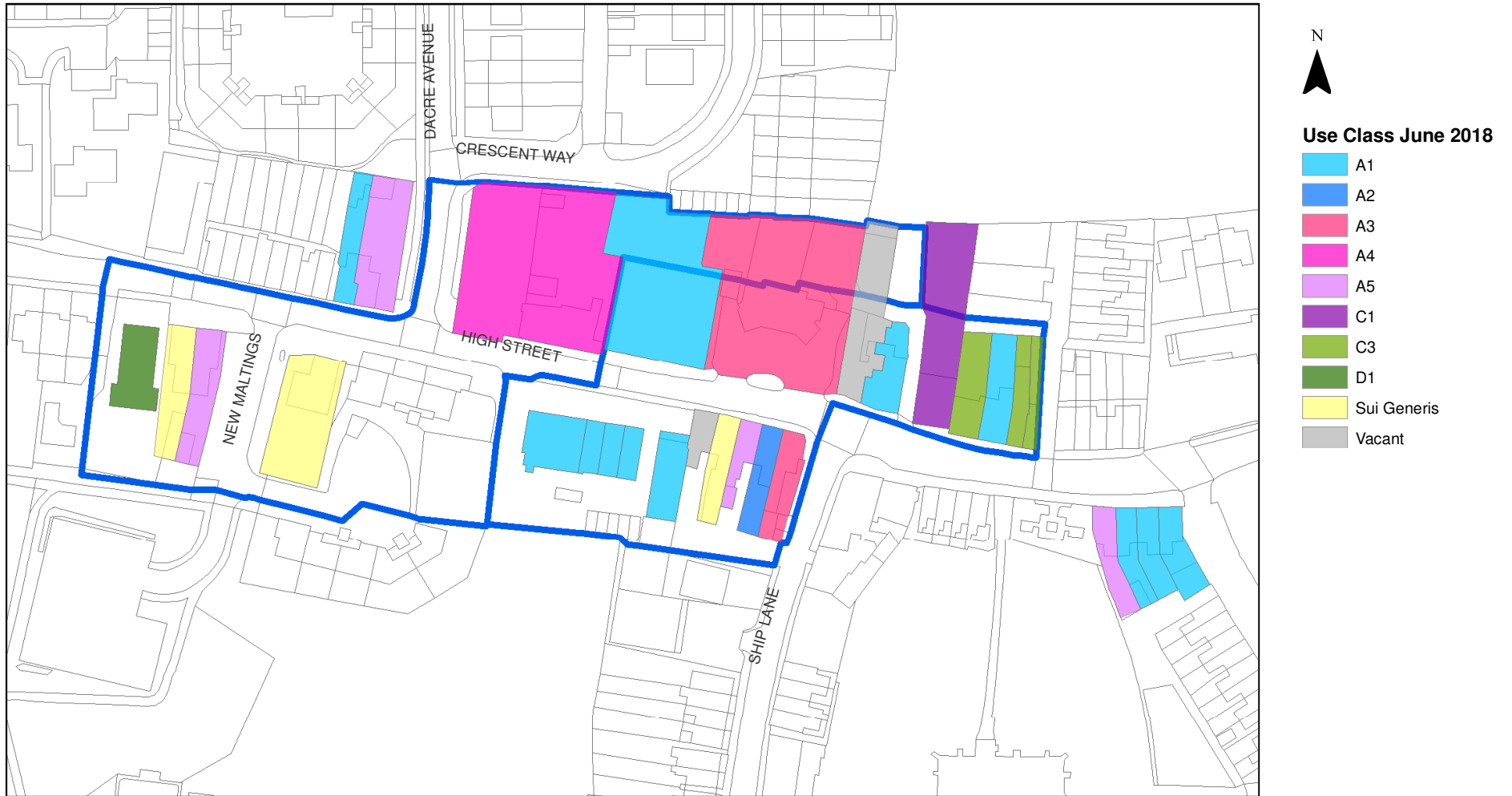
6.8 Map 4 shows six additional units on the High Street which have been identified, which currently do not fall within the designated local centre boundary. These include:

Table 7: Additional Units in Aveley

Address	Unit Name/Organisation	Use Class
28 High Street	West & Coe Funeral Directors	A1
30 High Street	Hair by Wilson's	A1
32 High Street	OHMS Pharmacy	A1
34 High Street	Essex Chef	A5
45 High Street	Happy Garden	A5
47 High Street	Barber Shop	A1

6.9 Going forward, it will need to be decided whether the boundary of the local centre needs to be amended to include these additional units.

Map 4 – Distribution of uses in Aveley Local Centre



Accessibility

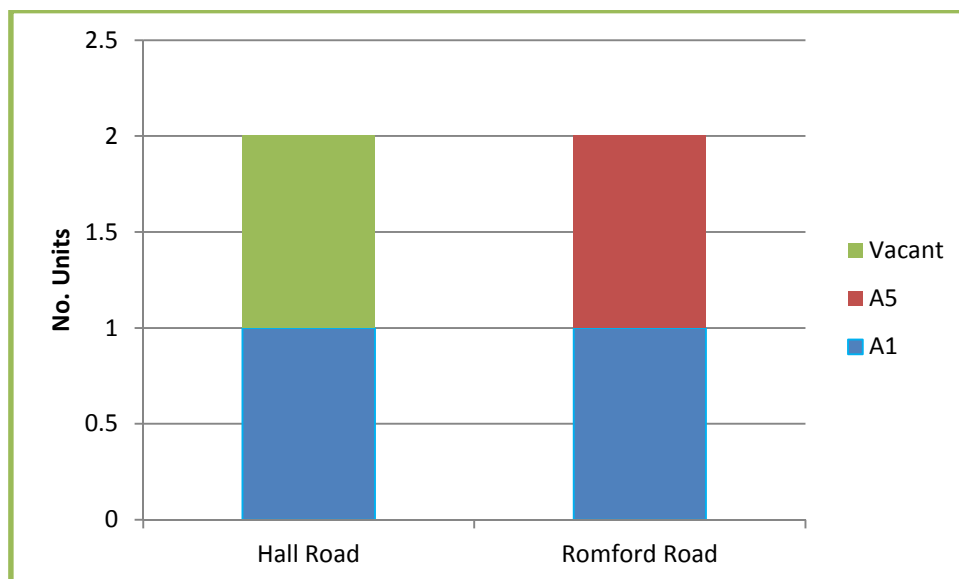
Table 8: Accessibility of Aveley

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

Small Neighbourhood Parades

6.10 The two designated Small Neighbourhood Parades in Aveley are at Hall Road and Romford Road. The parade at Hall Road is very small in size, catering for the immediate surrounding communities only. It has two units, one of which is currently vacant and the street scene is classed as poor. Romford Road parade is slightly larger, with two retail units, including a small supermarket and a hot food takeaway. Due to the parade being on the main road up towards Upminster, it is more likely to attract passing traffic, as well as those communities immediately surrounding it. Both parades have CCTV present which can act as a deterrent for people who may intend on committing crimes and also increases the perception of safety for people using them.

Chart 6: Units at Small Neighbourhood Parades, Aveley June 2018



Summary

Local Centre

- Predominantly occupied by A1 retail units (42%).
- Vacancy rate is 10.5%.
- Average street scene with little street furniture.
- Additional 6 units on the High Street need to be assessed for future designation as part of the local centre.
- Easily accessible by car and bus, but no facilities for bike storage.
- Presence of CCTV reduces the fear of crime.

Neighbourhood Parades

- Hall Road parade has two units, one of which is vacant.
- Romford Road parade has two units, a small supermarket and a hot food takeaway.
- The street scene of both parades is poor, with little street furniture.
- Both parades have CCTV which can increase feeling of safety and helps reduce crime.

7. SOUTH OCKENDON

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

South Ockendon Local Centre

- 7.2 The local centre at South Ockendon is one of the larger local centres within the Borough and consists of 47 units. It includes the central, pedestrianised area of Derwent Parade, surrounded by Daiglen Drive to the east and Derry Avenue to the west. Due to the centre being largely pedestrianised, traffic has no real impact upon it.



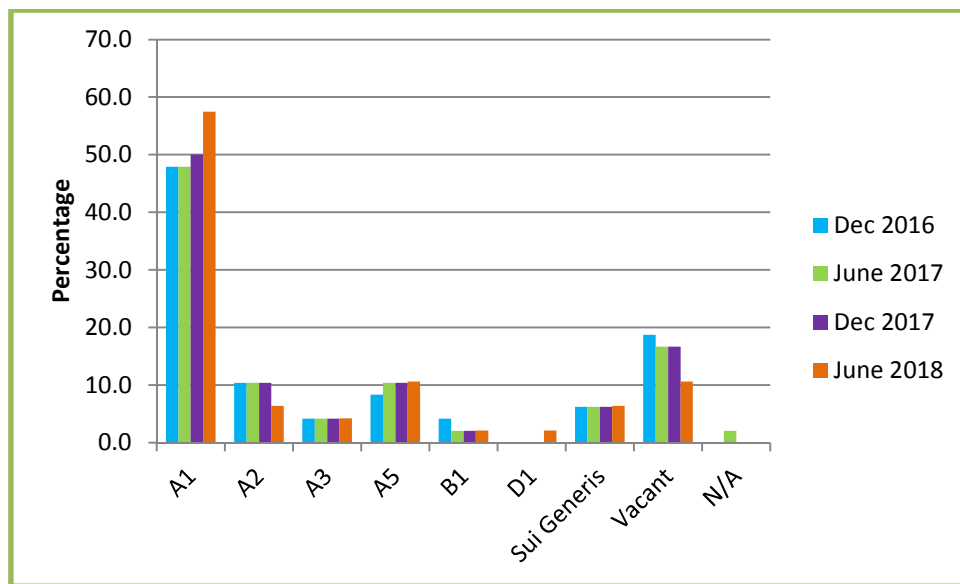
Derwent Parade, South Ockendon



Daiglen Drive, South Ockendon

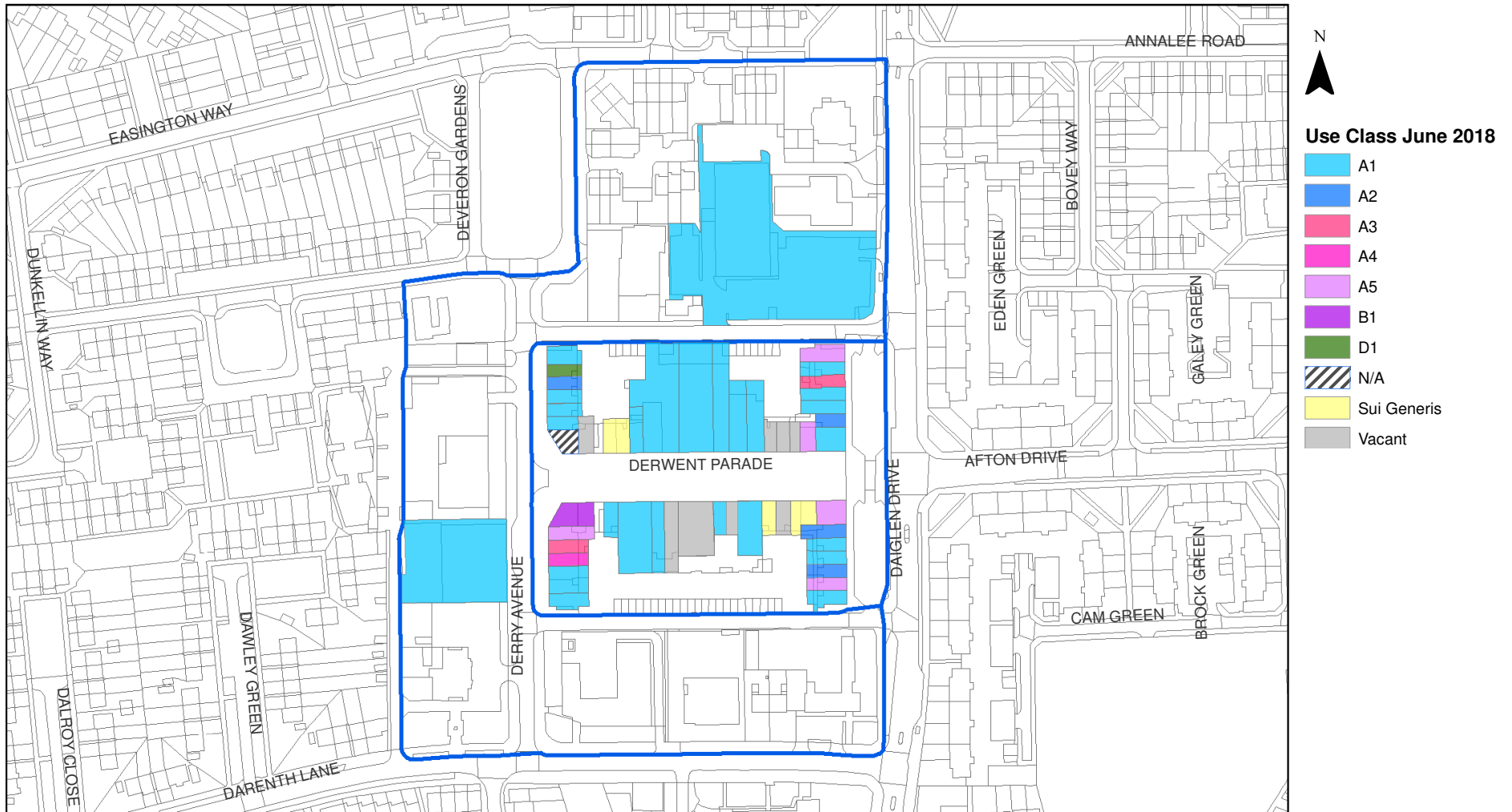
- 7.3 The street scene of the centre has been classed as poor, with very little street furniture, apart from a few benches and some bins. Derwent Parade in particular, looks very dated, untidy and has no real character or sense of place, despite it being a large, spacious area.
- 7.4 The individual units are fairly inviting, with uncluttered window displays and their signs/shutters classed as fair. They seem fairly well maintained, but this is largely hidden by the poor looking centre as a whole. The centre has numerous CCTV cameras, which can reduce the fear of crime for people visiting, as well as acting as a deterrent for anyone intending to commit crimes.
- 7.5 The night time economy of the local centre is poor, with approximately 25% of units open after 7pm. Of these, one is a restaurant, seven are hot food takeaways, four are convenience stores and one is a bookmakers.
- 7.6 The use classes of the units assessed can be seen in Chart 7 below.

Chart 7: Use Class of Units at South Ockendon Local Centre



- 7.7 The majority of units are A1 Retail (47.9% in December 2016 and June 2017, rising to 50% in December 2017 and 57.4% in June 2018). In June 2018, approximately 70% of these were local independent retailers. The town does have a few national retailers including Tesco Express, Lidl, Boots, Greggs and Dominoes. A large proportion of units within the centre are vacant, with 18.8% of units vacant in 2016, reducing to 16.7% in June and December 2017 and reducing further to 10.6% in June 2018.
- 7.8 Of the retail stores, approximately 21% sell convenience goods, whilst 28% sell comparison goods. Convenience stores largely include those selling ‘groceries and frozen food’, whilst comparison stores mainly consist of stores such as ‘charity shops, pets and other comparison’, as well as ‘chemists, toiletries and opticians’.

Map 5 – Distribution of uses in South Ockendon Local Centre



Accessibility

Table 9: Accessibility of South Ockendon

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

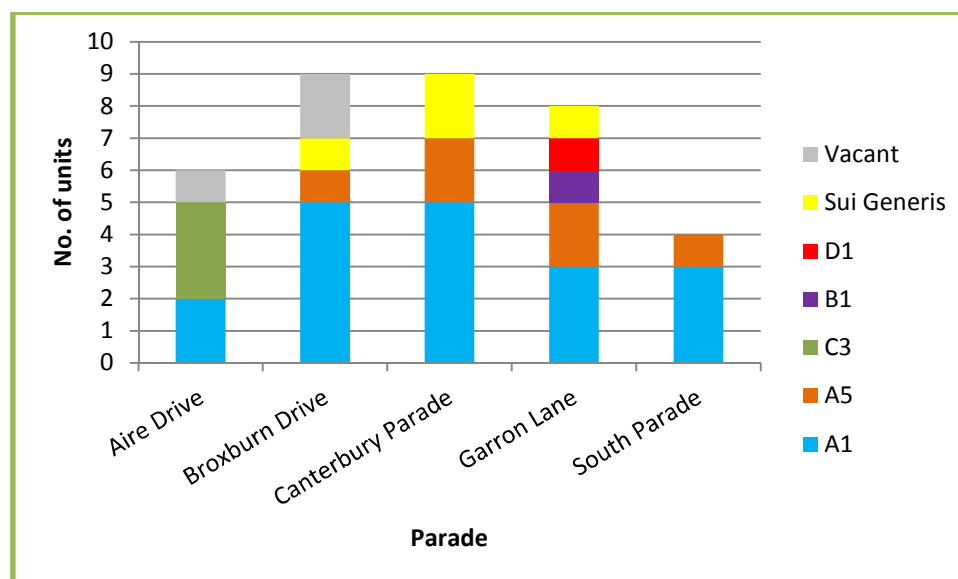
Small Neighbourhood Parades

7.9 The five small neighbourhood parades at South Ockendon include Aire Drive, Broxburn Parade, Canterbury Parade, South Parade and Garron Lane. These parades function largely for the surrounding communities, with only a small number of units at each.

7.10 The parades have been classed as having a poor to average street scene. Both Aire Drive and Garron Lane have no street furniture at all, whilst Canterbury Parade has bins and benches, and South Parade and Broxburn Parade have a bin and a telephone box each. Three out of the five parades have CCTV visible, which can make people visiting the parades feel safe and can help reduce crime within the area.

7.11 The units at each parade include the following:

Chart 8: Units at Small Neighbourhood Parades, South Ockendon, June 2018



7.12 The designated boundary of the small neighbourhood parade at Aire Drive includes two A1 retail units and three C3 residential units. It will need to be decided whether the parade's boundary needs to be amended to exclude the three residential units and just include the two A1 retail units.

- 7.13 The parades, apart from South Parade, do not have a direct bus route serving them, but all have free on-street parking for those accessing by car. Canterbury Parade has an off-street car park with 100 parking bays, which is free for parking up to 1 hour, 60p for 1-2 hours and £2.10 for over 2 hours.

Summary

Local Centre

- Predominantly occupied by A1 retail units (57%).
- Vacancy rate is currently 10.6%.
- Poor street scene with very little street furniture.
- Local centre looks dated and in need of updating.
- Poor evening economy, consisting mainly of hot food takeaways.
- Good access by car and bus, but there is no cycle parking facilities.
- CCTV present which can reduce crime and the fear of crime.

Neighbourhood Parades

- Five Small Neighbourhood Parades with poor to average street scenes, with little to no street furniture.
- All likely to serve immediate surrounding communities.
- Two out of the five parades have at least one vacant unit.
- Four out of the five parades have at least one hot food takeaway.
- Three out of the five parades have CCTV present which can increase the feeling of safety.

8. CORRINGHAM

- 8.1 Corringham is one of the Borough's larger towns, located in the east of the Borough. It lies just to the south of the A13 and is separated from Stanford-le-Hope by the A1014, running along its southern boundary.
- 8.2 Corringham's designated network of centres includes the Local Centre at Grover Walk/St John's Way, the Large Neighbourhood Parade at Lampits Hill and the two Small Neighbourhood Parades at Woodbrooke Way and Gardner Avenue.

Corringham Local Centre

- 8.3 The local centre of Corringham is one of the largest local centres in the Borough and appears to be one of the busiest and liveliest, comprising of 61 units. It consists of St John's Way and the pedestrianised area of Grover Walk. St John's Way is a fairly busy thoroughfare for traffic, however, there is a pedestrian crossing which directly links it with Grover Walk.



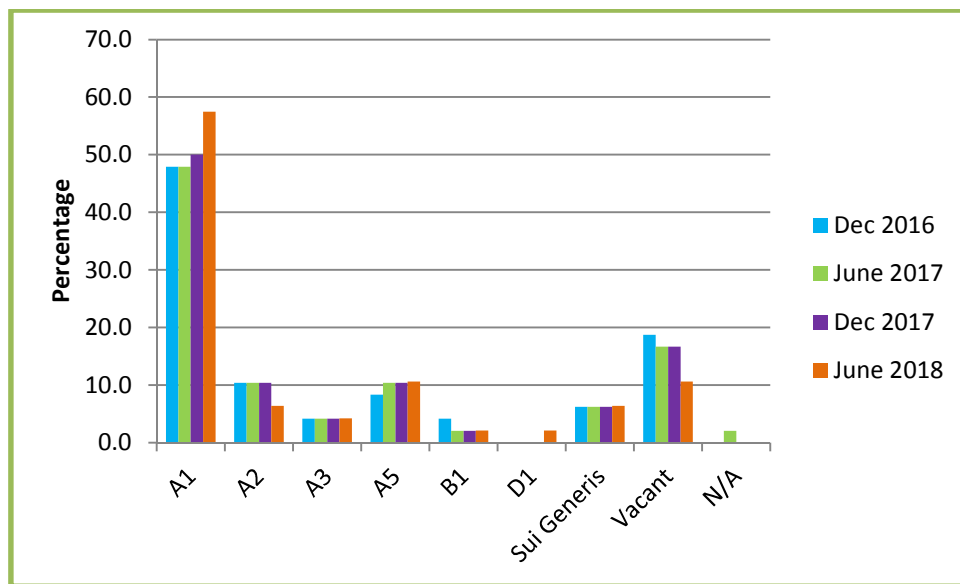
St John's Way, Corringham



Grover Walk, Corringham

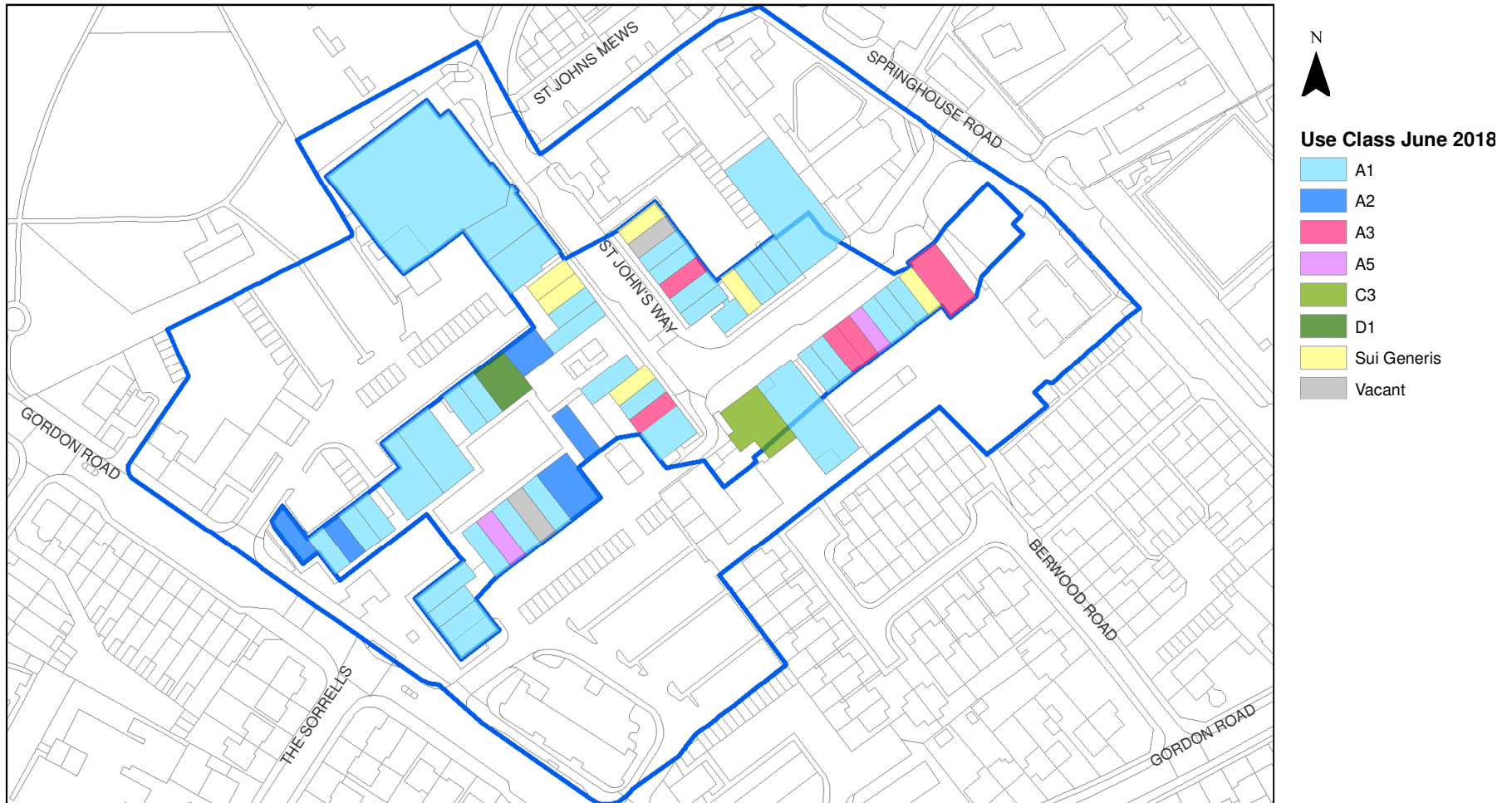
- 8.4 The street scene of the centre has been classed as average, with street furniture including bins, benches, a post box, good lighting, flower boxes and cycle racks. Also, at the time of the assessments in December, Christmas lights and decorations were up, adding positively to the environmental quality of the area.
- 8.5 The local centre has numerous CCTV cameras around, which can increase the feeling of safety for people using the local centre and can also help to reduce crime and the fear of crime. Furthermore, many of the units are overlooked by residential units on the first and second floors, providing natural surveillance to the centre.
- 8.6 The units assessed comprise of the following uses:

Chart 9: Units at Corringham Local Centre



- 8.7 The majority of units within the centre are A1 retail units (60.7% in December 2016, rising to 62.3% in June and December 2017 and back down to 60.7% in June 2018), with a good range of shops, including Morrisons and Iceland supermarkets. It also has numerous other national comparison retailers, such as Boots and Card Factory and other services, including a post office and a few banks. Of the retail units, the majority (around 34%) are those selling comparison goods, whilst just under 15% are selling convenience goods and 70% are local independent stores, with the remaining 30% being national stores.
- 8.8 The centre had a low vacancy rate of 1.6% in June and December 2017 (reducing from 3.3% in December 2016), however, the vacancy rate had increased to 6.6% by June 2018.

Map 6 – Distribution of uses in Corringham Local Centre



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

Accessibility

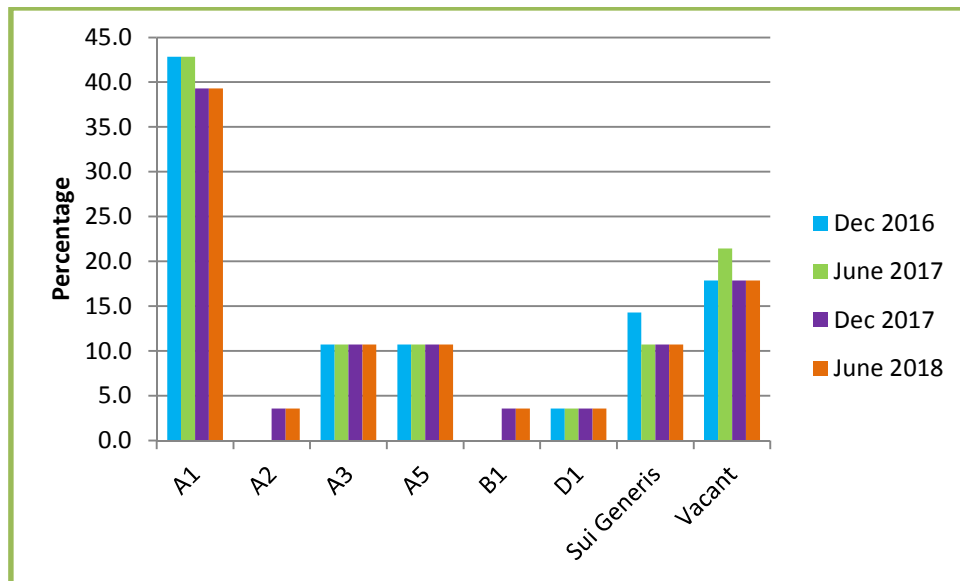
Table 10: Accessibility of Corringham

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

Large Neighbourhood Parade

- 8.11 Corringham's Large Neighbourhood Parade is situated on Lampits Hill and consists of 28 units. Although it largely serves the immediate nearby community, it may also serve passing traffic on Lampits Hill, which is a main route on to the A13.
- 8.12 The street scene of the parade has been classed as poor to average with little street furniture, apart from empty flower boxes, a bin and a post box. Furthermore, there was a noticeable amount of litter on the pavement, negatively impacting upon the environmental quality during the assessment in December 2017. CCTV is present on the parade, which can help act as a deterrent towards crime and also make the area feel safe and secure for visitors. Although the parade is situated on a busy road, the retail units are all on one side of the road and therefore, the busy road has a limited impact upon users, especially those travelling by car.
- 8.13 The Large Neighbourhood Parade at Southend Road comprises of the following uses:

Chart 10: Units at, Lampits Hill, Corringham



8.14 The parade is in walking distance of numerous communities and is also served by a direct bus route running from Lakeside to Basildon and also to Grays, the main transport interchange in the Borough. The nearest railway station is at Stanford-le-Hope, which is approximately 2.5 miles away.

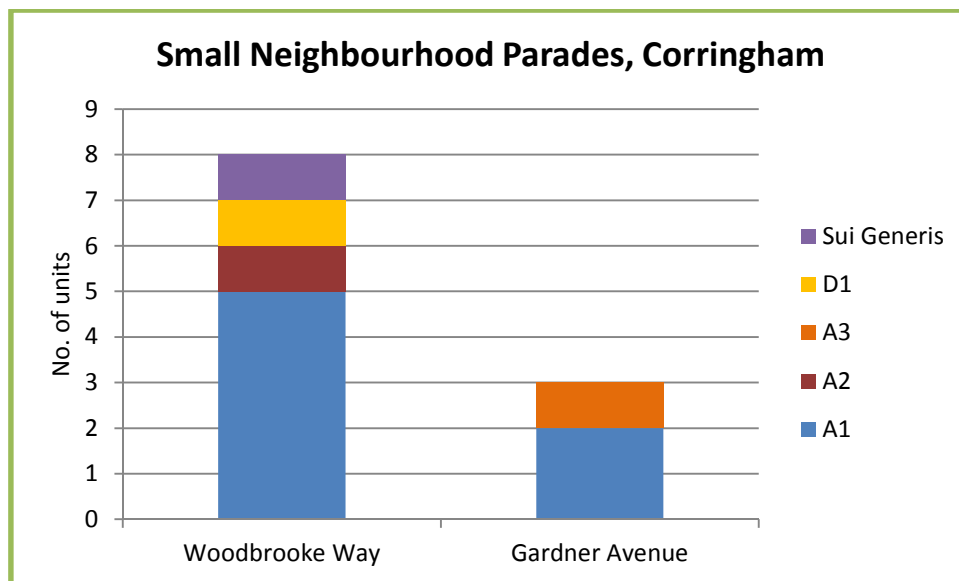
Small Neighbourhood Parades

8.15 The two Small Neighbourhood Parades of Corringham are at Woodbrooke Way and Gardner Avenue. The street scenes are classed as poor and average respectively, with Woodbrooke Way containing only a post box and a bin. Both parades however, have CCTV present, which can reduce the fear of crime for people using them.

8.16 Gardner Avenue contains three units, one of which is a Co-Op supermarket. The parade is on the most part, likely to serve the immediate surrounding community, though due to the supermarket, may attract a limited amount of passing trade. Woodbrooke Way contains eight units, none of which are vacant. This parade is likely to serve largely the surrounding community.

8.17 The units at the two Small Neighbourhood Parades comprise of the following:

Chart 11: Units at Small Neighbourhood Parades, Corringham



Summary

Local Centre (as of December 2017)

- 61 units, of which 37 are A1 retail (60.7%).
- Vacancy rate is currently 6.6%.
- Street scene is average, with a good amount of street furniture, but which needs updating.
- Good accessibility by car and bus, and parking facilities for bikes present.
- Local library and leisure centre present in the town.
- Poor evening economy – 74% units not open after 7pm.
- CCTV present which can increase the perception of safety.

Large Neighbourhood Parade

- Large Neighbourhood Parade at Lampits Hill, consisting of 28 units.
- Poor street scene with limited street furniture and noticeable litter on the pavement.
- CCTV present which can reduce the fear of crime.
- Predominantly retail units (39.3%).
- Vacancy rate is currently 17.9%.
- May serve some passing trade, as well as immediate local community.

Small Neighbourhood Parades

- Small Neighbourhood Parades at Woodbrooke Way and Gardner Avenue.
- Woodbrooke Way comprises of twelve units, 58.3% of which are retail.
- Gardner Avenue comprises of three units, two of which are retail.
- No vacant units at either parade.
- CCTV present reduces the fear and act of crime.

9. SOCKETTS HEATH

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

Socketts Heath Local Centre

9.2 The Local Centre of Socketts Heath consists of 36 individual units, which run in linear form along the southern side of Lodge Lane.



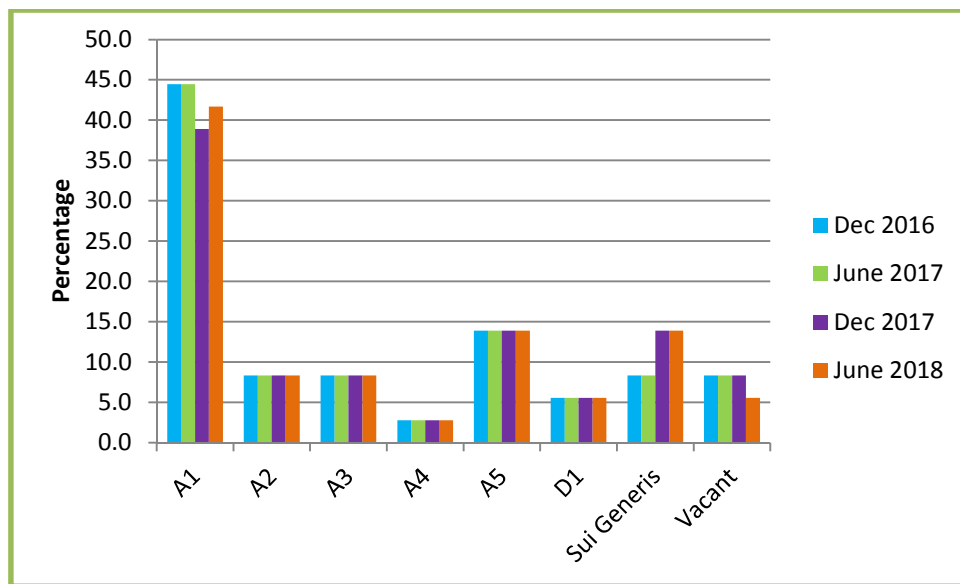
Lodge Lane, Socketts Heath

9.3 The street scene of the centre is classed as poor to average, with little street furniture present, apart from a post box, a bench and bins. It has little character or sense of place. Shop fronts are well maintained however and on the whole, window displays are good. The presence of CCTV within the Local Centre helps create a feeling of safety.

9.4 The Local Centre is situated on a very busy road, though there is little impact from traffic, as the retail units are all on one side of the road and they are separated from the road by parking bays. There is a pedestrian crossing for those people who need to cross the road however.

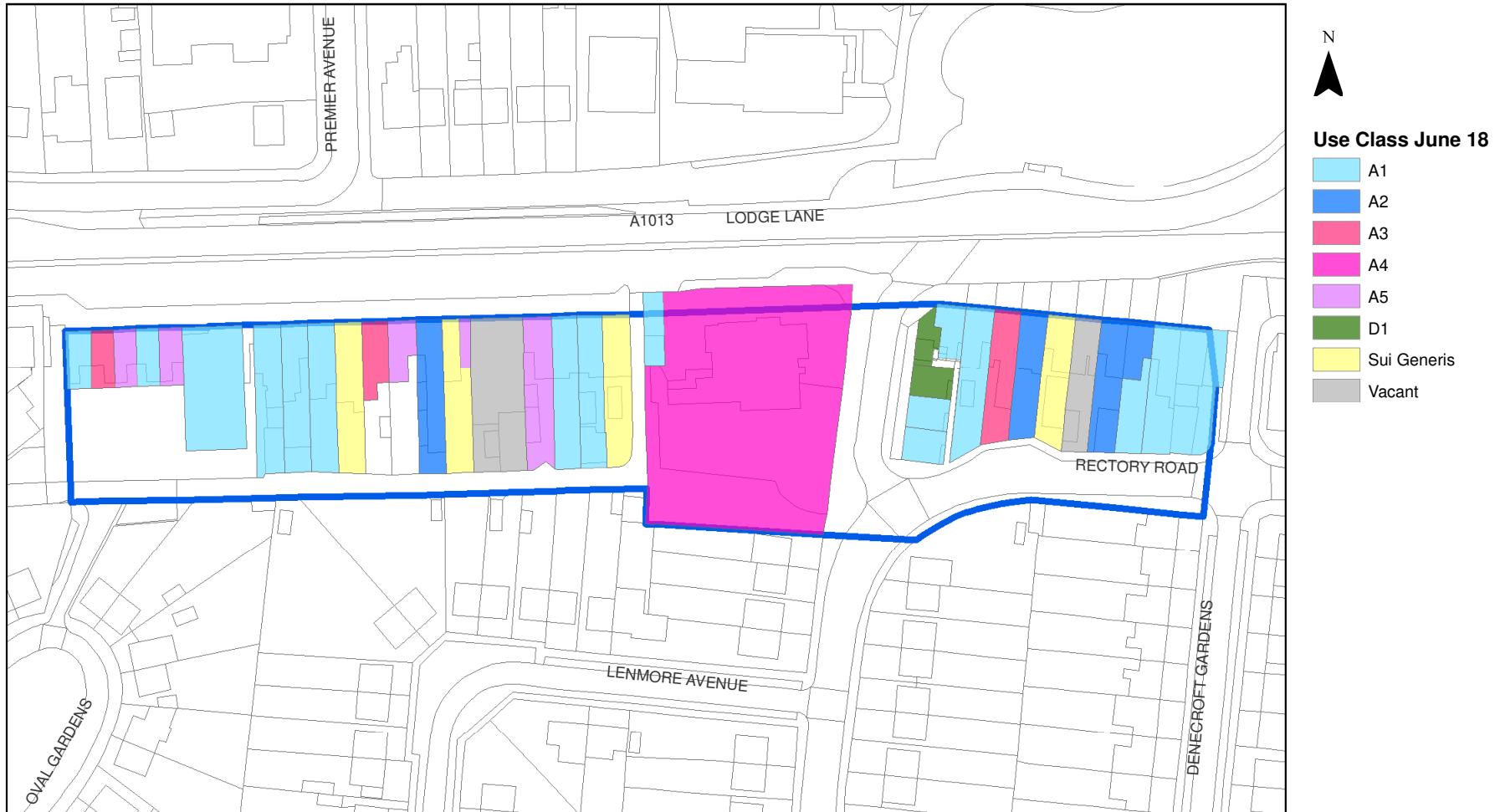
9.5 The units that were assessed consist of the following uses:

Chart 12: Units at Socketts Heath Local Centre



- 9.6 The majority of premises are A1 shops (44.4% in December 2016 and June 2017, decreasing to 38.9% in December 2017 and increasing to 41.7% in June 2018), including a small Co-Op. More specifically, in June 2018, 13.9% of units were those selling comparison retail goods, whilst 11.1% were selling convenience goods. 22.2% of units are occupied by ‘restaurants, cafes, coffee bars, fast-food and takeaways’. There are two vacant units at Socketts Heath, equating to a vacancy rate of 5.6%.
- 9.7 The evening economy is poor, with two restaurants, one public house and a few hot food takeaways open into the evening.

Map 7 – Distribution of uses at Socketts Heath Local Centre



Accessibility

Table 11: Accessibility of Socketts Heath

Car	Easily accessible by car from A1013, the A1089 and the A13. Free on-street parking available directly in front of the retail units on Lodge Lane and there is also a free car park off Rectory Road.
Bus	Bus routes to/from Grays and Lakeside.
Train	Nearest railway station Grays, 1.6 miles away.
Cycling	Numerous cycle routes, with cycle racks available.

Summary

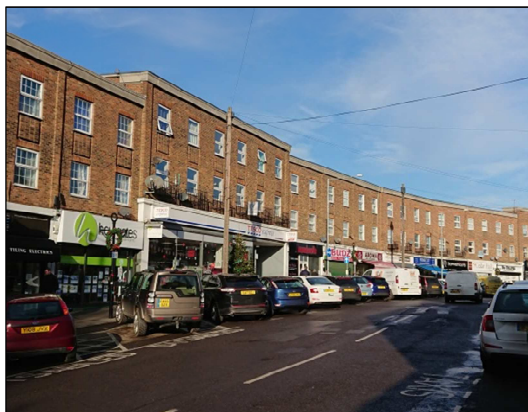
- Local Centre comprises of 36 units.
- Predominantly occupied by A1 retail (41.7%) units, followed by A5 Hot Food Takeaways (13.9%).
- Vacancy rate is 5.6%.
- Poor to average street scene, with little street furniture.
- Well maintained shop fronts and good window displays.
- Presence of CCTV increases feeling of safety.
- Easily accessible by car and bus. Cycle racks are also present.

10. STANFORD-LE-HOPE

- 10.1 Stanford-le-Hope is situated in the east of the Borough, south of the A13 and The Manorway (A1014).
- 10.2 Stanford-le-Hope's designated network of centres includes the Local Centre comprising of King Street, High Street and Corringham Road (and premises at The Green and Wharf Road), and the Small Neighbourhood Parades at Turol Road, Valmar Avenue/Rayleigh Road and Nursery Road/Abbotts Drive.

Stanford-le-Hope Local Centre

- 10.3 The Local Centre of Stanford-le-Hope is the largest Local Centre in the Borough, comprising of 99 individual units. The street scene of King Street and Corringham Road are classed as average with bins, benches, flowerbeds and street lighting present. Shop signs and window displays are of noticeably higher quality than in other areas of the town. At the time of the assessments in December 2016 and 2017, Christmas decorations were also present, adding positively to the environmental quality of the area. However, the area at High Street, including The Precinct is noticeably less attractive and looks a lot less well maintained, with little to no street furniture present.
- 10.4 A war memorial located at The Green, outside the Inn on The Green, along with St Margaret's Parish Church opposite, provides a focal point for the town, giving it a sense of place.
- 10.5 CCTV is present at various locations within the local centre, which increases the perception of safety for people visiting the centre and reduces the fear of crime.



King Street, Stanford-le-Hope



The Green, Stanford-le-Hope



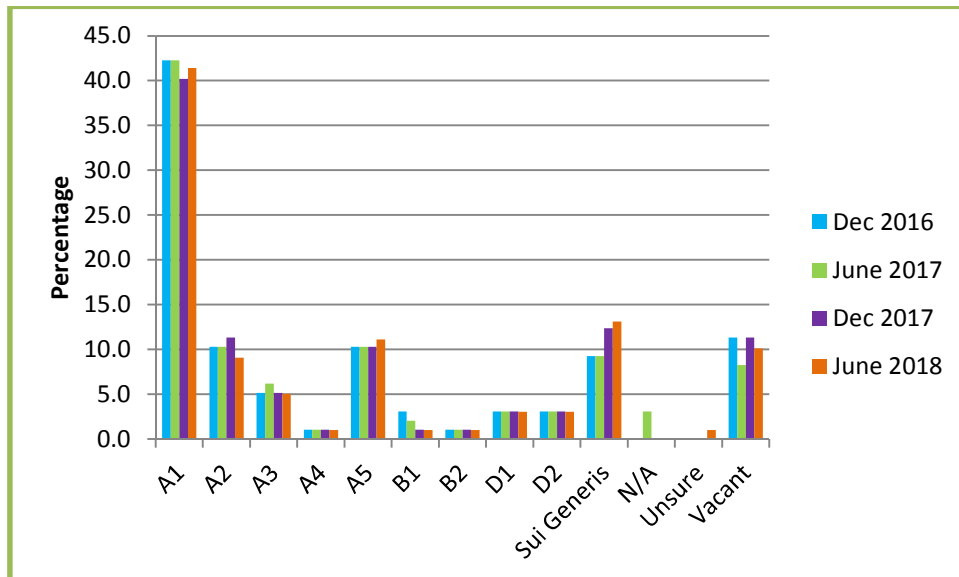
Corringham Road, Stanford-le-Hope



The Precinct, Stanford-le-Hope

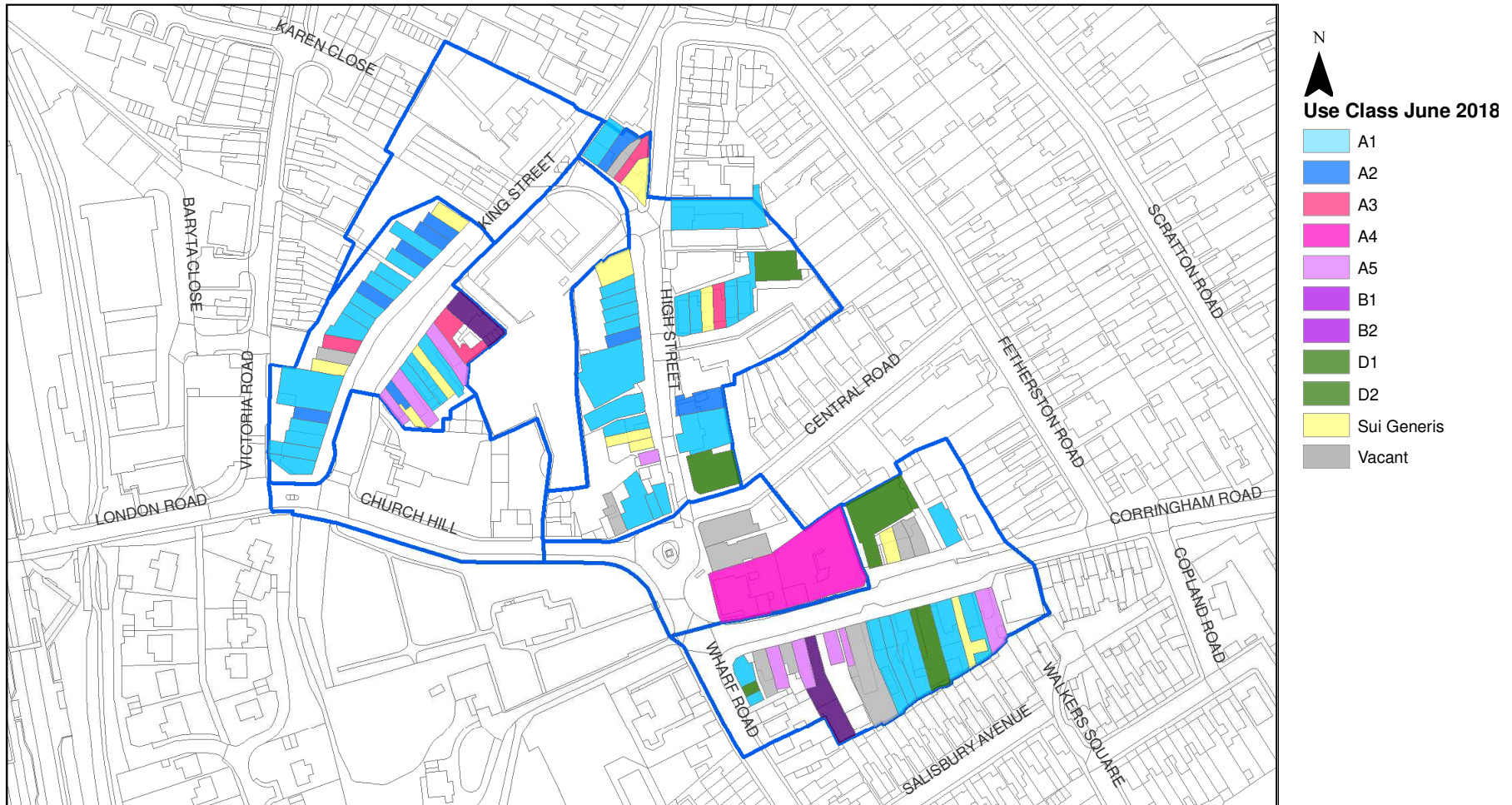
10.6 The units assessed comprise of the following:

Chart 13: Units at Stanford-le-Hope Local Centre



10.7 The majority of units are shops (A1) which are mostly independent retailers, although there is a Tesco Express on King Street and a small Co-Op on High Street. More specifically, in June 2018, 28.2% of units were shops selling comparison goods, whilst only 4.5% of units were those selling convenience goods. There are a number of financial and professional services, including accountants and estate agents within the centre. Although the vacancy level is around 10%, the majority of vacant units are on Corringham Road, with no vacant units on King Street.

Map 8 – Distribution of uses in Stanford-le-Hope Local Centre



Accessibility

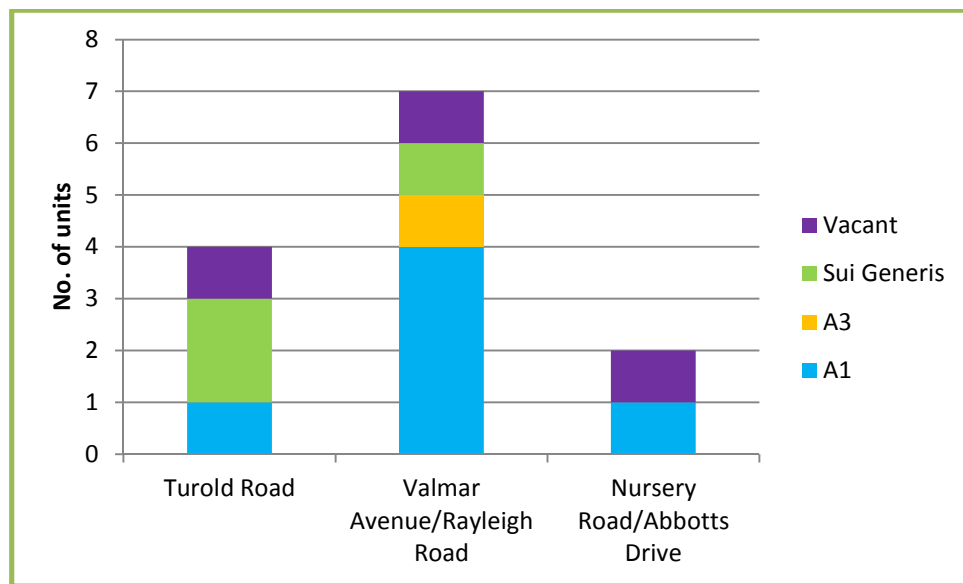
Table 12: Accessibility of Stanford-le-Hope

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

Small Neighbourhood Parades

- 10.8 Stanford-le-Hope has three designated Small Neighbourhood Parades. They are situated on Tuold Road, Valmar Avenue/Rayleigh Road and Nursery Road/Abbotts Drive.
- 10.9 Tuold Road has four units, one of which is vacant. It has an average street scene, with bins, flower beds, a post box and telephone booths present. There has been no change between the assessments in 2016, 2017 and 2018.
- 10.10 Valmar Avenue/Rayleigh Road consists of seven units. In 2016, two of these units were vacant, whilst the 2017 assessment found that one of the vacant units has now been occupied by a shop selling carpets and flooring. The street scene is poor, with no street furniture and no real character. The parade may serve a larger catchment, due to passing trade from London Road who may visit 'The Kitchen' café,
- 10.11 Nursery Road/Abbotts Drive consists of two units, one of which is vacant. There was no change between the two assessments. The street scene is poor with no street furniture. This parade is likely to only serve the immediate surrounding community.

Chart 14: Units at Small Neighbourhood Parades, Stanford-le-Hope



Summary

Local Centre

- Comprises of 99 units, which are predominantly (41.4%) retail.
- Vacancy rate is 10.1%, with majority of vacant units on Corringham Road.
- King Street and Corringham Road have average street scenes, with well-maintained shop fronts.
- High Street, including, the Precinct have little street furniture and look in more need of updating.
- War memorial and St Margaret’s Parish Church provide a focal point and gives the area a sense of place.
- Easily accessible by car, bus and train. Cycle racks are also available in the town.

Small Neighbourhood Parade

- Three Small Neighbourhood Parades at Tuold Road (4 units), Valmar Avenue (3 units), Rayleigh Road (4 units) and Nursery Road (2 units).
- All three parades have one vacant unit.
- Likely to serve the immediate local communities, although the presence of ‘The Kitchen’ Café at Rayleigh Road may attract customers from further afield.

11. TILBURY

11.1 Tilbury is located in the south of the Borough, immediately north of the River Thames, east of Grays and just south of Chadwell St Mary. The designated network of centres includes the Primary Local Centre around the Civic Square, Calcutta Road and Montreal Road, and the Secondary Local Centre around Dock Road. A Small Neighbourhood Parade is also present at St Chad’s Road.

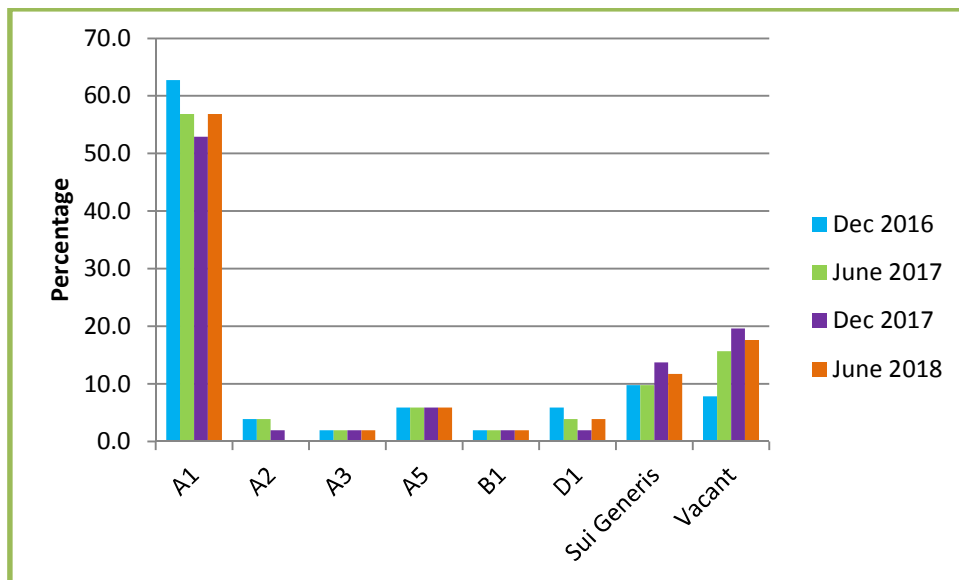
Primary Shopping Area

11.2 The area at Civic Square, Calcutta Road and Montreal Road form Tilbury’s Primary Shopping Area, comprising of 51 units. The assessment found the street scene in this area to be average, with little street furniture, apart from bins, a post box and a telephone box. Shop signs/shutters and window displays are also average. The war memorial at Civic Square outside the library and the local area office provide a sense of place and local identity, whilst benches and flower boxes, also provide an attractive setting and a better quality environment than in other parts of Tilbury that were assessed.

11.3 The Primary Shopping Area has various CCTV cameras around which can reduce the fear of crime for people visiting the centre, as well as acting as a deterrent for anyone intending to commit crimes.

11.4 The Primary Shopping Area of Tilbury comprises of the following uses:

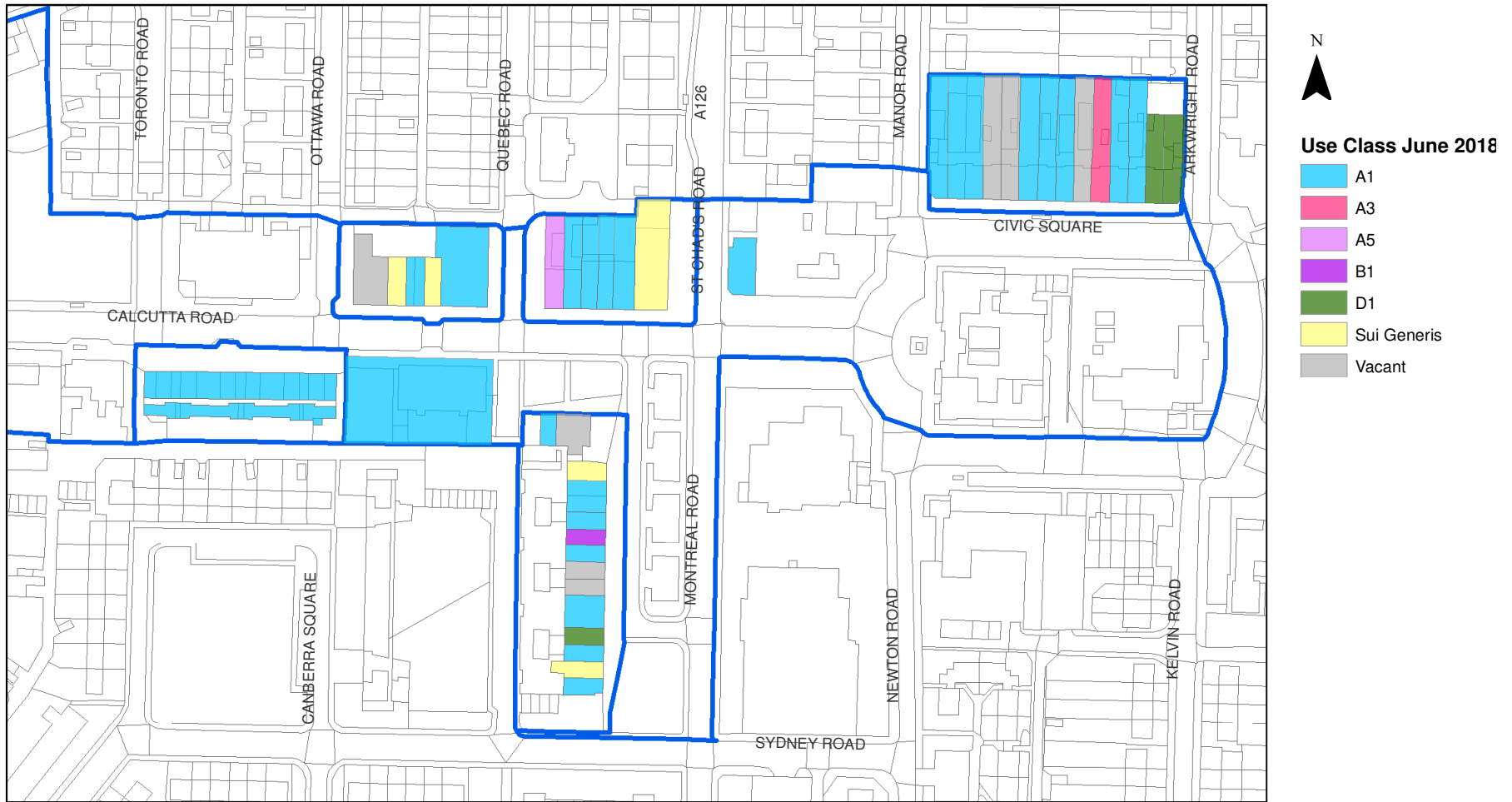
Chart 15: Units at Tilbury Primary Shopping Area



11.5 The majority of units are shops (62.7% in December 2016, 56.9% in June 2017, 52.9% in December 2017 and 56.9% in June 2018), which are mostly independent, but include a Tesco Express and a Co-Op convenience store. Vacancy levels in the area are fairly high, with an

increase from 7.8% in December 2016 to 17.6% in June 2018. This increased vacancy rate needs to be carefully monitored in the future.

Map 9 – Distribution of uses in Tilbury Primary Shopping Area



Accessibility

Table 13: Accessibility of Tilbury’s Primary Shopping Area

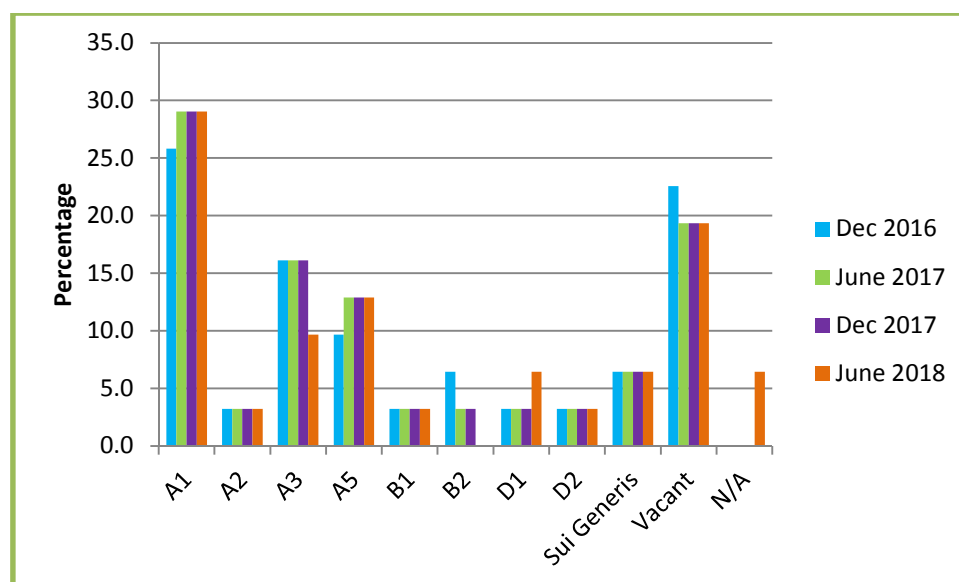
Car	Easily accessible by car from A13 via A1089. Free on-street parking is available at Civic Square and Montreal Road.
Bus	Bus routes to/from Lakeside, Grays and Chadwell St Mary.
Train	Nearest railway station is Tilbury Town Station (approx.400m away)
Cycling	Numerous cycle routes, but no cycle racks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

Secondary Shopping Area

11.6 Tilbury’s Secondary Shopping Area is at Dock Road, located adjacent to Tilbury Town Railway Station. This area comprises of 31 units. The area has very little sense of place or local character, with the street scene classed as poor. The area looks fairly run down, with little street furniture, apart from old phone boxes and some bins. The centre is set on a busy through-road, with retail units on both sides. A pedestrian crossing is available directly in front of the entrance to the Railway Station however, providing a safe crossing point for pedestrians. CCTV is also present, which can increase the perception of safety in the area.

11.7 The units assessed comprise of the following:

Chart 16: Units at Tilbury Secondary Shopping Area



11.8 The Secondary Shopping Area of Tilbury has a very high vacancy rate of 19.4% (June 2018), the highest rate of all the Local Centres assessed in the Borough. This needs to be monitored closely. Approximately 29% of units are A1 retail and 13% are hot food takeaways.

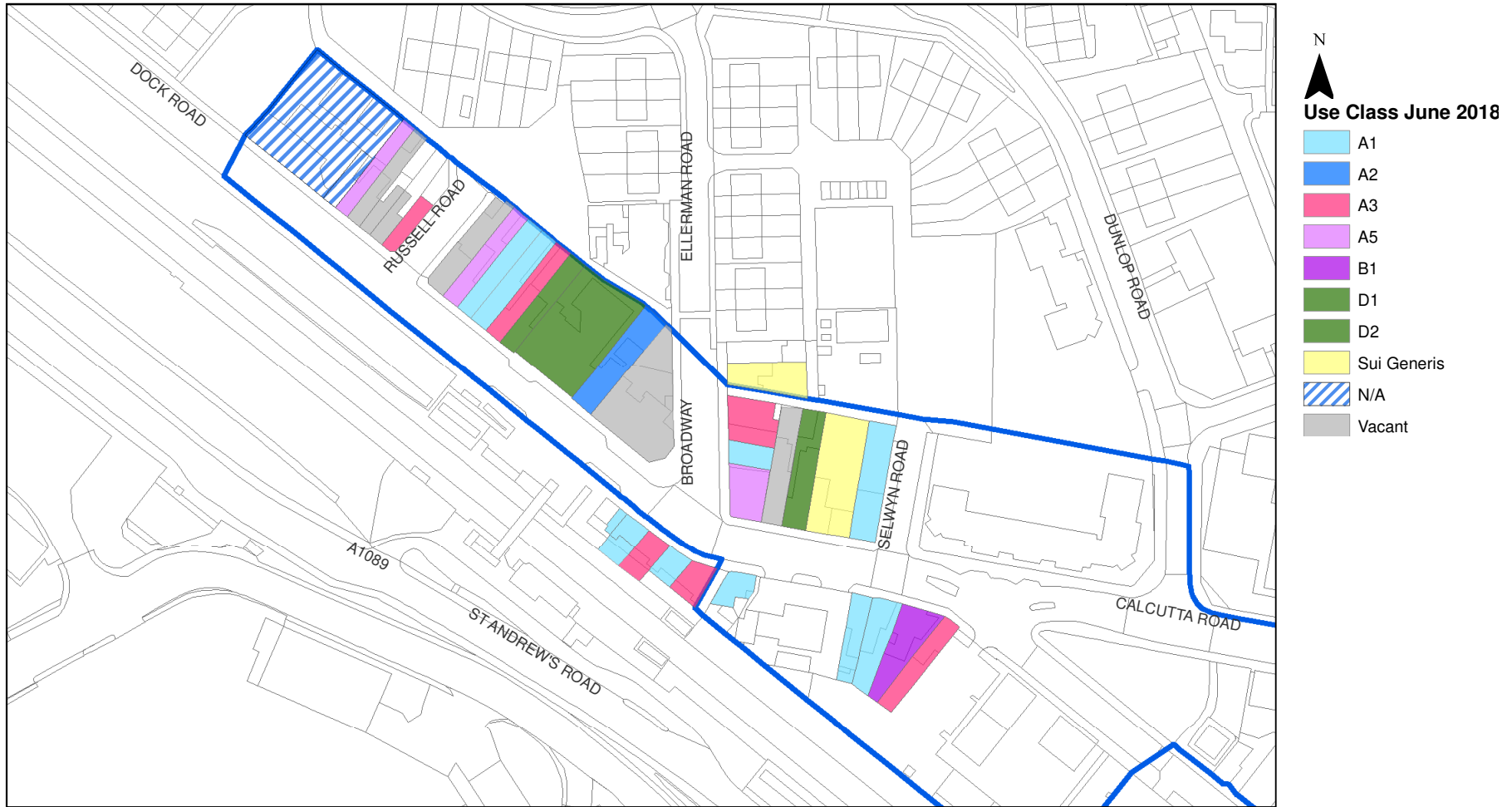
11.9 Whilst assessing Tilbury Secondary Area, a few premises were identified, which are not currently included within the designated centre boundary. These are identified in **Table 14**.

Table 14: Additional Units in Tilbury Secondary Area

Address	Unit Name/Organisation	Use Class
233 Dock Road	The Dock Café and Restaurant	A3
235 Dock Road	Tilbury Wines	A1
237 Dock Road	Right Time Restaurant	A3
239 Dock Road	Mister Scissors Gents Salon	A1
239A Dock Road	Xem Teck	A1
9 Broadway	Coral	Sui Generis

11.10 It will need to be decided whether the designated centre boundary should be amended in the future to include these additional units.

Map 10 – Distribution of uses in Tilbury Secondary Shopping Area



Accessibility

Table 15: Accessibility of Tilbury Secondary Shopping Area

Car	Easily accessible by car from A1089. Free on-street parking on Calcutta Road.
Bus	Bus routes to/from Lakeside, Grays and Chadwell St Mary.
Train	Nearest railway station is Tilbury Town Station.
Cycling	Numerous cycle routes, with racks present outside the railway station.

Tilbury Combined

11.11 Tilbury local centre as a whole is largely occupied by stores selling comparison goods (23.2% in June 2018). 13.4% of units in June 2018 were selling convenience goods, whilst 13.4% of units were 'restaurants, cafes, coffee bars, fast-food and takeaways'. The vacancy rate within Tilbury is high, with 15 vacant units in June 2018, equating to 18.3%. This is an increase from 13.4% in December 2016, when the preliminary survey was undertaken. In contrast to other local centres within the Borough, Tilbury has very few A2 – financial and professional services, with no banks or estate agents present in June 2018.

Small Neighbourhood Parade

11.12 Tilbury's Small Neighbourhood Parade on St Chad's Road, comprises of seven units, which serve the immediate local community and maybe some limited passing trade, since it lies on one of the main routes into the town. The area has a poor street scene, with no street furniture present and no visible CCTV. The units themselves have window displays and shop signs/shutters classed as average. The units assessed include the following:

Table 16: Units at St Chads Road, Tilbury

Use Class	No. of Units	%
A1	2	28.6%
A5	2	28.6%
Vacant	1	14.3%
Unknown	2	28.6%
Total	7	100

11.13 A little further along the road, nearer the town, is another parade of shops, which comprises of three units. These units are not currently within any designated parade, but due to the close proximity to the other units on St Chads Road, they need to be considered for inclusion. Occupancy of these additional units is as follows:

Table 17: Additional Units at St Chads Road, Tilbury

Address	Unit Name/Organisation	Use Class
157 St Chads Road	Kushty Off Licence	A1
159 St Chads Road	Tilbury Education & Cultural Association	D1
161 St Chads Road	Munchies	A5

Summary

Primary Shopping Area

- Comprises of 51 units.
- Predominantly A1 retail units (56.9%).
- Vacancy rate is 17.6%
- Average street scene, with little street furniture.
- War memorial outside local library provides a sense of place and local identity.
- CCTV helps increase the perception of safety.
- Easily accessible by car, bus and train, but no cycle racks present.

Secondary Shopping Area

- Comprises of 31 units.
- 29% are A1 retail.
- 9.7% are A3 Cafes and Restaurants.
- Vacancy rate is 19.4%
- Poor street scene, with limited street furniture.
- Area lacks character.
- CCTV helps reduce the fear of crime.

Small Neighbourhood Parade

- 7 units.
- 2 A1 retail units and 2 hot food takeaways.
- 1 vacant unit.
- Likely to serve immediate surrounding community and potentially some passing trade.
- Poor street scene, with no street furniture and no CCTV visible.
- 3 additional units need to be considered for inclusion within a designated parade/centre.

12. EAST TILBURY

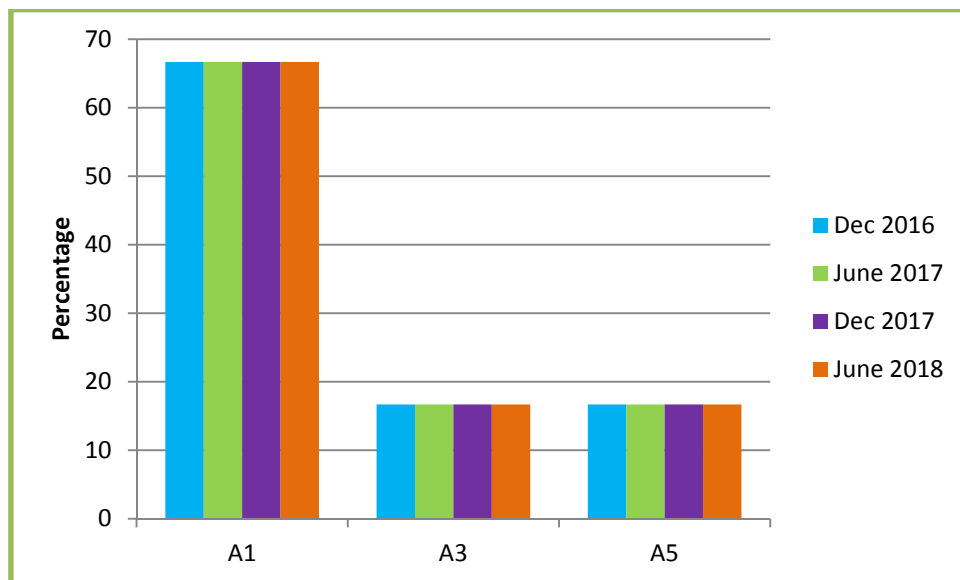
12.1 East Tilbury is a village situated in the south east of the Borough. The village was largely developed during the 1930s, coinciding with the construction of the Bata Shoes factory, which has since closed. Today, East Tilbury has a designated Large Neighbourhood Parade at Stanford House, Princess Margaret Road, which includes six individual units. Due to the location of East Tilbury and the fact that it is not a through-route, the Neighbourhood Parade is only likely to serve the local community and its visitors.



Stanford House, East Tilbury

12.2 The units at the Neighbourhood Parade assessed include:

Chart 17: Units at Stanford House, East Tilbury



12.3 The units are very characteristically those of a neighbourhood parade serving the local community, and include a pharmacy, a post office and a small Co-Op supermarket. The setting of it is within a large car park, which does not provide it with a good street scene, unique character or sense of place. There is no street furniture, apart from cycle racks outside the small Co-Op supermarket. However, the presence of CCTV increases the

perception of safety, as does the natural surveillance of the residential units above the retail units. The night time economy is poor, with none of the units open during the evening.

- 12.4 During the assessment, another parade was found in close proximity on Gloucester Avenue. This parade contains five additional units, which need to be considered for inclusion in the designated parade/centre. The occupancy of these further units include:

Table 18: Additional Units at East Tilbury

Address	Unit Name/Organisation	Use Class
1 Gloucester Avenue	Cheers	A1
1A Gloucester Avenue	King Pizza & Grill	A5
1B Gloucester Avenue	Preem	A5
1C Gloucester Avenue	Café Brunch	A3
1D Gloucester Avenue	Memo's Gents & Boys Barbers	A1

Accessibility

- 12.5 The majority of people visiting East Tilbury's Large Neighbourhood Parade are likely to be the local community who do so either by car, or by foot. East Tilbury is served by a bus route from Grays, through to Stanford-le-Hope, Corringham and Basildon and it also has a railway station approximately 800m away from the Neighbourhood Parade, however, it is unlikely that people would specifically visit the Neighbourhood Parade by train or bus from other areas of the Borough. For those accessing by car, the parade is set within a free public car park.

Summary

Large Neighbourhood Parade

- 6 individual units.
- 4 A1 retail units.
- 0 vacant units.
- Set within car park – poor street scene.
- CCTV present which increases feeling of safety.
- Likely to serve the surrounding local community of East Tilbury.
- Additional 5 units on Gloucester Avenue need to be considered for designation.

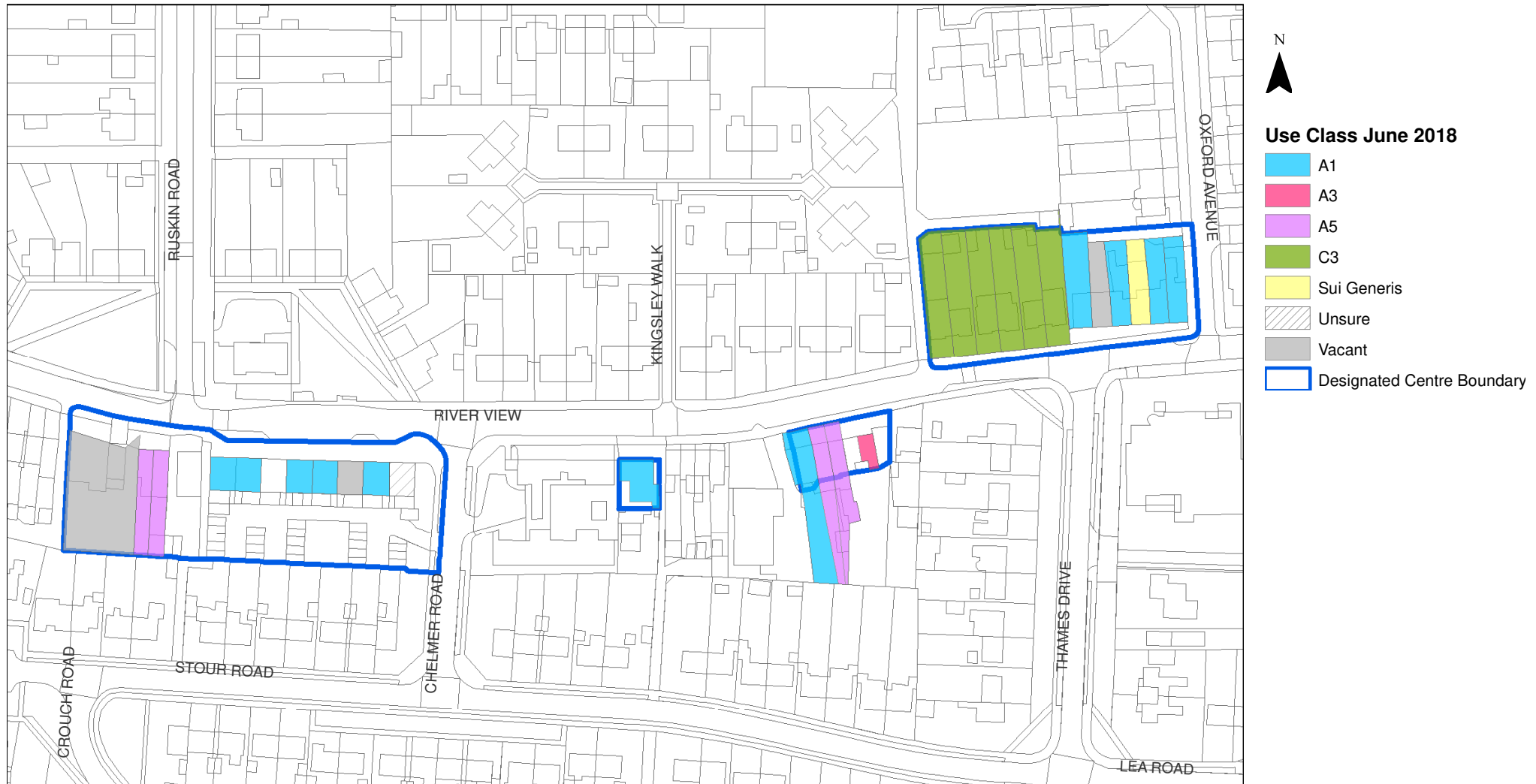
13.CHADWELL ST MARY

- 13.1 Chadwell St Mary lies to the south of the A13, immediately east of the A1089 and north of Tilbury. Its designated centres include two Large Neighbourhood Parades at Defoe Parade and River View.
- 13.2 River View consists of 20 individual units, in separate sections of the road (as seen in Map 11). As well as serving the local community, it is likely that the units cater for passing trade too. The street scene of all three sections are classed as poor to average with only bins and a bus shelter present, though the area does not look as untidy as other parades in the Borough, perhaps because the majority of shop fronts are well maintained, which adds to the environmental quality and attractiveness of the area. CCTV which is present makes the area feel safer and reduces the fear of crime.
- 13.3 Traffic could negatively impact upon the parade, due to the fact that it is set on a fairly busy through-road and units are present on both sides of the road. There is however a zebra crossing allowing pedestrians to cross fairly easily.



River View, Chadwell St Mary

Map 11 – Distribution of units at River View, Chadwell St Mary



- 13.4 As Map 11 shows, there are a number of residential dwellings (C3 use) within the designated centre boundary north of River View. It needs to be decided whether the boundary of this section of the designated centre should be amended to exclude these residential dwellings.
- 13.5 Defoe Parade consists of eleven individual units, set on a pedestrianised public square. Traffic therefore has little to no impact. The street scene is classed as average, with benches, trees, cycle racks and a post box. Despite this, the parade looks rather dated and the benches in particular, are in need of an upgrade. This would add to the environmental quality of the area. The presence of CCTV on the parade reduces the fear of crime and increases the perception of safety. Furthermore, the parade is overlooked by residential units above many of the retail units and therefore, natural surveillance is also present.



Defoe Parade, Chadwell

Map 12 – Distribution of units at Defoe Parade, Chadwell St Mary

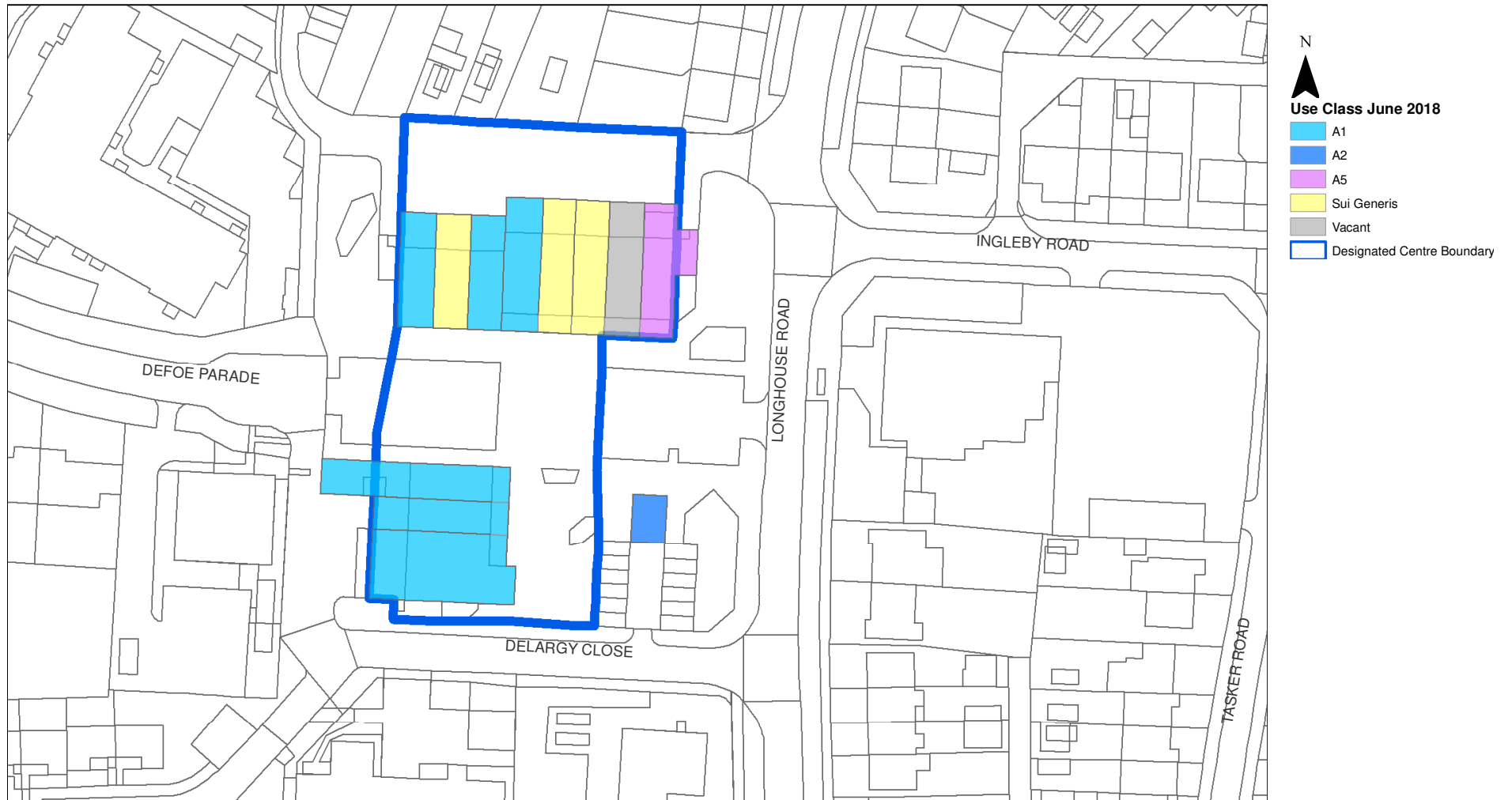
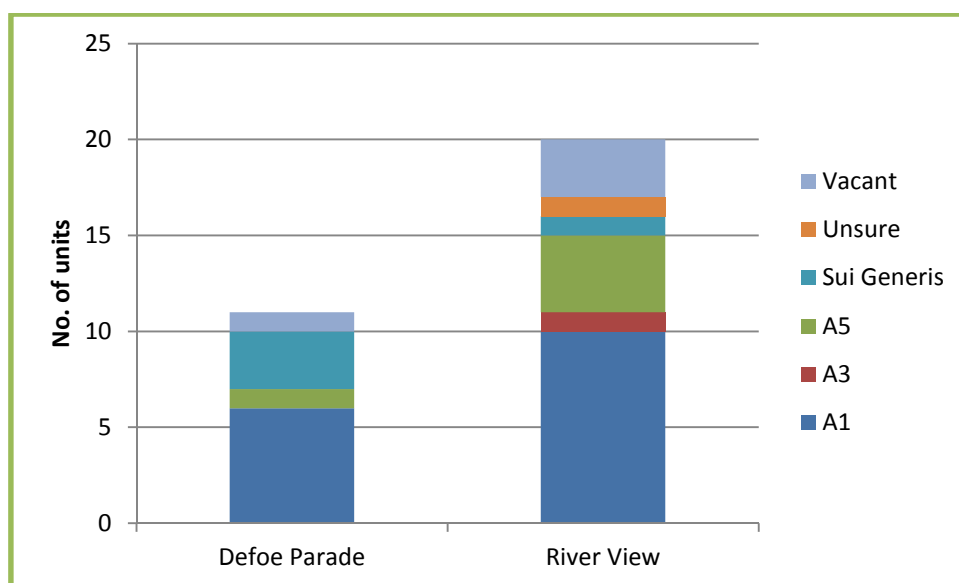


Chart 18 Units at Large Neighbourhood Parades, Chadwell St Mary



13.6 Around half of the units on River View are independent shops, followed by quite a high number of hot food takeaways (20%). Defoe Parade has more of a mixture of units, 54.5% being shops, along with other uses such as a betting office, a laundrette and an estate agent. Defoe Parade has one vacant unit (9.1%) and River View with three vacant units (15%).

13.7 Map 12 shows that there is one unit at Defoe Parade, in A2 use, that is currently not within the designated centre boundary. It will need to be decided whether the boundary should be amended in the future to include this additional unit, which forms part of the neighbourhood parade.

Table 19: Additional Unit at Defoe Parade, Chadwell St Mary

Address	Unit Name/Organisation	Use Class
17 Defoe Parade	Gower Dawes	A2

Accessibility

13.8 The majority of people visiting either parade are likely to do so by car or by foot. This is especially the case for Defoe Parade, which is set more within a neighbourhood area, whereas Riverview is set on a busy through-road. Free on-street parking is available at both locations and designated parking bays are located at Defoe Parade. Both parades are directly served by buses to/from Lakeside and Grays.

Summary

Large Neighbourhood Parade

River View

- Consists of 20 individual units, on separate sections of the road.
- Predominantly A1 retail units (50%), followed by hot food takeaways (20%).
- 3 vacant units in June 2018.
- Likely to cater for passing trade as well as the local community.
- Poor to average street scene, with little street furniture.
- Well-maintained shop fronts make the area look tidy.
- CCTV makes the area feel safer.
- Boundary of parade to be reviewed to include or exclude the C3 residential dwellings.

Defoe Parade

- Consists of 11 individual units.
- 54.5% units are A1 retail.
- 1 vacant unit.
- Set on a pedestrianised public square.
- Average street scene, with some of the street furniture in need of upgrading.
- CCTV reduces the fear of crime.
- Likely to cater for surrounding local community.
- Boundary of parade to be reviewed to include the A2 unit.

14.LITTLE THURROCK

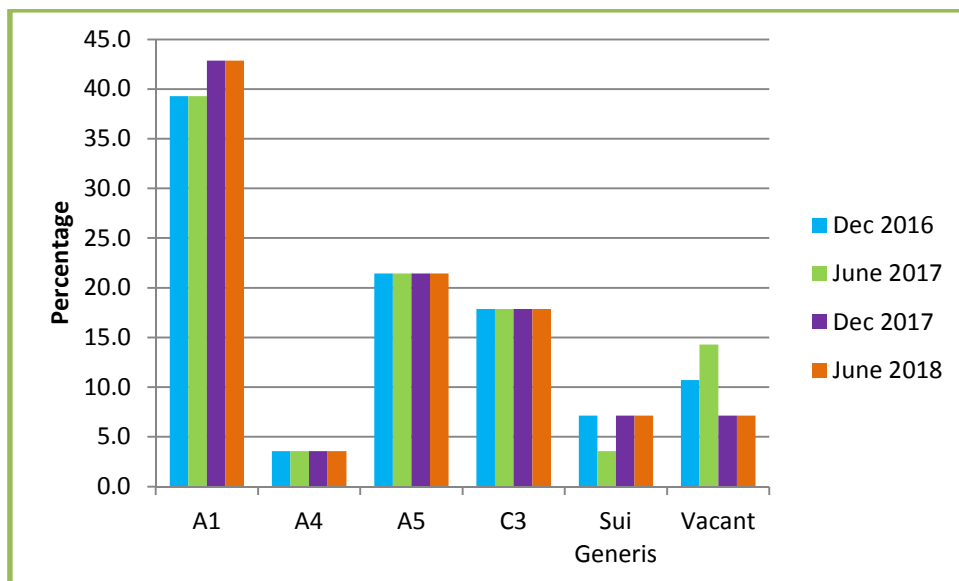
- 14.1 Little Thurrock lies to the east of Grays, south of the A13 and west of the A1089. Its designated centre includes the Large Neighbourhood Parade on Broadway (A126), which comprises of 28 individual units.
- 14.2 Broadway acts as a through-road from Grays to the A1089 Dock Approach Road. It can be particularly busy at peak times and with units on both sides of the road, it can be difficult for pedestrians wanting to cross (there is no formal crossing point), due to a blind bend at the junction with Arthur Street and Gypsy Lane.



Broadway, Little Thurrock

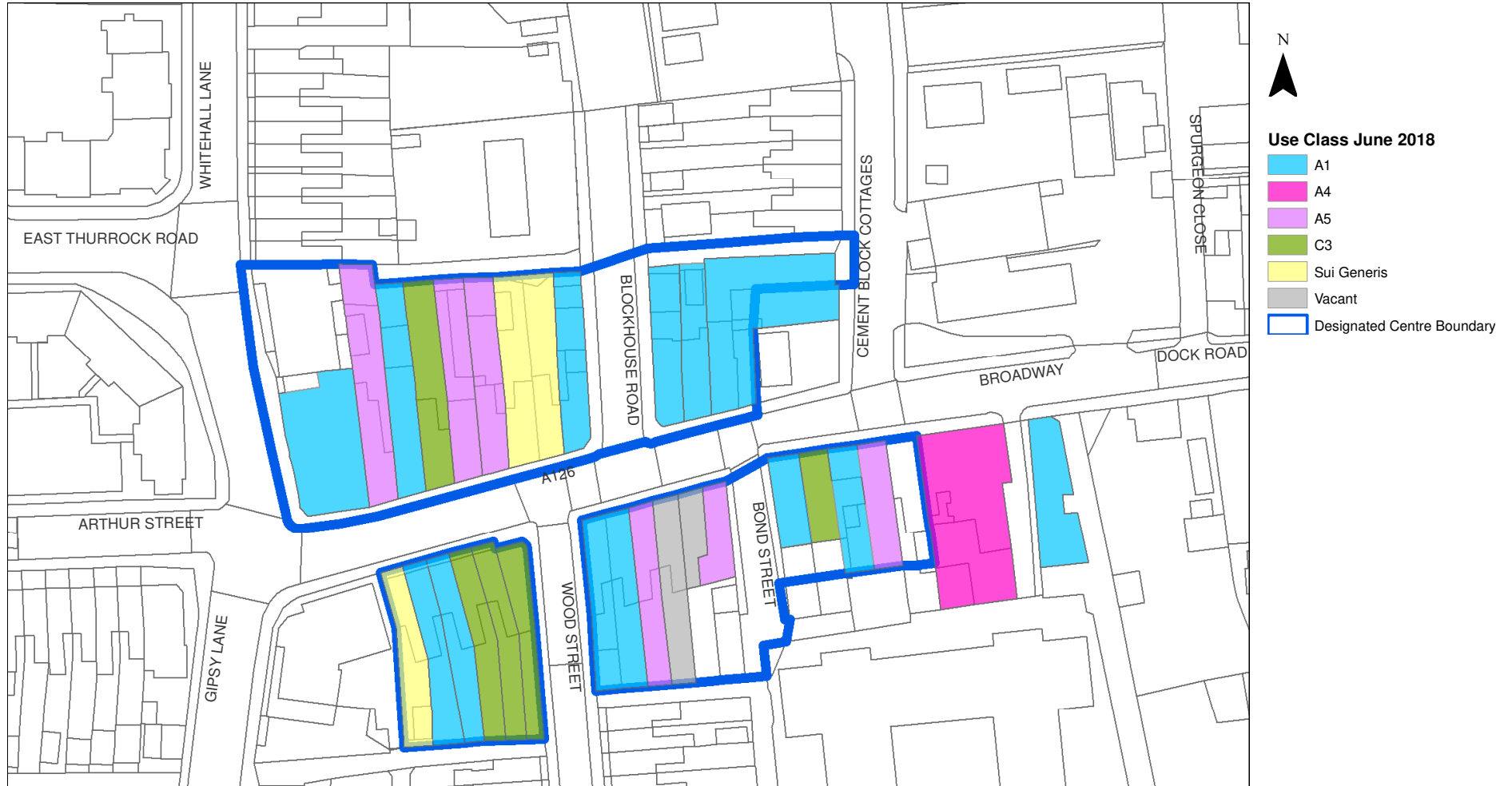
- 14.3 The units assessed comprise of the following uses:

Chart 19 – Units at Broadway, Little Thurrock



14.4 The parade largely consists of A1 shops (42.9% in June 2018) and hot food takeaways (21.4%). It is likely to serve the surrounding communities, as well as passing through-trade. Vacancy levels have been changeable, with 3 vacant units in December 2016, increasing to 4 in June 2017 and reducing in December 2017 and June 2018 to 2. The street scene is poor, with no street furniture and the area has no real character or sense of place. However, the presence of CCTV does increase the perception of safety. The busy through-road highly affects the area, especially because the pavements are not very wide and there is no designated crossing point for pedestrians. This has a negative effect on the environment and sense of safety for people using the parade.

Map 13 – Distribution of uses at Broadway, Little Thurrock



14.5 Map 13 shows two units do not currently fall entirely within the designated centre of Little Thurrock's Large Neighbourhood Parade and a number of units are now in residential use (C3). It will need to be decided whether the boundaries of the parade should be amended to take into consideration these factors.

Table 20 – Additional Units at Broadway, Little Thurrock

Address	Unit Name/Organisation	Use Class
40-42 Broadway	Traitors' Gate	A4
44 Broadway	Short Bark and Sides	A1

Accessibility

14.6 Little Thurrock's Neighbourhood Parade is accessible by foot for the local community. It is also easily accessible by car from Grays. Parking is limited to on-street parking on neighbouring residential roads. It is unlikely due to the nature of the units that people would travel a great distance to the parade. Nevertheless, the parade is served by a bus route running through which goes to/from Lakeside, to Grays to Tilbury and then to Chadwell St Mary.

Summary

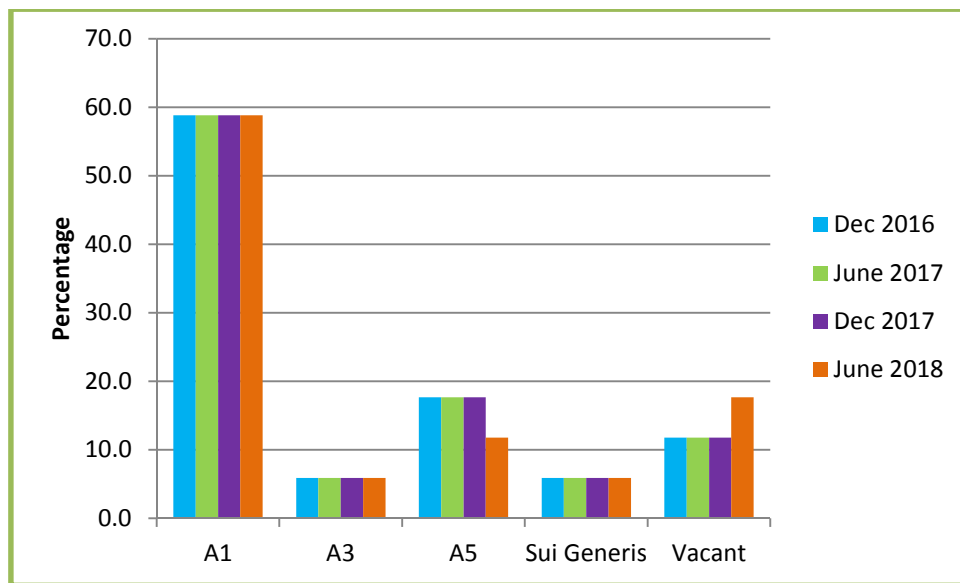
Large Neighbourhood Parade

- 28 individual units.
- Predominantly A1 retail units (42.9%), followed by hot food takeaways (21.4%).
- 2 vacant units in June 2018 (7.1%).
- Set on fairly busy road, which can be difficult for pedestrians to cross safely.
- Poor street scene with no street furniture.
- Area lacks character and a sense of place.
- Narrow pavements can make pedestrians feel unsafe.
- Boundary of parade to be reviewed to include 2 additional units.

15. STIFFORD CLAYS

- 15.1 Stifford Clays is largely a residential area north of Grays and to the east of Chafford Hundred, south of the A13. Its designated centre is the Large Neighbourhood Parade on Crammavill Street.
- 15.2 The Large Neighbourhood Parade at Stifford Clays comprises of seventeen individual units, set on both sides of Crammavill Street. Although it is set within a residential area, the road is fairly busy, with a steady flow of traffic, which is largely people visiting the parade. The units that were assessed comprise of the following uses.

Chart 20: Units at Crammavill Street, Stifford Clays



- 15.3 The majority of units are independent shops (A1), with a few national chains, such as Tesco Express and William Hill bookmakers. Three units were vacant in 2018 (17.6%), which needs to be monitored. Window displays of the units are on the whole average, with shop signs and shutters classed as good. The street scene is classed as poor to average, with the presence of some flower planters, bins and a phone box; however, there is no sense of place or unique character to the area. CCTV is present on the parade which increases the perception of safety for people using the parade, as well as acting as a deterrent for people who plan to commit crimes. Residential dwellings above the street-level units also provide natural surveillance for the centre.
- 15.4 Due to the setting of the area, people wanting to visit units on both sides of the road have to cross Crammavill Street, which can be fairly busy. There is no formal crossing point, which could be a problem for some members of the community, such as the elderly.

Accessibility

15.5 The neighbourhood parade is likely to cater for communities nearby, with the majority of people accessing it either by foot or by car. Limited free on-street parking is available directly outside the units on Crammavill Street, which at all times visited, were full to capacity. The parade is also served by bus routes running along Crammavill Street to/from Aveley to Orsett, Horndon on the Hill and Basildon and also to/from Lakeside to Grays. Cycle racks are also available for those who cycle to the parade.

Summary

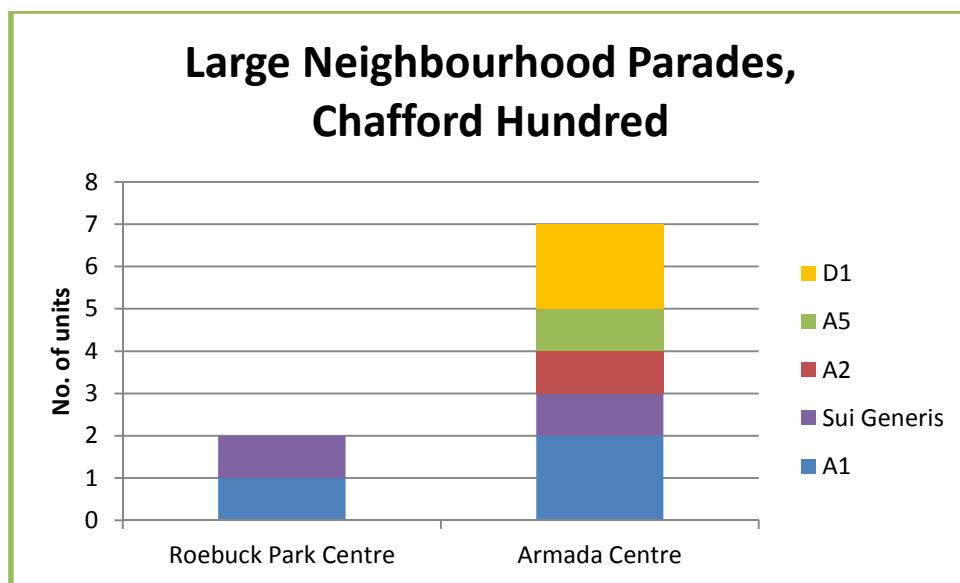
Large Neighbourhood Parade

- 17 individual units.
- Predominantly A1 retail units (58.8%).
- 2 hot food takeaways.
- 3 vacant units (17.6%).
- Mostly independent shops, with a few national chains.
- Poor to average street scene, with limited amount of street furniture.
- Area lacks character and a sense of place.
- CCTV can reduce the fear and act of crime.
- Units set on both sides of the road. No crossing point for pedestrians which can be problematic.

16.CHAFFORD HUNDRED

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

Chart 21: Units at Large Neighbourhood Parades, Chafford Hundred



- 16.3 Since Roebuck Park Centre consists of a supermarket and petrol filling station only, this assessment does not look at the street scene or the individual units. It needs to be considered whether the Roebuck Park Centre should in future be designated as a Neighbourhood Parade.
- 16.4 The Armada Centre is set within the community of Chafford Hundred and serves those people that live there and its visitors. There are a mix of units within the parade, including a Tesco Express, a pharmacy, a vets and a hot food takeaway, alongside a medical centre and a dentist. The units have average to good window displays and shop signs which are well kept, giving the parade a tidy and modern looking appearance. CCTV on the parade also increases the perception of safety. However, the parade is heavily used by people who visit by car and the car park in front of the units impact upon the overall street scene, reducing its environmental quality and attractiveness.

Accessibility

16.5 Due to the parade being set within the residential area of Chafford Hundred, it is likely to be used mostly by the local community who either walk or drive there. A free car park is located to the front of the parade and cycle racks are present for those who cycle. The parade is set on a bus route which runs to/from Lakeside to Grays.

Additional Units

16.6 Whilst assessing the designated units at Chafford Hundred, an additional parade, at Lakeside Business Village, next to Chafford Hundred Railway Station on Fleming Road, was identified as having the potential to be designated as a Neighbourhood Parade. The units include the following:

Table 21: Additional Units at Chafford Hundred

Address	Company Name/Organisation	Use Class
Unit 1	Tesco Express	A1
Unit 1A	Tots to Teens	D1
Unit 2	Bairstow Eves	A2
Unit 2 1 st floor	Chafford Hundred Community Church	D1
Unit 3	Kushi Indian Restaurant	A3
Unit 3 1 st floor	CN Shipping Ltd	B1
Unit 4	Lounge Bar	A4
Unit 4 1 st floor	Halo Beauty and Tanning	Sui Generis
Unit 5	Chris' Fish and Chips	A5
Unit 5 1 st floor	Inchcape Shipping Services	B1

Summary

Large Neighbourhood Parade

Roebuck Park

- Consists of Sainsburys Supermarket and accompanying petrol filling station.
- Does not have the functions of a neighbourhood parade.

Armada Centre

- 5 individual units.
- 2 A1 retail units.
- Medical Centre and Dentist.
- Well-maintained shop fronts add to the environmental quality and appearance.
- CCTV increases perception of safety.
- Car park in front of parade impacts negatively on overall street scene.
- Many people seem to visit by car despite being set within residential area.

Addition Units

- Consider Lakeside Business Village to be designated as a Neighbourhood Parade.

17.LINFORD

- 17.1 Linford is a small settlement in the east of the Borough, directly north of East Tilbury. Its designated centre is the Small Neighbourhood Parade on East Tilbury Road.
- 17.2 The Small Neighbourhood Parade at Linford comprises of five individual units, four of which are shops and one hot food takeaway. The majority of visitors are assumed to be local residents of Linford and East Tilbury, though it may serve some passing trade.
- 17.3 The parade is set on East Tilbury Road, which is a fairly busy through-road for traffic going to/from East Tilbury. Larger dumper-type trucks also frequent the road due to the Tarmac Building Products premises on Buckingham Hill Road.
- 17.4 The shop fronts are fairly well maintained, with average shop signs/shutters and window displays.

Summary

Small Neighbourhood Parade

- 5 individual units.
- 4 A1 retail units.
- 1 hot food takeaway.
- 0 vacant units.
- Fairly well-maintained shops fronts.
- Likely to serve community of Linford and maybe some passing trade.

18.PURFLEET

- 18.1 Purfleet is situated in the south west of the Borough and is contained by the River Thames to the south, the A13 to the north and the A282/M25 to the west.
- 18.2 The designated centre at Purfleet is the Small Neighbourhood Parade known as the Garrison Parade, located on Saladin Drive. It consists of four units; three shops and one hot food takeaway. It serves the local surrounding communities of the Garrison Estate.
- 18.3 The parade overlooks a children's play area, but nevertheless, the street scene is poor, with little street furniture, apart from bins, an old telephone box and a post box.

Summary

Small Neighbourhood Parade

- 4 individual units.
- 3 A1 retail units.
- 1 hot food takeaway.
- 0 vacant units.
- Overlooks children's play area, but street scene is poor, with street furniture in need of upgrading.

19.RECOMMENDATIONS/NEXT STEPS

- 19.1 Going forward, the next steps are to undertake further health check assessments of Thurrock's designated centres. It is envisaged that the next assessment will be undertaken in June/July 2019 and then subsequently annually, every June/July. The results of the assessments can then be compared to those undertaken previously to identify any changes which may affect the health of Thurrock's centres and to establish reasons why these changes could have occurred and how they can be mitigated against, to prevent the deterioration of Thurrock's designated centres.
- 19.2 The health check assessments undertaken so far have identified areas and individual units which are not included within the boundary of any existing designated centres, although in many cases they are in very close proximity. These need to be looked at further and a decision made as to whether going forward, the current boundaries are amended to include some or all of these new areas/units.