

EXECUTIVE SUMMARY

This report brings together the findings of the Feasibility Study for East Reef, a regional Landmark project for the East of England Development Agency. Jaywick could have the first pier to be constructed in Britain since 1957 and the first custom built Dive Aquarium experience in the UK.

Our proposal creates a unique landmark with the potential power to be a catalyst for regeneration.

The scheme now requires both Client commitment and integration into the proposed Jaywick masterplan in order to assess public opinion and funding streams to enable the potential physical, sculptural and material quality of the scheme to live up to its status as a unique idea.

The Landmark Promenade

The key concept element of the East Reef proposal is the Landmark Promenade, which has remained at the forefront of the investigations of this study. The Design Team have assessed the proposal and it has been found to be technically feasible for this stage of the project. The Landmark Promenade will travel out perpendicularly to the shoreline in order to maximise the potential for stunning views out to sea and back over the land. The structure and construction of the Landmark Promenade in the marine environment has been considered sufficiently to determine outline budget costs. The costs of the Landmark Promenade can be found to be good value when considered against other comparable bridges. Further investigation of the construction method is required to examine the costs and benefits of a marine construction against a land-based build out operation, or a combination of the two. It is envisaged that an Environmental Assessment and Appropriate Assessment would be required under the Habitats Directive.

The Dive Centre

The architectural design has not been progressed due to limited information being available about the future plans for Jaywick. However an outline brief for the project has been created for the concept and a cost model developed. Should this part of the East Reef project proceed it is our recommendation that further design development takes place and a business case is prepared to attract a developer or venture capitalist to the scheme.

The Feasibility Study Scope

The feasibility of the project has been appraised against the East Reef Feasibility Study Scope, which included the appropriate technical, environmental and economic issues. A key exclusion from the scope of work has been the assessment of local support (public consultation) for the Landmark project at Jaywick, which could not take place prior to the formulation and commencement of the masterplan consultation programme.

This Feasibility Study was undertaken in two separate stages. The first stage developed the concept and identified a site on the East of England coastline. The second stage of the study has focused upon establishing the feasibility of the Landmark Promenade and Dive Centre proposals at Jaywick. There have been additional considera-

tions of outline possibilities for other elements of the East Reef waterfront redevelopment, one such proposal being the Lido. However it must be emphasised that these other elements were additional to the scope and therefore the feasibility of these has not been tested.

Socio Economic Impact

The Landmark Promenade and Dive Centre could be catalysts in the improvement of social and economic conditions in Jaywick as part of a wider regeneration plan.

Environmental Impact

At Jaywick there are significant environmental issues to be overcome. These issues have been considered and have not been deemed to be insurmountable at this stage of the project.

Ownership of the Landmark and Dive Centre

An owner has yet to be identified for the Landmark Promenade and the Dive Centre.

Consents and Licences

The necessary consents and licences have been identified.

Planning

Tendring District Council have been consulted and have responded positively in principle to the concept of a Landmark Promenade and Dive Centre, and the revitalisation of the waterfront public realm, at Jaywick.

Surveys

Topographical and Bathymetric Surveys would be required prior to detailed design stages.

Health and Safety

An initial Health and Safety Review has been carried out, suitable to the feasibility stage of the project. Design Risks have been highlighted at this stage and it is our intention that this document would become a live resource for the project at later design stages.

Land Ownership

As the Jaywick masterplan brief states, there are significant land ownership issues to be resolved including confirmation of owners who have been identified at this stage by consultation with the District Council.

Procurement Strategy

Four options have been identified for the procurement strategy, which are public sector participation, private sector participation, public / private partnership and grant aid, sponsors and donors. A SWOT analysis was carried out of these options, which will need further investigation. Key funding bodies have been identified.

PR strategy

Public Relations positioning statement has been drafted along with a revised public consultation and issue management approach.

Next Steps

A strategy for the next steps has been outlined. The following are recommendations:

- Integration of East Reef Landmark Promenade and Dive Centre into Jaywick Masterplan.
- Undertake Public Consultation co-ordinated with the Jaywick Masterplan public consultation strategy.
- Formulate a strategy to raise funding through marketing and raising the profile of the Landmark Promenade and Dive Centre as exciting and relevant regeneration catalysts at Jaywick.