



Purfleet-on-Thames Regeneration Project Online Community Engagement Event

23 June 2020, 5:30-7pm

- THE EVENT WILL BEGIN SHORTLY -



Objective

The objective of this webinar is to share with you our plans for the transformation of the Purfleet-on-Thames into new waterfront destination on the River Thames; an international creative hub and high quality new residential neighbourhoods.

We will also share details regarding the Section 73 Application which we are currently programmed to submit in August 2020. This application will seek permission for three minor amendments which have been made to the plans since the Outline Planning Permission was granted in December 2019.

All information shared this evening will be published at www.OurPurfleet.com

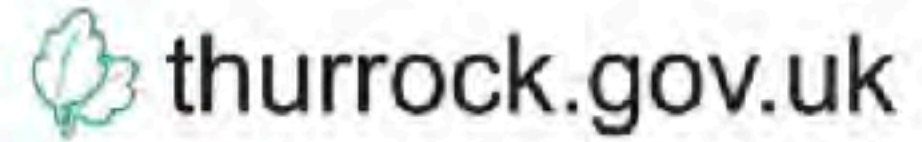


The Agenda

- Part One** Introduction
- Part Two** Aspirations: Creating a Purfleet-on-Thames for Everyone
with Ken Dytor, Urban Catalyst
- Part Three** The Masterplan: Designing Purfleet-on-Thames
with Lloyd Spencer, AHMM
- Part Four** Community: Our Purfleet
*with Ali Pretty, Kinetika
and John Rowles, Purfleet-on-Thames Community Design Panel*
- Part Five** Planning Consent: Section 73 Application
with Will Lusty, Savills
- Part Six** Purfleet Communications: What's next?
with Sam Wait, Swan Housing
- Part Seven** Q&A
with the PCRL team



The PCRL Team:



Sir Tim Laurence

**ALLFORD
HALL
MONAGHAN
MORRIS**





Aspirations

*Creating a Purfleet-on-Thames for Everyone
with Ken Dytor, Urban Catalyst*

Purfleet-on-Thames





The Purfleet Timeline



1645
Woodlands,
including Cherry
Orchard



1777

1800
Fetherstonehaugh working
the chalk and
lime for 61
years



1850
Whitbread
family
establishes
the Botany
Gardens



1900
The Pleasure
Resort:
The Royal
Hotel



1939
Second
World
War

2020
Purfleet-on-
Thames

1300
Knights Templar,
cultivating vineyards



1830
JMW Turner
sketches
Purfleet

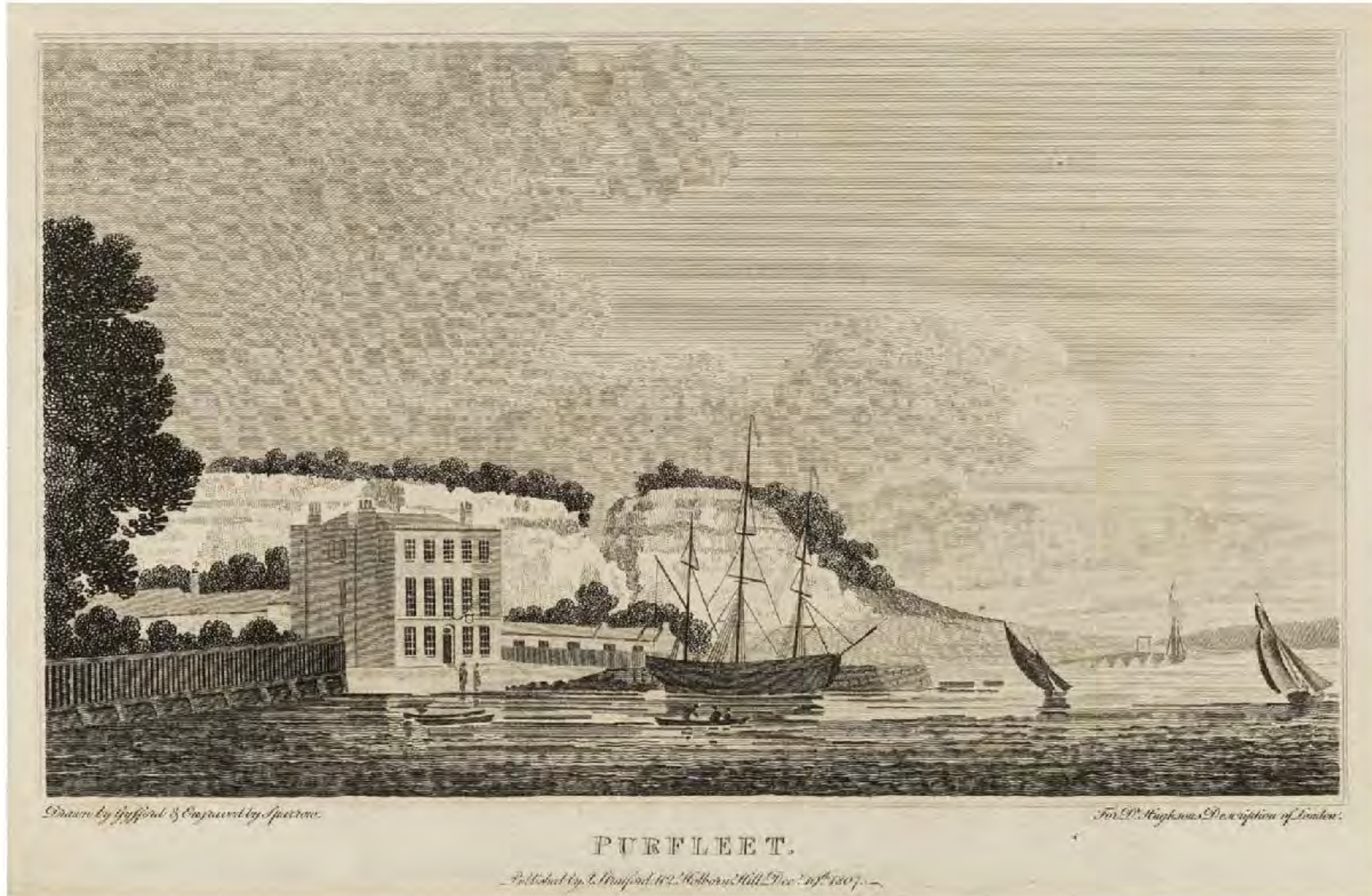


1897
Bram Stoker
writes
Dracula





Purfleet 19th Century



The Pleasure Resort:

The Royal Hotel, formerly Wingrove's Hotel, was part of the tourist attraction of Purfleet and was well known for its 'whitebait' suppers.

It also offered bathing facilities, entertainments and accommodation for overnight stays.

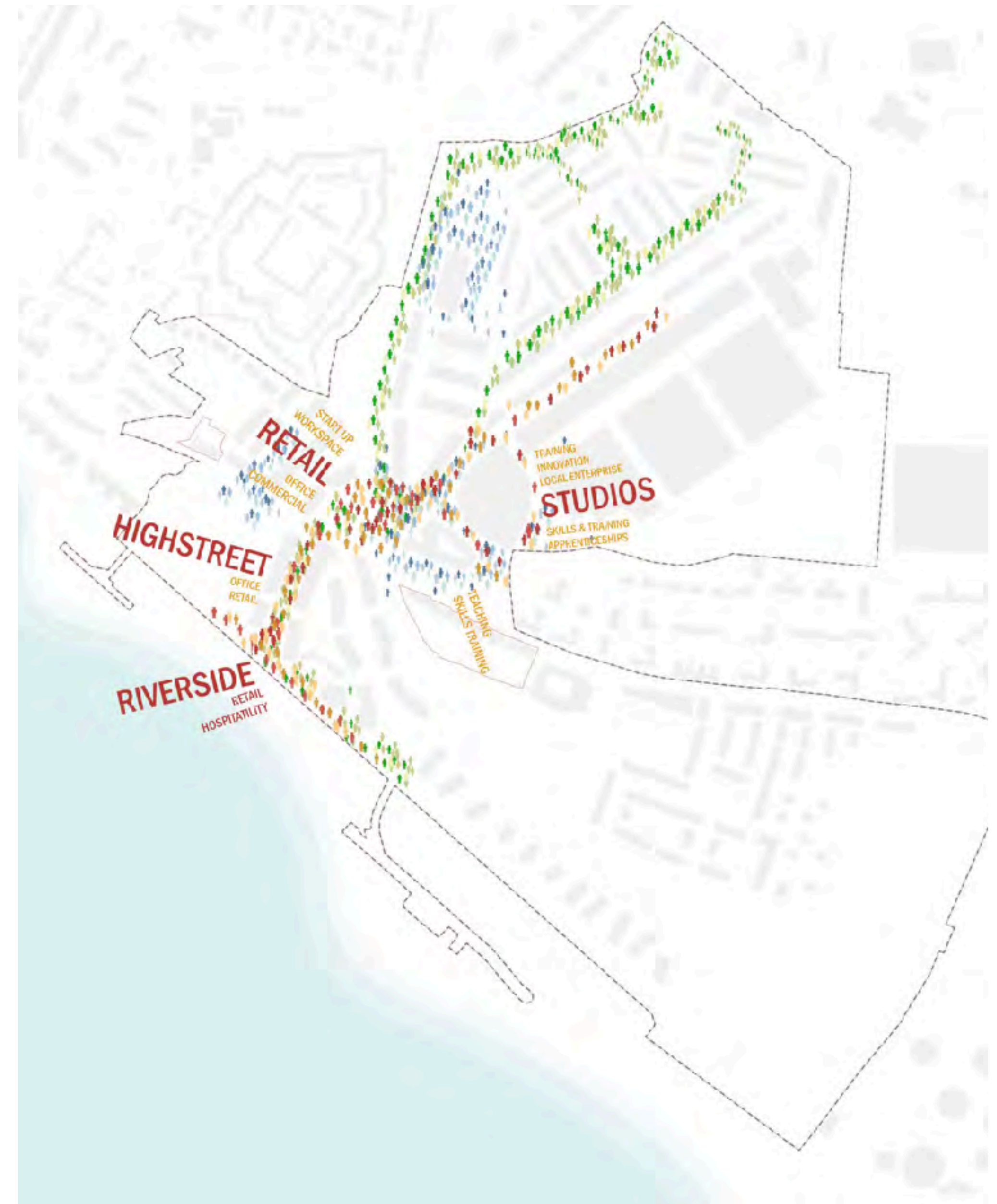


Our Ambition

Creating a Purfleet-on-Thames for everyone

The Purfleet Centre Regeneration Project represents a unique opportunity to deliver a transformational development within the Thames Gateway.

We are committed to the Council's vision of delivering Purfleet-on-Thames as a new waterfront destination on the River Thames; an international creative hub and high quality new residential neighbourhoods.





PCRL's Driving Principles

- Unique opportunity to deliver a new vibrant Purfleet centre with shops, community facilities, housing and employment opportunities
- New rail station facilities and closure of the level crossing
- Raise and open riverfront to public use
- Creative employment hub building on High House Production Park and Thurrock cultural employment initiatives
- Placemaking, healthy living and sustainability at the heart of our vision for creating a new, successful Purfleet-on-Thames

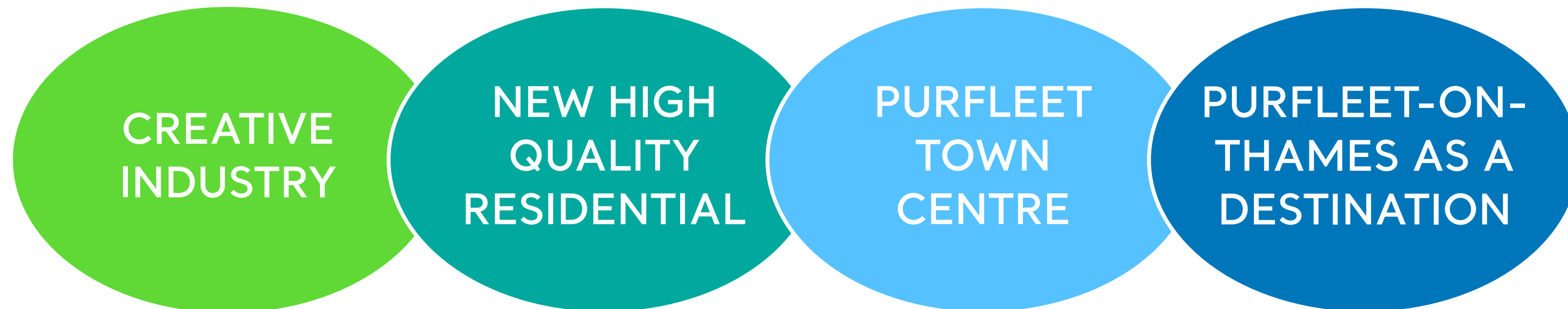




Placemaking, Healthy Living & Sustainability

At the heart of Purfleet-on-Thames

Placemaking, healthy living and sustainability is at the heart of our vision for creating a new and successful Purfleet. It is driven by four principles of delivering:



This approach will help drive economic growth and create value in Purfleet.

The delivery of early placemaking elements will support the community and new regeneration and unlock subsequent phases.



A Healthy Living Community

PCRL are committed to increasing the opportunities to increase health and wellbeing across the entire Purfleet-on-Thames development. Our approach seeks to support Sports England's and Public Health England's Active Design Guidance for development to encourage:

- Improving physical health
- Increasing mental wellbeing
- Building stronger communities

Our design team are looking at opportunities to maximise active spaces, encourage walking, cycling and public transport, as well as providing sports facilities accessible to all.

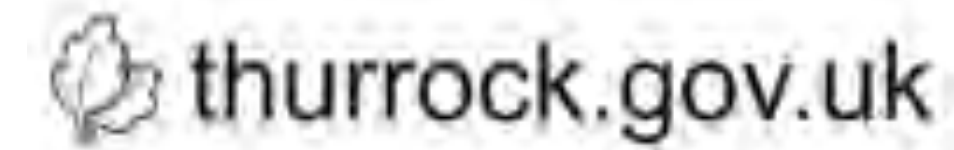




Excellence Through Collaboration

PCRL are committed to collaborating with the community and organisations such as Sports England, RSPB and High House Production Park to maximise the opportunities the development Purfleet on Thames can provide.

This approach means we can build on the success of High House Production Park, one of the greatest successes of the UK's Creative Industry, and RSPB Rainham Marshes.





What does the scheme include?

- Up to 2,850 new homes and a new town centre, including significant health and education facilities
- A new primary school and Integrated Medical Centre
- Attractive new waterfront commercial, retail and leisure spaces
- Closure of the level crossing
- A state of the art film and TV studio facility and related creative industry hub
- Community facilities
- Green open spaces and leisure uses
- Upgraded and additional public transport facilities



Principles of Engagement

PCRL are committed to involving the community and have committed to continuing to:

- Establishing a genuine dialogue with the local community
- Ensuring effective consultation & engagement - including the local community at every stage of the development
- Helping local people and businesses engage with the opportunities created by the development
- Being an active member of the local community
- Involving the community in the management of the place





A Timeline Update:

2012: The journey began

Dec 2019: Full scheme Outline Planning Approval

Jan 2020: Detail approval for 61 homes, community park & play area

Feb 2020: Purfleet-on-Thames name change voted

April 2020: Thurrock & PCRL secure HIF funding commitment

April 2020: Site investigation works begin (ongoing)

August 2020: Section 73 Application for minor amendments (anticipated approval Nov 2020)

Oct 2020: Starts on site for first home and preparations for main works



The Masterplan

*Designing Purfleet-on-Thames
with Lloyd Spencer, AHMM*



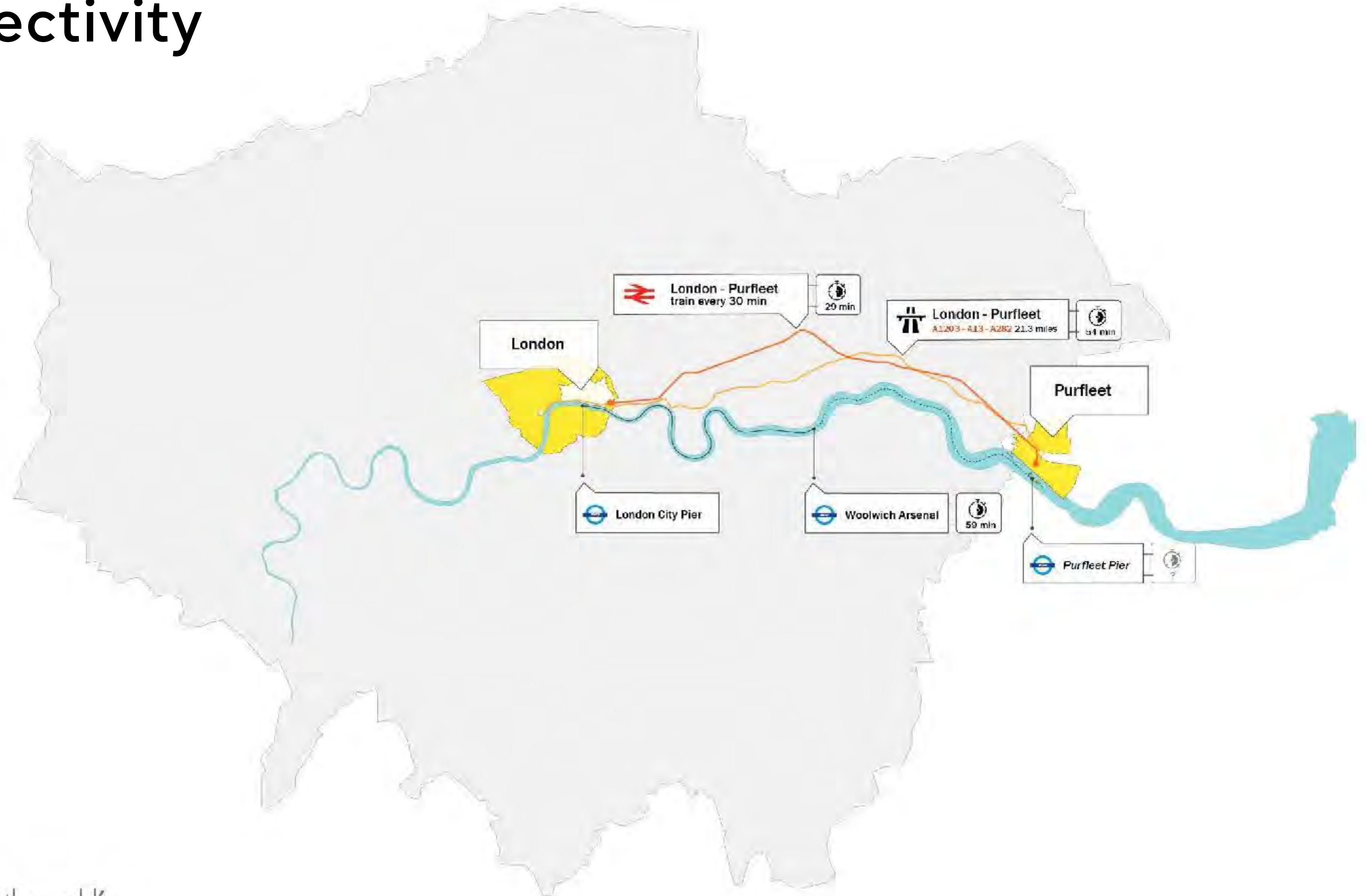
Illustrative Masterplan

- ① NEW TOWN CENTRE AND TRAIN STATION
- ② NEW HIGH STREET CONNECTING TO RIVERFRONT
- ③ OPEN RIVER FRONT TO PUBLIC AMENITY AND ACCESS
- ④ NEW PRIMARY SCHOOL
- ⑤ NEW MEDIA STUDIOS
- ⑥ NEW LONDON ROAD AND LEVEL CROSSING CLOSED





Connectivity



Secundum tamesim quovis gentium

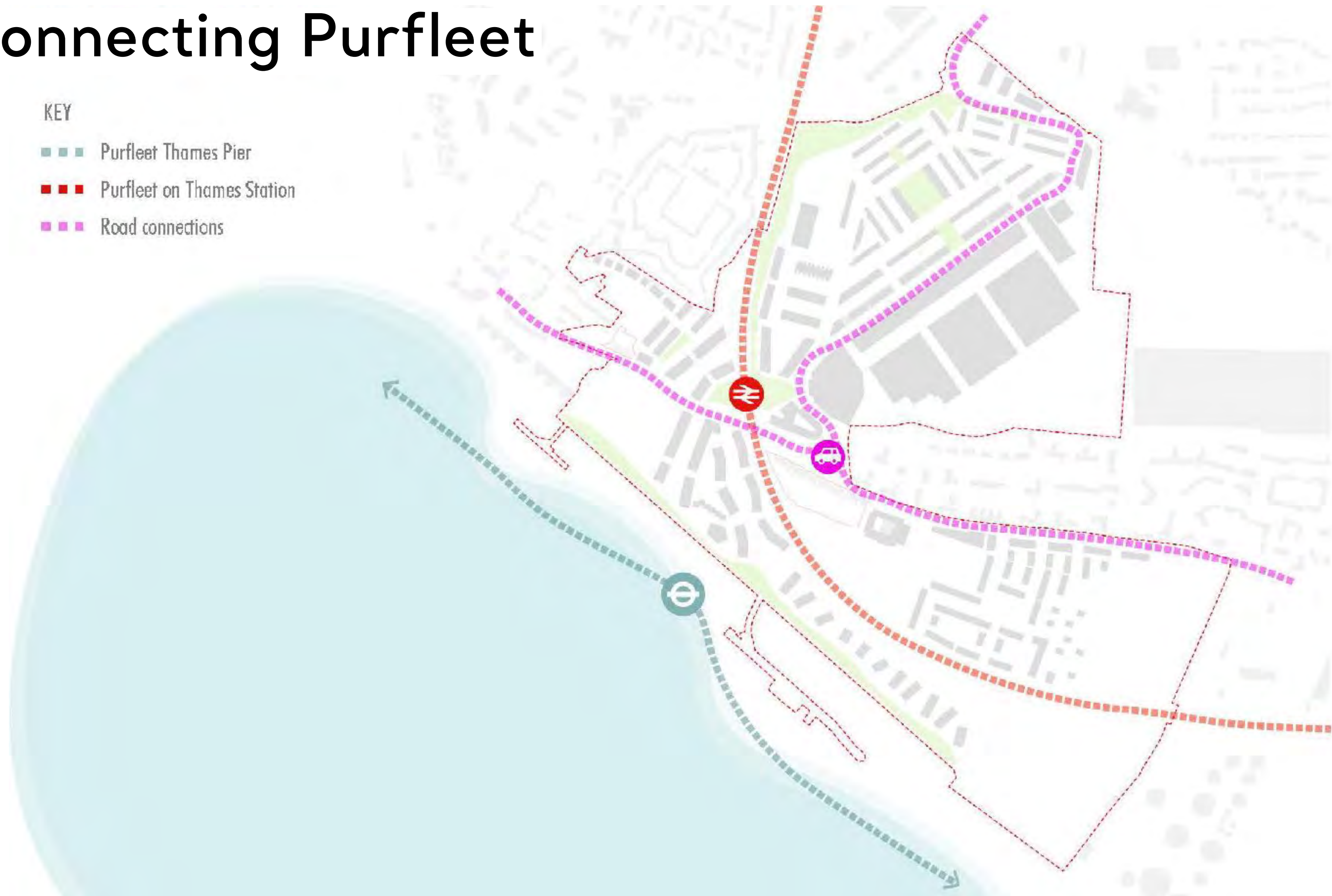
'Along the Thames to all the peoples of the world'



Connecting Purfleet

KEY

- ■ ■ Purfleet Thames Pier
- ■ ■ Purfleet on Thames Station
- ■ ■ Road connections





Walking Distances





Cycling Routes

KEY

- Existing cycling route
- - - Proposed Cycling Routes



RICH MIX



2,850 NEW BUILD UNITS



TELEVISION AND FILM STUDIOS



COMMERCIAL

Retail
Workspace



COMMUNITY

Medical Centre
Community Centre



EDUCATION

Primary School
Further Education



PUBLIC OPEN SPACE

Squares
Green Landscape



Rich Mix



PLAYGROUND

PRIMARY SCHOOL

SUPERMARKET

FOOD & DRINK

COMMUNITY

RETAIL

RETAIL

GYM

FOOD & DRINK

TV STUDIOS

MEDICAL CENTRE

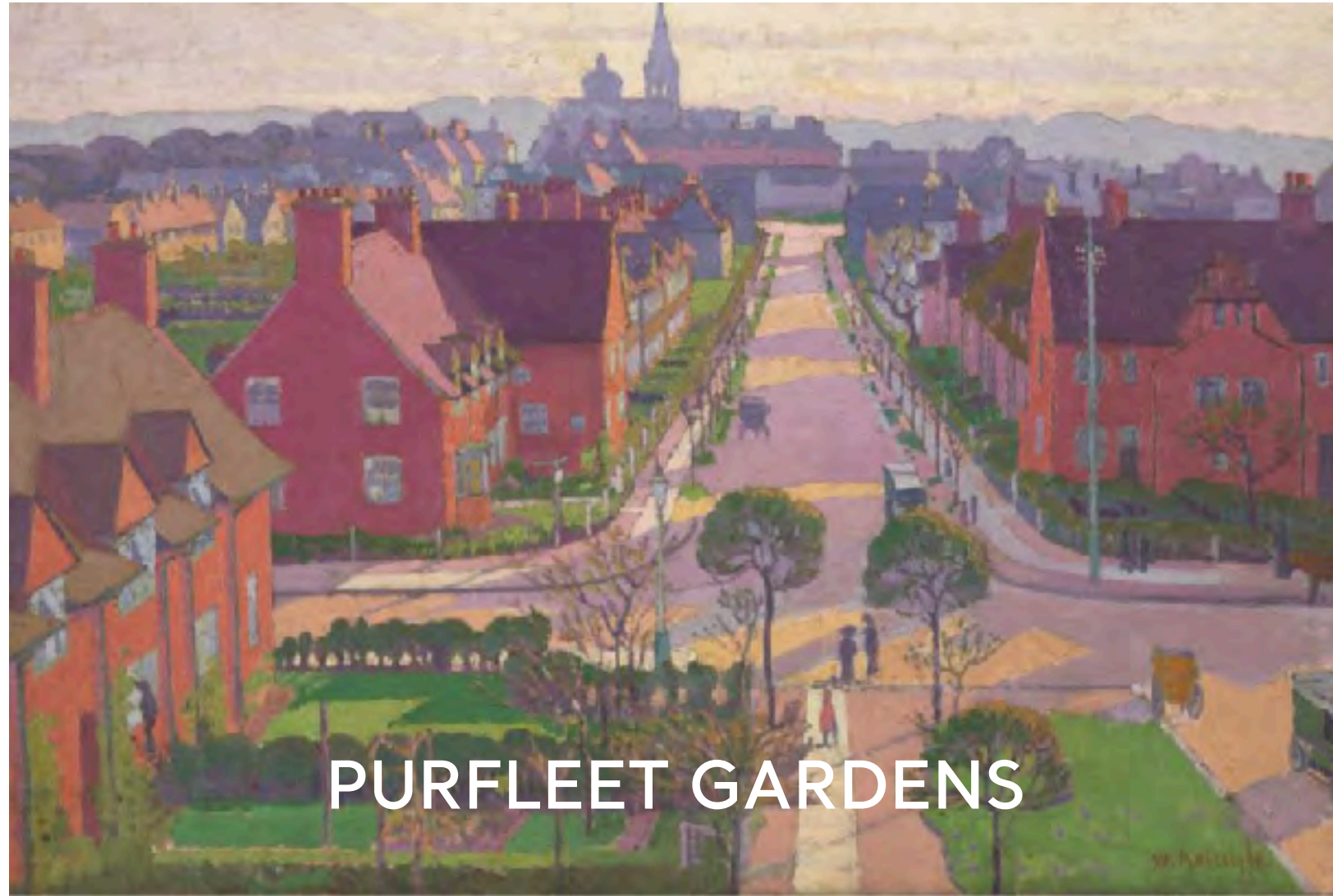
UNIVERSITY

TRAIN STATION

PURFLEET PIER



Four New Quarters



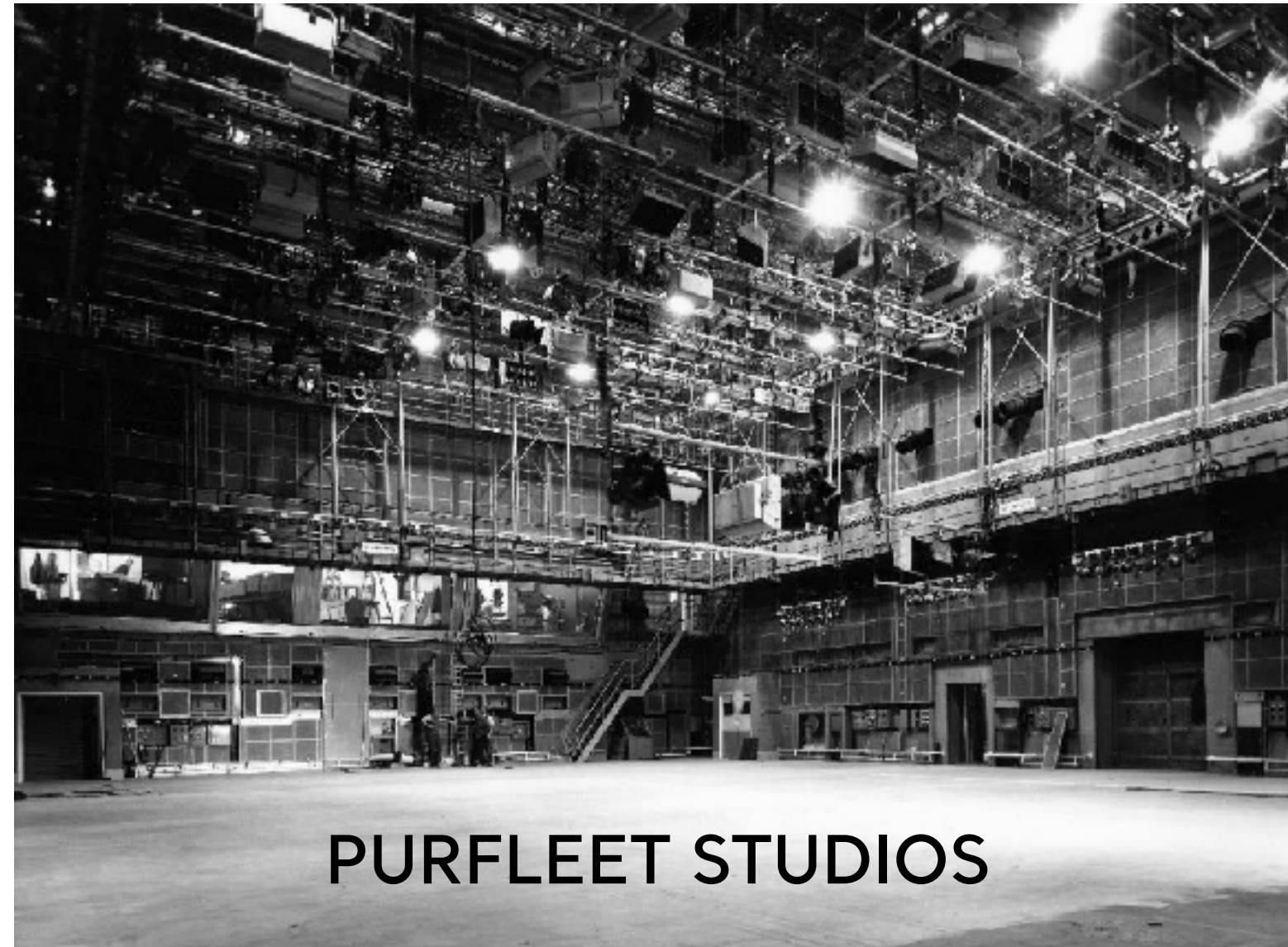
PURFLEET GARDENS



PURFLEET-ON-THAMES



PURFLEET TOWN



PURFLEET STUDIOS



Four New Quarters



Purfleet Gardens





Purfleet Town Centre



The Heart of the Masterplan

Cherry Square



Purfleet Studios





Creative Industries



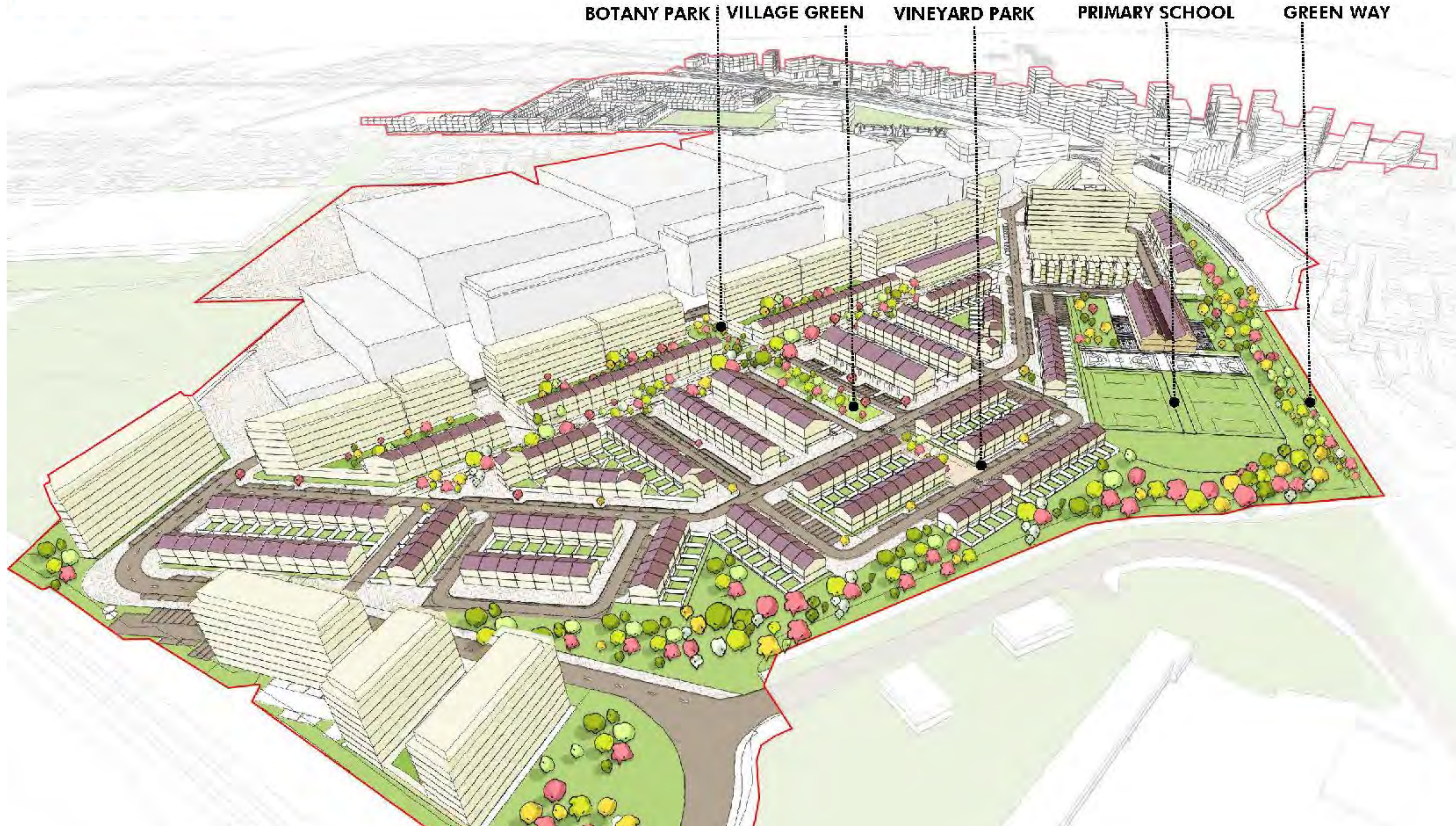


Green Spaces





Purfleet Gardens





View of Village Green
from Secondary Street

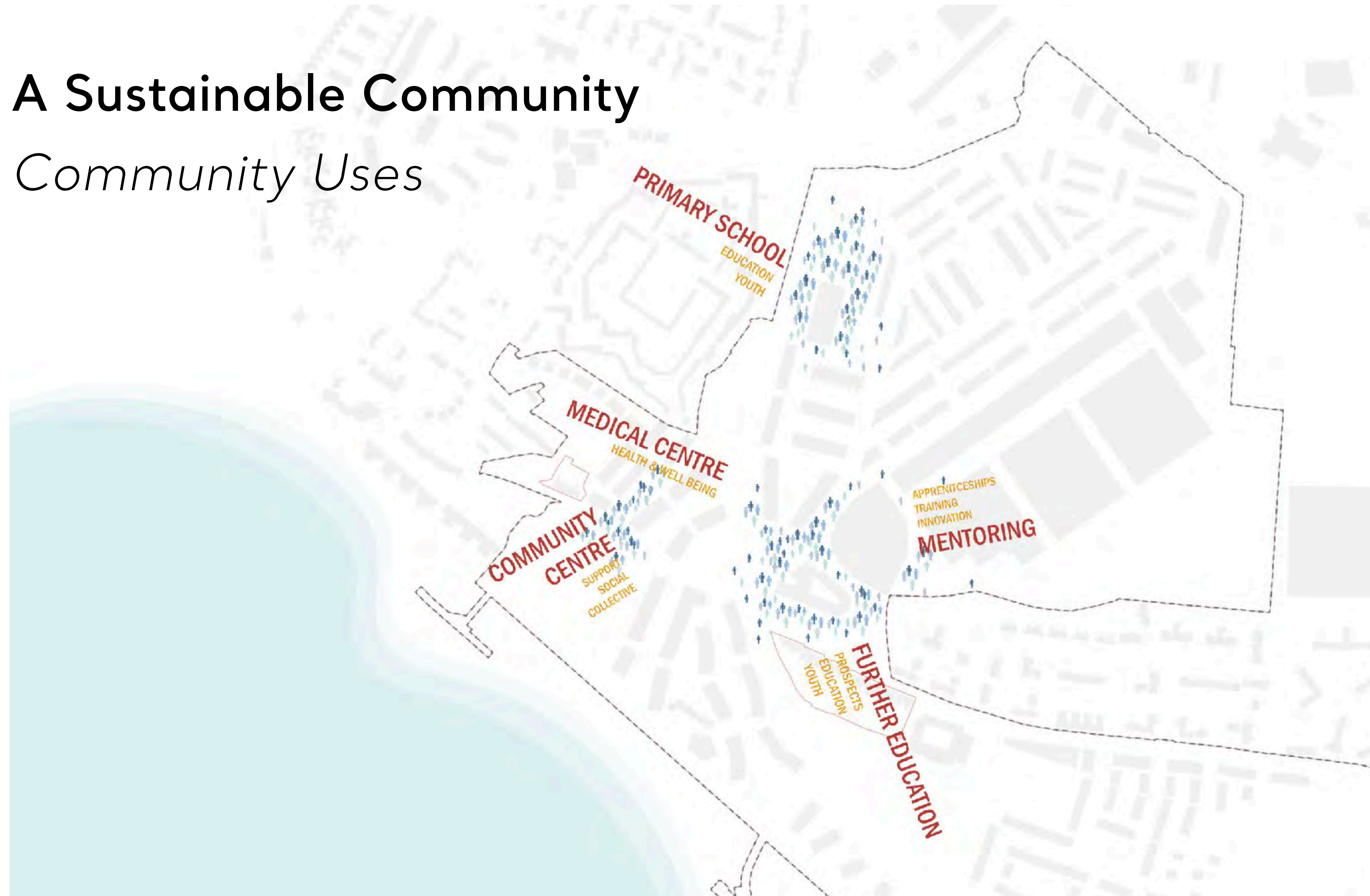






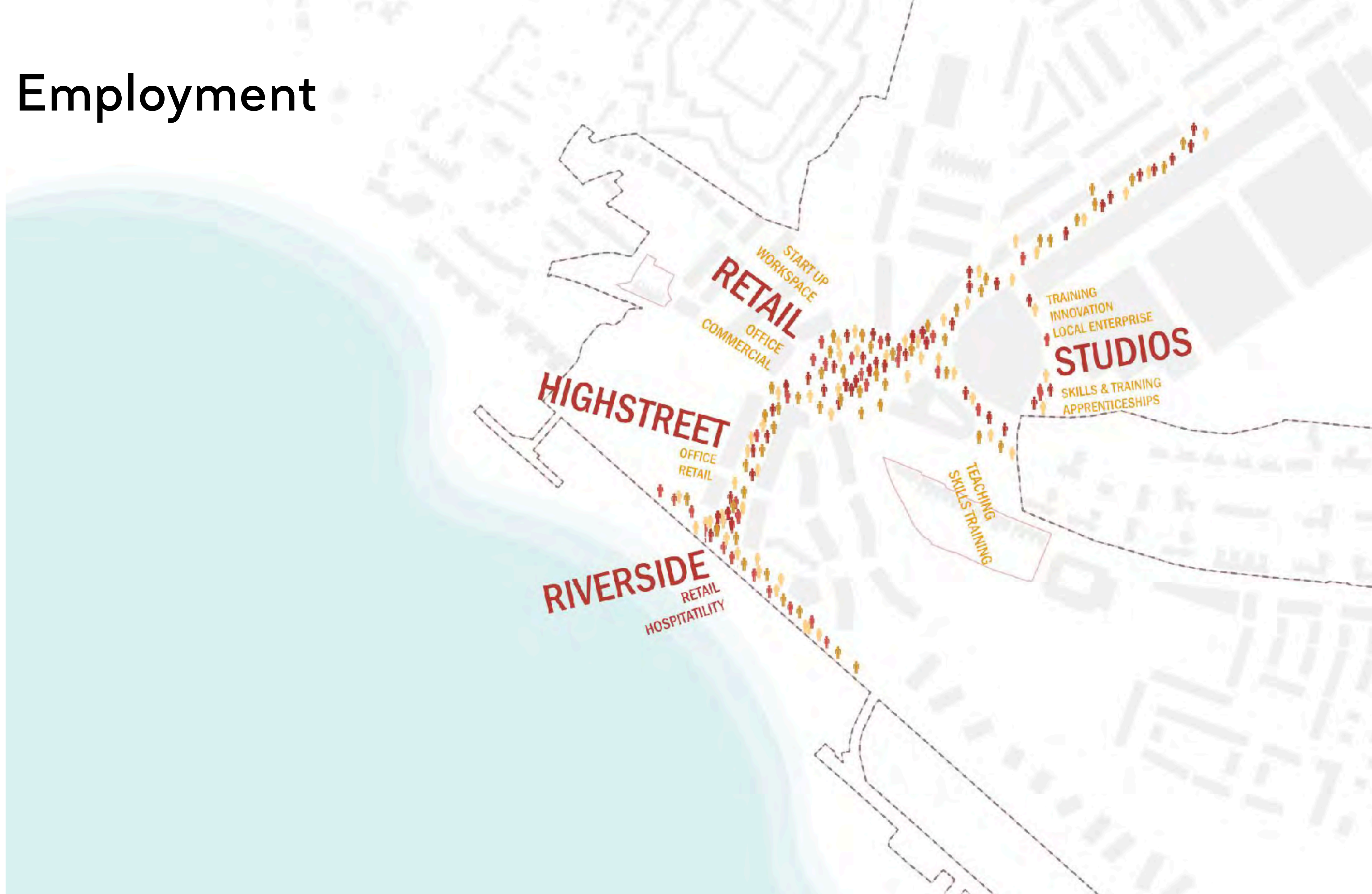
A Sustainable Community

Community Uses



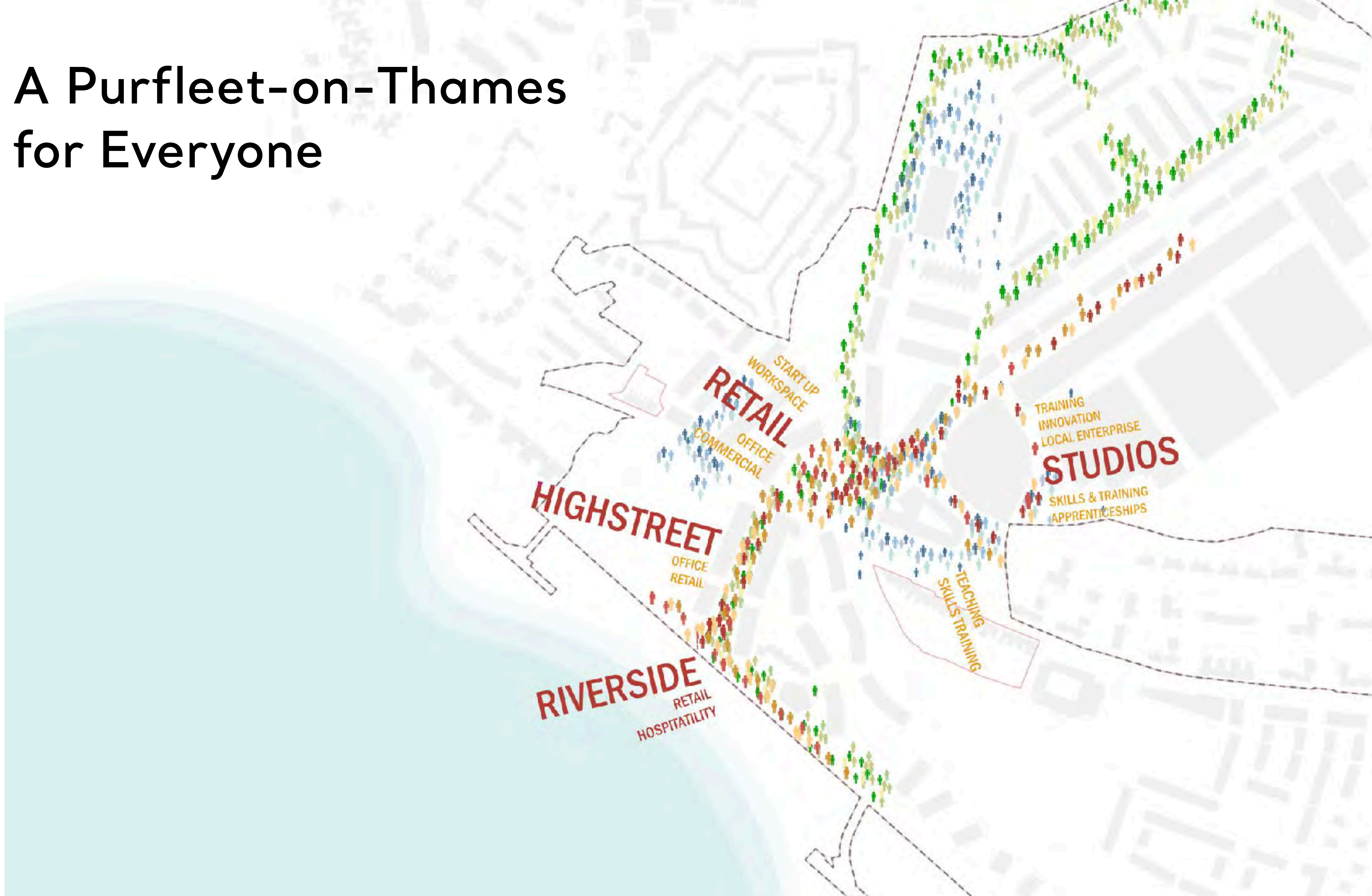


Employment



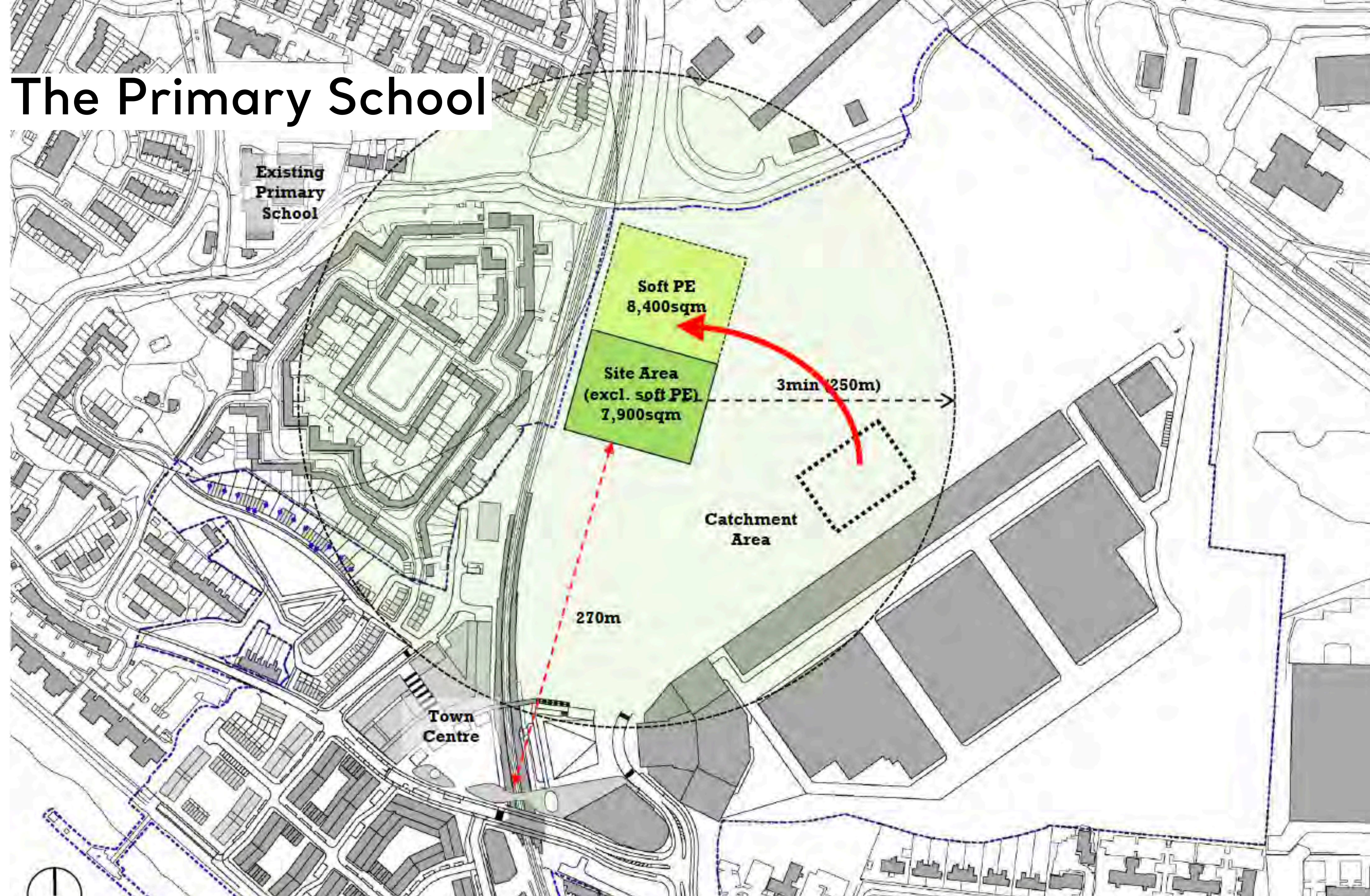


A Purfleet-on-Thames for Everyone





The Primary School



Existing
Primary
School

Soft PE
8,400sqm

Site Area
(excl. soft PE)
7,900sqm

3min (250m)

Catchment
Area

270m

Town
Centre



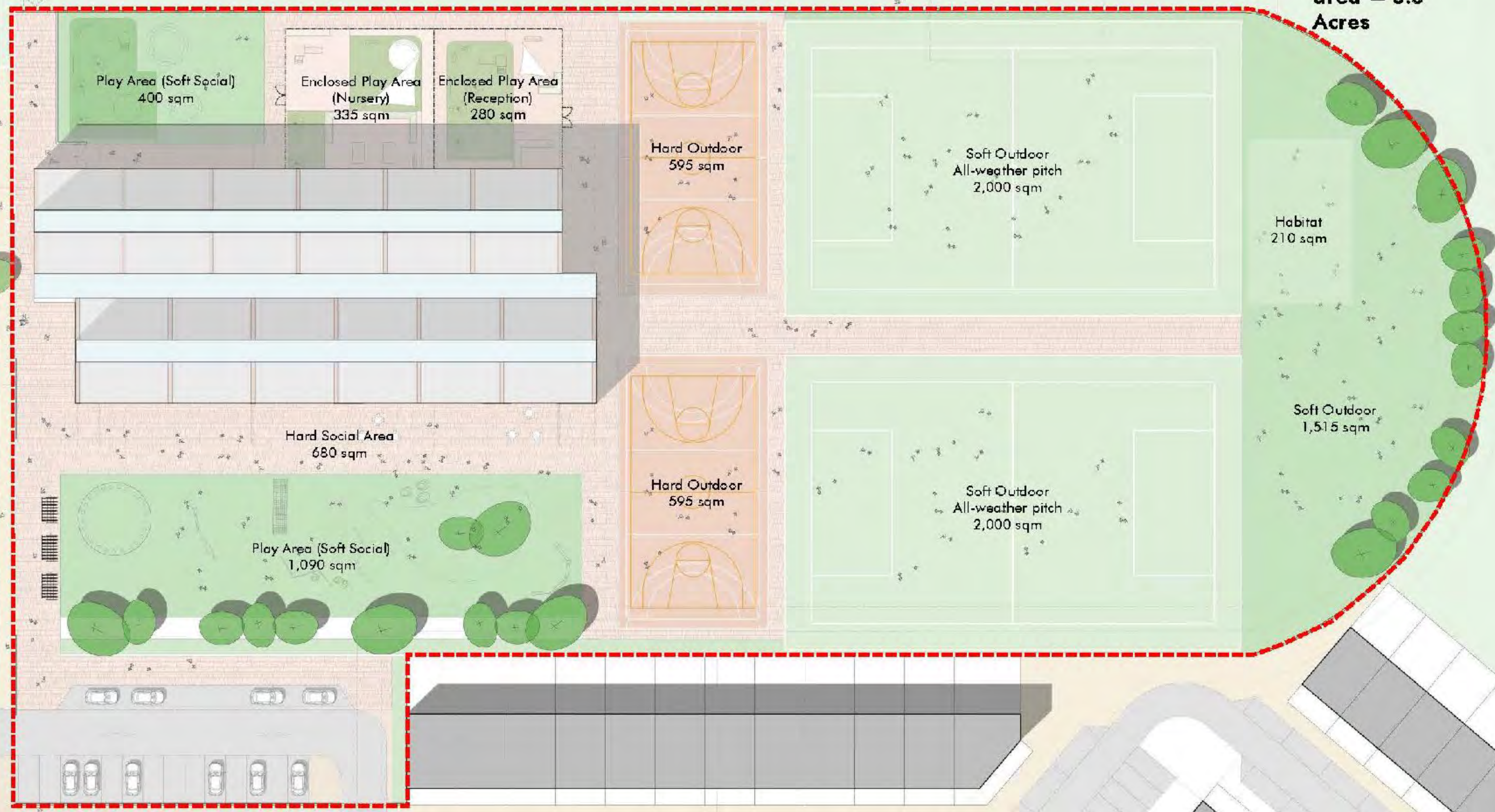
Primary School Location



SITE PLAN

Greenway

Total site area = 3.5 Acres









Community: Our Purfleet



How we are working with Kinetika to *Create A Purfleet for Everyone*



**PURFLEET-
ON-THAMES**
FLAG DESIGN PACK



Purfleet-on-Thames

KINETIKA'S FLAG DESIGN PROJECT





Thank you for agreeing to participate in the Purfleet Flag Project.

This pack contains further information about the project and how you can take part.

In the next couple of months Kinetika will be working with community groups, organisations and businesses in Purfleet to design and make 25 hand-painted silk flags. As a collection these flags will represent Purfleet-On-Thames, its past, present and future. The designs created will then be incorporated into the next development phase of Purfleet-On-Thames, influencing the signage and the look and feel of the new town centre.



The flags will be presented on 27th September, as part of T100 and as an early celebration of Purfleet-On-Thames. Further details about the event will be provided nearer the date.

For the Purfleet-On-Thames flags Kinetika are working with the theme of ropes. Rope references Purfleet's military history, its current position as a port, and the theatrical rigging of the backstage centre. The theme is also intended to look ahead, to Purfleet becoming a hub for the creative industries. Rope will act as a metaphor for linking West and East Purfleet, old and new, and tying the rich diversity of Purfleet together.

The Purfleet Flag project will involve and build on the strengths of existing groups and communities in the shaping of the town for new residents.

Images: Flags created for the Tilbury Festival



THE DESIGNS WILL BE GROUPED INTO FOUR THEMES:

HERITAGE/
ENVIRONMENT

COMMUNITY/
ORGANISATIONS

PORT/
BUSINESS

CREATIVE
INDUSTRIES

THE ART OF BATIK

Batik is a process of using melted wax as a resist on fabric. The wax is then painted on a white or coloured fabric - Kinetika work with specially commissioned Murshidabad Silk - using a brush dipped in melted wax. The fabric is then dyed, and the areas that have been waxed will not be penetrable by the dye.

WHAT TO DO NEXT?

ATTEND A ZOOM SESSION ON THE 30th JUNE at 2pm

Not familiar with Zoom? Don't worry there are other ways in which to engage, or we can provide further information on getting set up with Zoom.

Or arrange a follow up call or meeting if required, with artists Ali or Jacci. info@kinetika.co.uk

SUBMIT DESIGN BY THE 20th JULY

For further information on how to submit a design see the stages below.

SIGN UP FOR PAINTING SESSIONS BETWEEN 1-16 AUGUST

Details for signing up will be arranged with participants during the design phase.

ATTEND THE EVENT ON THE 27th SEPTEMBER

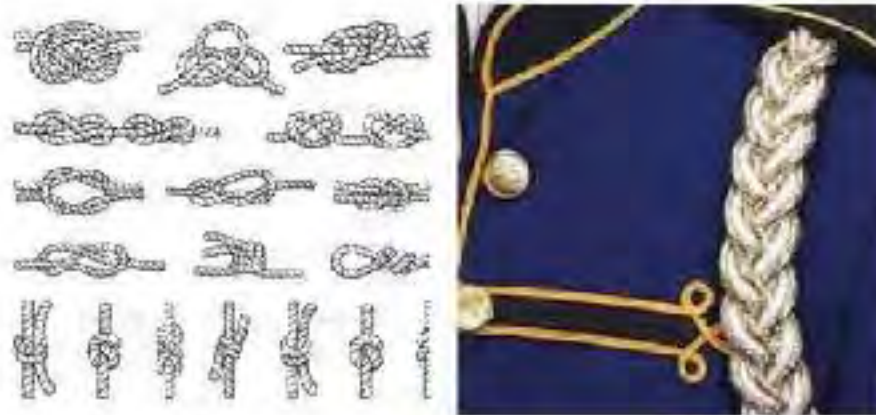


SUBMISSIONS

If you are working as a group on flag idea, please send them via your group's key contact, or indicate on your submission how many people will be sending in designs. For example, if your group has 4 people sending in separate design ideas, we would need to be aware 4 were coming to ensure everyone's ideas are included when designing the flag for your group.

1

Think about your group and what you do, and select 1-3 key images that will best illustrate it. This could be a logo, main character, a building, the landscape, your main activity.



2

Either make a quick sketch, or compose your photos, logos, etc., into a collage to map out how these images might be composed within the flag. Groups can submit their collaged images for Kinetika to work up into an full size design.



3

If you like we can drop a pack to you. With paper and a pattern. Then draw each image separately on an A3 or A2 sheet in pencil. Should you select to have Kinetika work up your design you are still very welcome to join in the waxing and painting sessions.



4

When you are happy with your drawings go over each one with a thick black marker pen.



5

Cut out these images leaving a small border around the black line and place them on the dot and cross pattern and experiment with positioning them until you're happy with the composition.



6

Stick them down with masking tape or blue tack and return them to us by the 20th July, by dropping them off at The Backstage Centre.

7

Sign up for a session to come and paint.

8

Attend the event on the 27th September with your flag.

WAXING & PAINTING

The following images demonstrating how it develops from the drawing to finished flag and the layering of the textures that can be created through the double waxing technique.

First layer of paint after first waxing



Double Waxing



Second painting



Finished painted flag



Thank you for taking part

Kinetika, 002 Artist Studios,
High House Production Park, Purfleet,
Essex RM19 1AS
E: info@kinetika.co.uk



The Purfleet-on-Thames Community Design Panel

with John Rowles





Purfleet-on-Thames Community Design Panel

Together with the Purfleet-on-Thames Community Forum, PCRL have established an independent Community Design Panel.

The Community Design Panel members are representatives from the community who have volunteered to work with PCRL to provide insight and local intelligence which is used to help test and shape the emerging designs.

Chair: John Rowles

E-mail: chair@purfleetcf.org.uk





Planning Consent: Section 73 Application

with Will Lusty, Savills

Planning Advisor to PCRL

savills



Areas Revised Under S73

- ① Location of Primary School
- ② Primary road network
- ③ Location of Train Station Ticketing Facilities





Minor Material Amendments

Land use plan
(as consented)





Minor Material Amendments







Revised land use plan

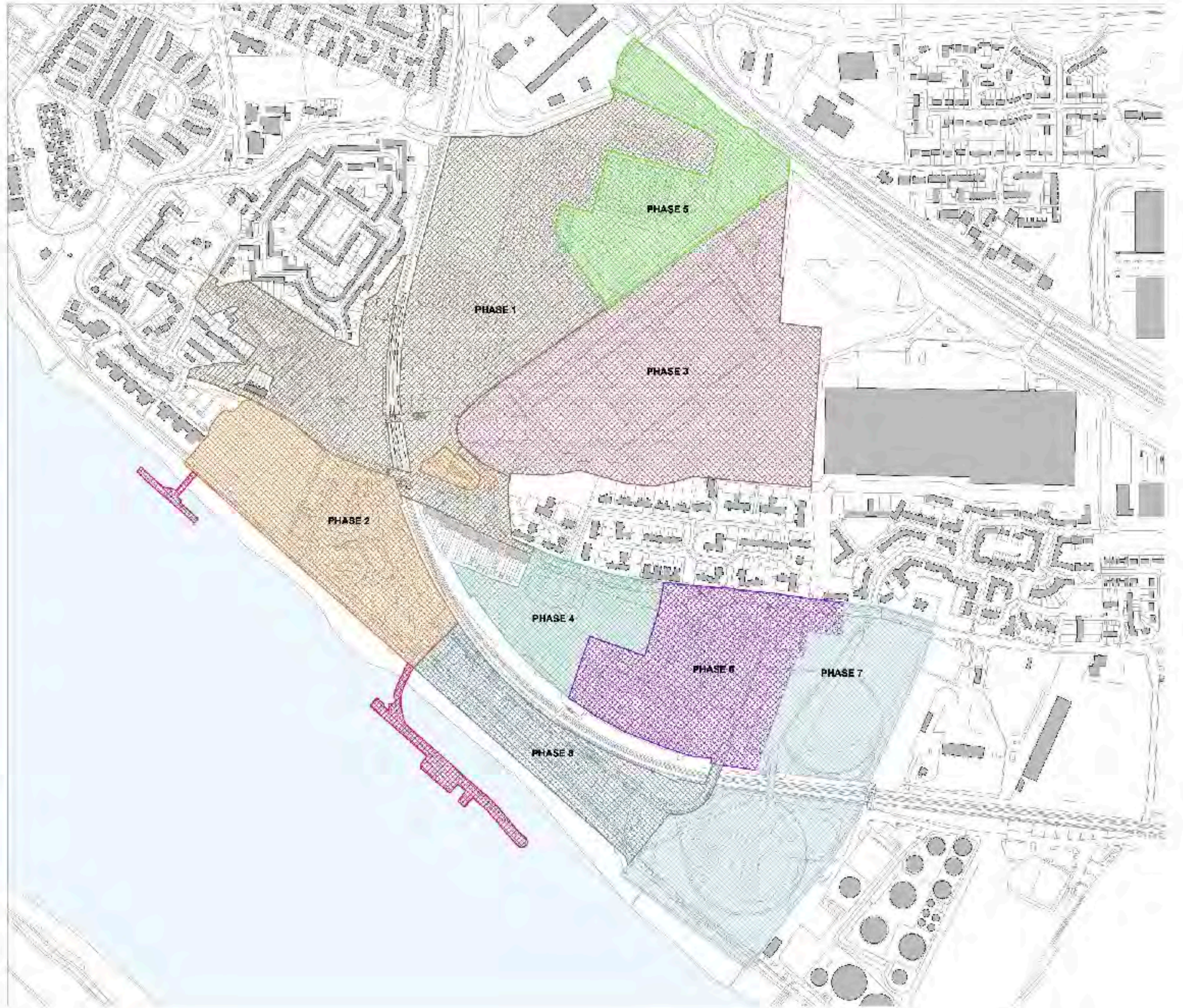




Masterplan

Delivery Phasing

-  PHASE 1 (2020-2027)
-  PHASE 2 (2024-2030)
-  TEMPORARY USES (2021-2024)
-  PHASE 3 (2022-2023)
-  PHASE 5 (2027-2031)
-  PHASE 6, 7, 8, 9 (2030-2033)





Planning Timelines

Community Webinar: Tuesday 23 June

Online Consultation: Open until Friday 10 July

PCRL Review of Consultation Feedback: Mid-Late July

Submission of 'Section 73' Planning Application: Mid August

Thurrock Council Statutory Consultation on 'Section 73' Planning Application:
Late August to late September

Thurrock Council determination of Section 73 Application: Autumn 2020



Online Consultation

Tell us what you think.

The online feedback form can be found at www.OurPurfleet.com and will be live until consultation ends on Sunday 12th July 2020.

The screenshot shows the top navigation bar with the 'OUR PURFLEET' logo, social media icons for Facebook, Twitter, and Instagram, and the text '#OurPurfleet'. A 'PLEDGE YOUR SUPPORT' button is also present. Below the navigation bar are links for 'OUR PURFLEET', 'OUR PROJECT', 'LATEST NEWS', and 'CONTACT US'. The main heading is 'Purfleet-on-Thames Regeneration Project' followed by 'Community Engagement Event – June 2020'. The text explains that a Section 73 Application will be submitted in August 2020 for three amendments: moving the primary school, realigning the road network, and moving the train station ticketing facilities. It invites comments and sets a deadline of 11.59pm on Sunday 12 July 2020. The 'Section 73 Application' section contains two questions with radio button options for 'Fully support', 'Somewhat support', 'Neither support nor oppose', 'Somewhat oppose', 'Fully oppose', and 'I don't know'.

Purfleet-on-Thames Regeneration Project
Community Engagement Event – June 2020

We will be submitting a Section 73 Application in August 2020 to seek permission for three minor amendments which have been made to the plans since the Outline Planning Permission was granted in December 2019. These amendments are:

- Moving the location of the primary school to a larger site to the west following engagement with the Harris Academy;
- Realigning the primary road network as a result of the proposed new location for the primary school;
- Moving the location of the train station ticketing facilities to occupy a more prominent position within the proposed Town Square following engagement with Network Rail.

We welcome any comments or queries you may have around these amendments, as well as future phases of the scheme. Please provide responses to this questionnaire by 11.59pm on Sunday 12 July 2020 at the latest.

Section 73 Application

1. To what extent do you support or oppose the change of location of the primary school? Please tick one.

Fully support <input type="radio"/>	Somewhat support <input type="radio"/>	Neither support nor oppose <input type="radio"/>	Somewhat oppose <input type="radio"/>	Fully oppose <input type="radio"/>	I don't know <input type="radio"/>
--	---	---	--	---------------------------------------	---------------------------------------

2. To what extent do you support or oppose the changes to the primary road network? Please tick one.

Fully support <input type="radio"/>	Somewhat support <input type="radio"/>	Neither support nor oppose <input type="radio"/>	Somewhat oppose <input type="radio"/>	Fully oppose <input type="radio"/>	I don't know <input type="radio"/>
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Purfleet Communications: What's next?

with Sam Wait, Swan Housing



Our Purfleet

The screenshot shows the website for the Purfleet Centre Regeneration project. At the top, there is a green header with the 'PURFLEET ON THAMES' logo on the left, social media icons for Facebook, Twitter, and Instagram, and the hashtag '#OurPurfleet' on the right. Below the header is a navigation menu with links for 'OUR PURFLEET', 'OUR PROJECT', 'LATEST NEWS', and 'CONTACT US'. A 'PLEDGE YOUR SUPPORT' button is also visible. The main content area features a large architectural rendering of a modern residential and commercial development. Below the rendering is the section title 'Purfleet Centre Regeneration' followed by a paragraph describing the project as a £1bn regeneration project in partnership with Thurrock Council. A second paragraph details the project's components, including a creative hub, shops, restaurants, new homes, a medical centre, a school, and film/TV studios. At the bottom of the main content area are three image-based buttons: 'Project Timeline', 'Events & Consultation', and 'Latest News'. The footer contains copyright information for 2020 Purfleet Centre Regeneration Ltd and links to the Privacy Policy and Cookie Policy.

#OurPurfleet

[PLEDGE YOUR SUPPORT](#)

[OUR PURFLEET](#) | [OUR PROJECT](#) | [LATEST NEWS](#) | [CONTACT US](#)

Purfleet Centre Regeneration

Purfleet Centre Regeneration Limited (PCRL), in partnership with Thurrock Council, is delivering a £1bn regeneration project that will transform Purfleet-on-Thames into a desirable riverside destination.

The scheme will create a world class creative hub on the River Thames surrounded by a new town centre with shops and restaurants, up to 2,850 new homes, an integrated medical centre, improved transport infrastructure, a new primary school and over 1,000,000 square feet of film and TV production studios. Later phases will deliver a new university campus providing high calibre education, with a focus on health and the creative arts.

[Project Timeline](#) [Events & Consultation](#) [Latest News](#)

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Purfleet-on-Thames Competition

Spread the word!

We're running a competition for 18 and under Purfleet-on-Thames residents, to be in with a chance of winning one of two brand new laptops.

All they have to do is tell us what Purfleet means to them (in any form - it could be writing, a photo, a drawing or anything, get creative!).

Enter via the Our Purfleet facebook page.

Competition closes at 5pm on Monday 20th July 2020.

**There's no place like
Purfleet-on-Thames!**

Enter our competition for under 18s (5-12 and 13-18 years old categories) to win one of two new laptops! Just show us what Purfleet means to you.

Full details at www.OurPurfleet.com



Q & A

Please type your questions into the Live Chat box.



**Thank you for joining our first
Online Community Engagement Event**

*All information shared this evening will be published at
www.OurPurfleet.com*