

JUBILEE PARADE, LOWESTOFT

CONTEXT



Thank you for your interest in the Jubilee Parade project which will see East Suffolk Council bring forward plans to improve the area for residents, businesses, visitors, and community groups, to enhance the town as a vibrant place to live, work, and visit.

Lowestoft is a traditional seaside resort, first developed as a bathing site in the 1760s, and further developed by Sir Samuel Morton Peto whose railway, built in 1847, enabled Lowestoft to become a flourishing seaside holiday resort. Much of Peto's seaside resort in south Lowestoft still exists, including the Grade II listed Kirkley Cliff and Wellington Esplanade terraces, which are located within the South Lowestoft and Kirkley Conservation Area.

The 1930s saw further modernisation of the seafront however, in 2016 it was determined that the brick and concrete chalets located at Jubilee Parade were no longer considered safe for use. Following a structural assessment, there were fears for the structural integrity of the chalets owing to significant cracking in the retaining walls. They were subsequently condemned by structural engineers. Following their demolition, East Suffolk Council heavily invested in stabilising the cliff, as well as creating a new retaining wall to prevent further slippage. In 2022, Eastern Edge was completed, consisting of 72 contemporary beach huts.

In 2021, East Suffolk Council, led by the Economic Regeneration team, commissioned the London Road Lowestoft High Street Heritage Action Zone and Seafront Masterplan, which provides initial concept proposals for how changes to public spaces and the urban environment can help regenerate South Lowestoft and Kirkley. Royal Plain acts as a gateway to the masterplan area from the adjoining port area and connects to the centre of Lowestoft to the north. Comments from the engagement events to develop this masterplan have been taken forward to create the designs you see today.

THE PROJECT

In early 2023, East Suffolk Council was awarded £4.3m from HM Government's Levelling Up Fund, specifically for Jubilee Parade. The project is the third phase of the Jubilee Parade vision to be delivered. Earlier works to stabilise the cliff and contemporary new beach huts, Eastern Edge, have already been delivered. When works commence, they are expected to be undertaken in two stages to limit disruption and impact on local businesses, residents, and tourists during the summer season.

The project itself involves the demolition of the existing decaying 1930s structure, and will see the construction of a new, accessible two storey café complex and beach veranda accommodating:

- A new indoor café/restaurant facility on the first floor, offering uninterrupted views of the sea with outdoor seating.
- Three concession units on the ground floor
- New toilets, showers, and a changing places facility (fully accessible toilet designed to provide sufficient space and equipment for people who are not able to use toilet facilities independently).
- A lift and new staircase between the upper promenade and lower promenade to provide improved access to the seafront.

Additionally, improvements to the public realm will also be made including new lighting, beach front decking, and replacement of the cliff top wall. The designs have acknowledged the complex's position within a Conservation Area and have taken inspiration from the heritage of the area to inform the contemporary design.

The project is being undertaken to improve the leisure offer for residents and visitors, and to improve footfall in the area. The existing structure sadly does not allow for the provision of modern facilities, and requires significant investment to improve the existing access, update the utilities, and safely process wastewater. We have explored the option of improving the existing facility, however due to the complexities of the required works, this was not a practical or economical option.

An important element of the project has required the undertaking of ground investigations, including cliff stability and utility surveys, which have determined that the new proposed complex is suitable.

FREQUENTLY ASKED QUESTIONS

WHAT IS THIS EVENT FOR?

We have previously consulted with residents, businesses, schools, and community groups to understand what they would like to see at their seafront. These informed the London Road, Lowestoft High Street Heritage Action Zone and Seafront Masterplan.

We are now at the stage where we would like to share the latest designs for Jubilee Parade with you, which show how we have incorporated these comments as we approach the planning application stage and submission to East Suffolk Council. The event will allow you to view the designs and discuss them with the team.

WHAT'S GOING TO HAPPEN TO THE CAFÉ?

We are working closely with the existing operator with regards to short-term service provision during the construction period, and long-term satisfactory outcome in terms of continued presence and service provision at the seafront. During construction, we will also be providing a temporary structure for the current operator to operate from, so everyone will still be able to enjoy their coffee or ice creams on the seafront.

WHO IS INVOLVED IN THE PROJECT?

East Suffolk Council are working with Norwich based architects, Chaplin Farrant, Norwich based construction consultancy, Canham Consultants, and King's Lynn based designers, Sheils Flynn. We are also working closely with the operator of Zak's at Sunrise, Waveney Disability Forum, and the volunteer lifeguard corp.

WILL THE WORKS EVER HAPPEN?

Yes - the project is being funded by Lowestoft's successful bid to HM Government's Levelling Up Fund for

£4.3m, which we secured in early 2023. This is also backed by a £600,000 match funding contribution from East Suffolk Council. Works are anticipated to commence early 2024, with the complex completed by Spring 2025.

WHAT WILL HAPPEN AFTER TODAY?

As we have undertaken engagement events previously where we have collected your comments to inform the designs, we are now at the stage where we will submit the designs for planning permission in the coming weeks. However, we welcome your comments which can be sent to us at thinklowestoft@eastssuffolk.gov.uk.

WHY ARE EAST SUFFOLK COUNCIL DOING THESE PROJECTS? WHY NOW?

East Suffolk Council recognise that further work needs to be done to regenerate the wider area to make it a more desirable place to live, work, invest in, and visit. We often receive comments from the community about how we could improve the town, so that it can be a place people are proud of. Recently, we have secured nearly £30m from HM Government's Towns Fund and Levelling Up Fund, which has been match funded by East Suffolk Council. The projects that are being delivered through this fund within the Historic Quarter, Cultural Quarter (Town Centre), Station Quarter, Port Gateway, and Seafront have been made possible due to these recent funding opportunities that we haven't necessarily been able to access before.

In 2021, the Lowestoft Town Investment Plan was developed by Lowestoft Place Board in partnership with East Suffolk Council, which sets out ambitious plans for future development and investment in Lowestoft over the next 10 years. This Investment Plan helped inform our bids to HM Government to highlight our ambitions and secure the funding for improvements.

HOW WILL DISABLED ACCESS BE IMPROVED?

East Suffolk Council has a responsibility to ensure all areas are accessible where possible. Occasionally, it is difficult to address this due to the natural landscape of an area or for conservation reasons. With regards to Lowestoft seafront, we know that a majority of the cliff scores between the upper and lower promenades are not suitable for wheelchair and buggy users due to the gradient, so we are exploring alternative ways we could improve the current access.

Currently, the nearest wheelchair accessible ramp to access Jubilee Parade is located at Claremont Pier, some 650m away, and we understand there are many people who cannot, or find it difficult to, access this part of the lower promenade due to this barrier. By installing a multi-level lift, we believe many of these challenges will be addressed. Additionally, the changing places facility at East Point Pavilion and the boardwalk near the pagoda have been so well used, we are proposing that these are also built at Jubilee Parade, meaning that those with mobility disabilities or anyone that needs to use a wheeled device, will be able to enjoy this part of the beach too.

As with many of our projects, we are working closely with the Waveney Disability Forum, who have provided insight and suggestions for the designs.

I MAY BE INTERESTED IN ONE OF THE CONCESSION UNITS ONCE OPENED. HOW DO I EXPRESS INTEREST?

Please email the team thinklowestoft@eastssuffolk.gov.uk, stating 'Expression of Interest – Jubilee Parade', along with your name, contact details, and information regarding your business venture.

WHAT ELSE IS BEING DELIVERED AROUND THE SEAFRONT? ACTIVE PROJECTS:

ROYAL PLAIN, ROYAL GREEN, SOUTH QUAY WHARF - The Lowestoft Seafront Vision project will see East Suffolk Council bring forward plans to improve connectivity between the seafront, town centre and Kirkley.

The improvements will see:

- New fountain and mirror pool (this was one of the most requested features the community would like to see reinstated)
- Improved public spaces at South Quay Wharf, Royal Plain, and Royal Green, with new lighting and soft, coastal inspired landscaping introduced.
- Outdoor gym equipment
- Improved games offer for young people.
- Urban balcony at South Quay Wharf from which to enjoy the view over the harbour and bascule bridge.
- Improved green travel offer (cycle station, electric vehicle charging points)

Phase 1 of the Seafront Vision will see works to the popular areas of Royal Plain, Royal Green, and South Quay Wharf take place later this year funded through part of Lowestoft's £24.9m allocation from HM Government's Towns Fund and is anticipated to be completed Spring/Summer 2024.

LOWESTOFT FLOOD RISK PROJECT - The flood protection scheme seeks to develop a way forward to reduce the risk of tidal flooding, caused by a tidal surge that develops in the North Sea along the eastern coastline of the UK as demonstrated by the events in 1953 and most recently in December 2013. Lowestoft has very limited existing tidal flood defences and without further investment, the town will remain at significant risk. The Lowestoft tidal barrier and flood walls are to make up the towns permanent flood defences. When complete, the Lowestoft Flood Protection scheme will reduce the risk of flooding to more than 1,500 homes and 825 businesses in the town.

PROJECTS DELIVERED TO DATE:

EAST POINT PAVILION - The iconic seafront venue reopened in June 2022, as the first project delivered through HM Government's Towns Fund. It is operated by the team behind First Light Festival CIC. The Victorian-style glass pavilion situated on Royal Plain, is now a thriving cultural and community space for the town, providing trading space for small entrepreneurial 'pop-up' businesses, and curate a year-round cultural and community programme. The venue now also has a changing places facility which contains equipment such as hoists, curtains, adult-sized changing benches, and space for carers.

EASTERN EDGE BEACH HUTS & BEACH HUT REFURBISHMENT – Completed in Summer 2022, and designed by Norwich-based architects Chaplin Farrant, the £2.6m project created split level beach huts which have replaced the former Jubilee Chalets. The project also saw vital works to strengthen the cliff undertaken. Ten of the most central huts have been designed to be more easily accessible for wheelchairs and buggies. The existing beach huts have also been refurbished, now painted in colourful pastels from Lowestoft colour palette. Beach huts can be hired through Lowestoft Beach Hut Hire.

BEACH BOARDWALK - A new boardwalk opened in June 2022 allowing people with disabilities and parents with pushchairs better access to the seafront. The boardwalk, created in collaboration with East Suffolk Council and Waveney Disability Forum, is located near to public toilets, the beach access ramp and the Claremont car park and will provide year-round access to the beach.

For more information on our regeneration projects, please visit www.thinklowestoft.co.uk or follow our social media channels by searching 'Think Lowestoft' or @thinklowestoft on Facebook, Instagram, Twitter, and LinkedIn.