



DESIRE LINES PRESENTATION



An aerial photograph of an industrial facility, possibly a refinery or chemical plant, situated on a peninsula or island. Several tall smokestacks are visible, with white smoke rising from them. The facility is surrounded by water, and a long, winding stone breakwater or causeway extends from the land into the water. In the background, a city skyline is visible under a hazy sky. The text "THIRD NATURE" is overlaid in large, white, sans-serif capital letters across the center of the image.

THIRD NATURE

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WORKSHOP

What if...

What if the green became the glue?

Trees in bags and simple plantings linking neighbourhoods and cooling the island.

What if we started where the footprints already are?

Instead of planning from above, we traced the paths people already make, physical, social, emotional, and built from there.

What if we began anywhere?

A bench, a path, a tree, every small act a catalyst for larger change.

What if the town centre became the island's living room?

Temporary furniture, art, and events turning the high street into a social heart.

What if we focused on getting shit done?

From endless meetings to visible movement, testing, building, learning in real time.

What if young people led the change?

Youth-built pop-ups and co-created experiments as catalysts for pride and belonging.

What if we planned by doing?

Tactical, low-cost pilots to test big ideas: benches, markings, micro-gardens.

What if mistakes were milestones?

Failure became a form of learning, small risks turning into collective wisdom.

What if co-creation became a local tradition and part of school work?

Walk & talks, postcard workshops, and street-labs turning planning into shared ownership.

What if we made our own tools?

Inventing methods, maps, and materials fit for the island, amplifying local capacity and creativity.

What if the island was a loop instead of a maze?

A connected walking and cycling path joining town, nature, and waterfront.

What if nature was a result of an optimized infrastructure?

Let ecology and microclimate guide future development and connections. The business case is defined by less paved surface to service or renew.

What if water was our friend, not our fear?

Create visible destinations and dynamos at the Thames, piers, decks, water plazas, making resilience part of identity.

What if we jumped fences?

Design, art, ecology, and everyday life mixing freely, no boundaries, just shared curiosity and invention.

What if we dared to disturb the familiar?

If nostalgia wasn't a refuge but a material to remix, a way to spark fresh curiosity about what Canvey could become.

What if curiosity replaced judgment?

We stopped defining Canvey from the outside and began listening, mapping, and amplifying its internal voices.

What if laughter was a measure of progress?

Joy, humour, and play became the pulse of civic growth, proof that collaboration is alive and well.

What if the ordinary became extraordinary?

If daily rituals like queuing for chips or walking the seawall were treated as cultural performances worth celebrating.

What if memory was our material?

We built with stories, scars, and songs, treating history not as weight but as a springboard for renewal.

What if craziness was a civic virtue?

Imagination, play, and small-scale absurdity as tools for civic pride and collective invention.

What if collaboration was made visible?

The process itself became public art, transparent, participatory, and delightfully imperfect.

What if temporary experiments became permanent?

Small, tactical pilots like pop-ups, street interventions, and micro-gardens evolve into lasting features, letting tested ideas shape the future of the island.

What if we turned challenges into potential?

Known for the most innovative mobility. Known for the strongest community feeling. Known for nature-based storm surge adaptation, not protection. Every path, gesture, and gathering as part of the island's evolving identity.

What if the island wasn't seen as a sea of sameness but an archipelago of stories?

Each street, pier, and puddle a tale, and identity became a network of narratives rather than a single brand.

What if...

What if we turned challenges into potential?



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What if...

safety was intuitively clear for all commuters?

What if...

What if the green led to the blue?

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What if...

the flood wall didn't remind us of The Truman Show?

What if...

What if memory was our material?

Barry Palmer

Canvey Island Big Local
Chairperson

I mean, it's magic.

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What if...

What if laughter was a measure of progress?

What if...

What if water was our friend, not our fear?



What if...

Canvey Island won awards for best urban space?

What if...

new post cards of Canvey Island were made?

What if...

we jumped fences?

What if...

"The best local band in the world"

DR FEELGOOD



the music world came to Canvey Island?



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What if...

Canvey wasn't a sea of sameness but an archipelago of stories?

What if...

MOST CURIOUS PLACE

We'll make Canvey Island curious again?

IN ENGLAND

all and Coastguard Station.

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WHAT WE FOUND

































 **Fantasy Island
Adventure Park**
Family Fun For All Ages
MAIN ENTRANCE
To Park and Seafront













CANVEY

THE LABYRINTH

ISLAND

Seaside



O SOCIAL MIXING CHALLENGE REFLECTION

BY THE TEAM



INDEPENDENCE SOCIAL ACTION INSPIRATION

NCS
2018



Circa 1985

CANVEY IS
ENGLAND'S
LOURDES



CANVEY ISLAND HORTICULTURAL SOCIETY





CANVEY ISLAND HORTICULTURAL SOCIETY

DAVID AND ROSIE

"Rest Awhile and Enjoy The View"

Friends Of Concord Beach

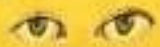








COLD DRINKS HOT FOOD
ICE CREAM
PADDLING POOLS



COLD DRINKS HOT FOOD
ICE CREAM
PADDLING POOLS





Concord Paddling Pools

These are non supervised facilities.
All children must be supervised by an adult.



Caution
shallow water



Caution
surface around pool
can be slippery



Beware of
submerged objects



Beware of
uneven surface



Beware of varying
water depth



No jumping



No diving



DO NOT take
glass into the pool



No dogs
allowed in pool



DO not climb
on rocks



Emergency



















THIS IS A

LAKE





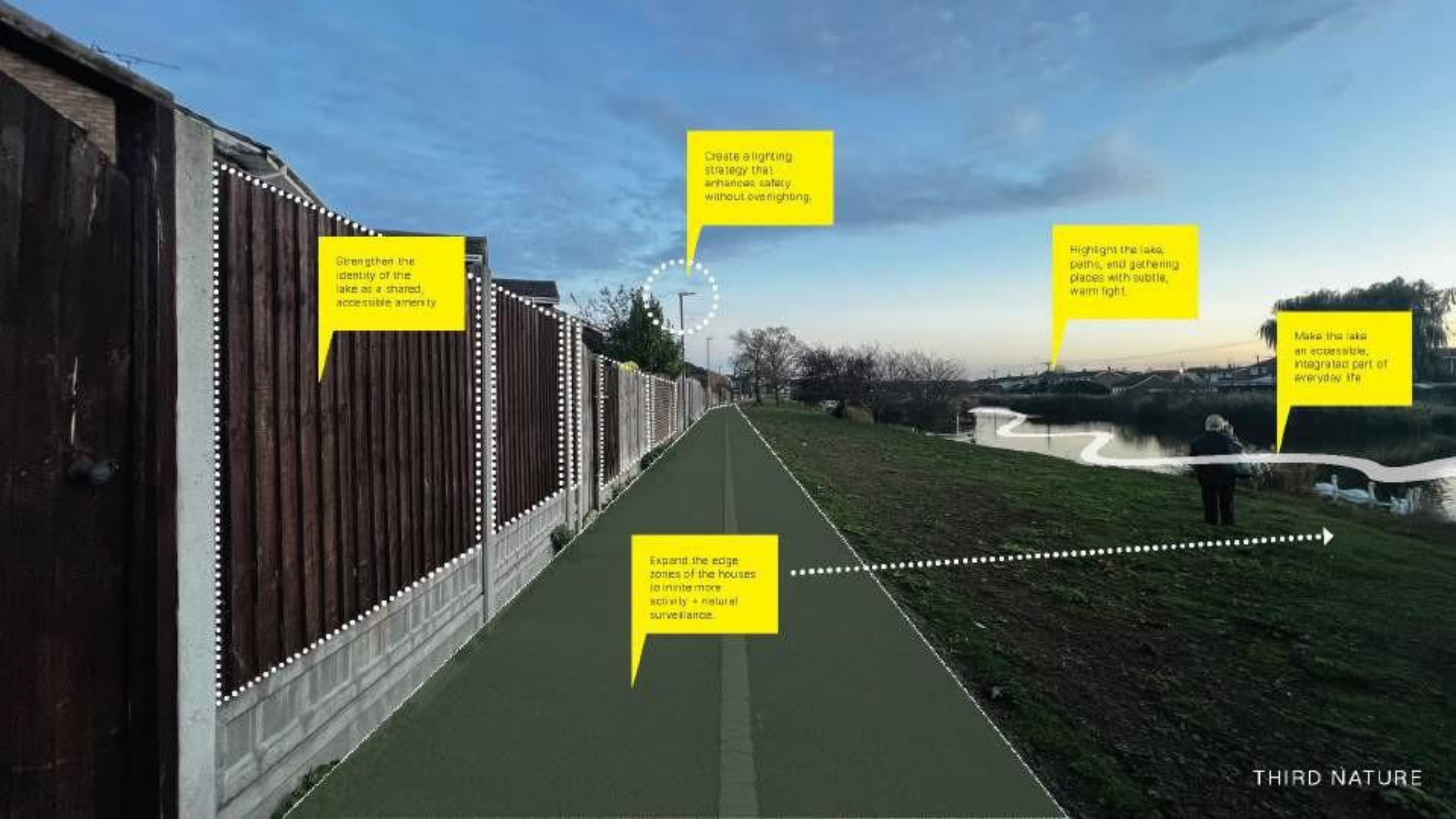




WHAT IF...

A photograph of a residential street at dusk. On the left, a dark brown wooden fence runs along the edge of a paved sidewalk. To the right of the sidewalk is a grassy area that leads to a calm lake. In the distance, a person is standing on the grass near the water's edge, and several white swans are visible in the lake. The sky is a mix of blue and orange, indicating sunset or sunrise. A dark horizontal bar with white text is superimposed across the middle of the image.

What if eyes on the lake could increase safety and property value?



Strengthen the identity of the lake as a shared, accessible amenity.

Create a lighting strategy that enhances safety without overlooking.

Highlight the lake, paths, and gathering places with subtle, warm light.

Make the lake an accessible, integrated part of everyday life.

Expand the edge zones of the houses to invite more activity + natural surveillance.

From Lakeside paths to path on the lake. Extend walking and cycling routes onto floating or boardwalk paths



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Expand the edge zones of the houses to invite more activity + natural surveillance.

Strengthen the identity of the lake as a shared, accessible amenity

Highlight the lake, paths, and gathering places with subtle, warm lights.

Create a lighting strategy that enhances safety without overlighting.

Create intuitive wayfinding solutions that guide people naturally between areas

Make the lake an accessible, integrated part of everyday life

Create welcoming destinations by introducing Canvey's desire lines



What if infrastructure was about connecting rather than separating?

Create new types of crossings to enhance connectivity on both sides of the road.

Optimize paved areas to enhance comfort, character, and invitation along the high street.

Create intuitive wayfinding solutions that guide people naturally between the city and the sea.

Integrate rainwater management and resilience as systemic tools when renewing infrastructure.

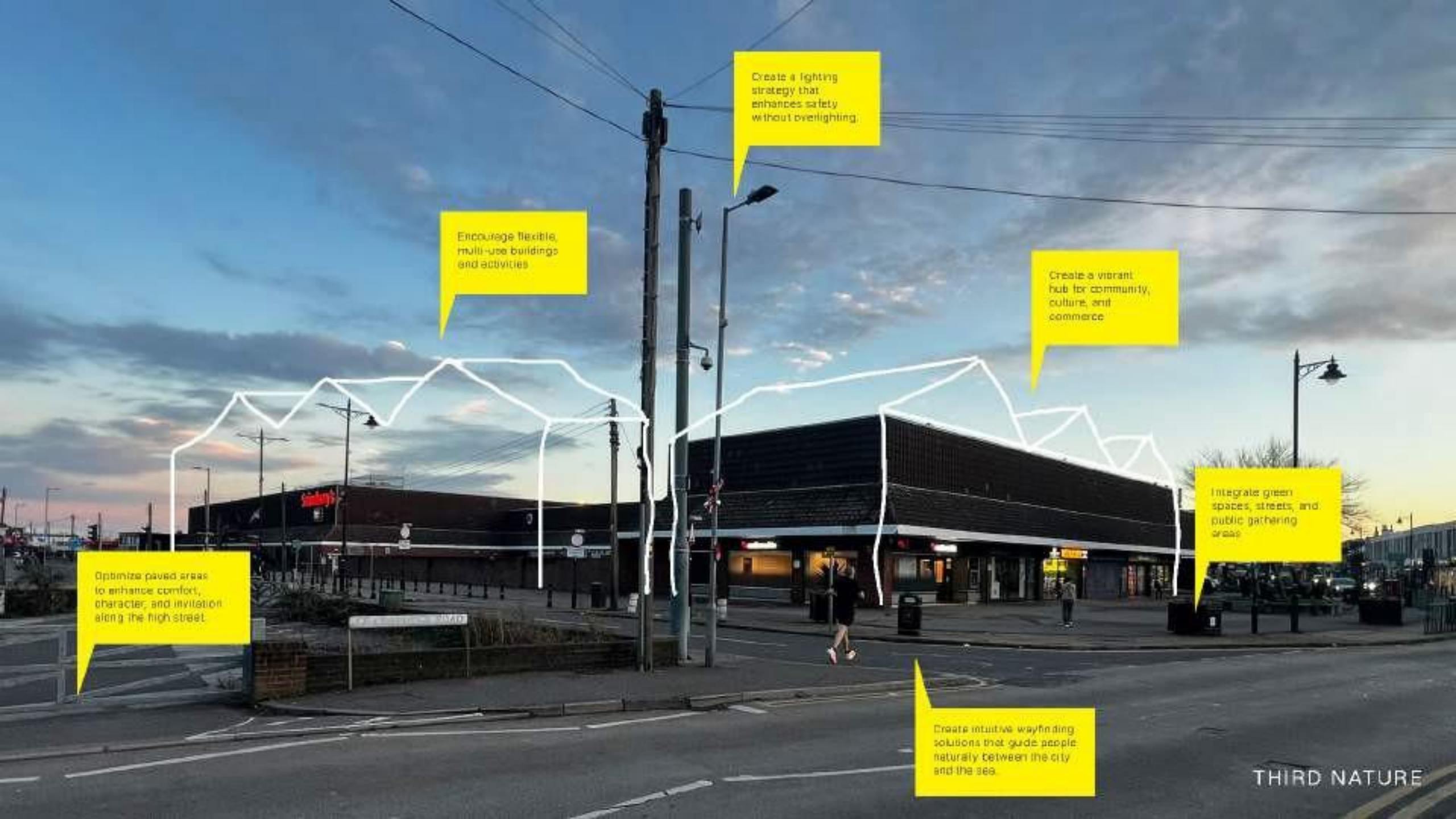
Safety for soft commuters, Increased biodiversity, Cooling the city, less maintenance



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What if a new central district could be imagined for the future?



Create a lighting strategy that enhances safety without overlighting.

Encourage flexible, multi-use buildings and activities

Create a vibrant hub for community, culture, and commerce

Integrate green spaces, streets, and public gathering areas

Optimize paved areas to enhance comfort, character, and invitation along the high street

Create intuitive wayfinding solutions that guide people naturally between the city and the sea

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Potential new central district

Potential for a new central district after the Sainsbury contract ends in the 2030s

Create welcoming destinations by introducing Carvey's desire lines

Adding trees and identity to the playing fields at King George V

Create intuitive wayfinding solutions that guide people naturally between the city and the sea



What if proximity to nature defined value?

Unlock potential along the
seaside by densifying with
new housing types and
connecting landscapes

3 + 30 + 300
Ensure at least 3
trees are visible from
every residence

Create a lighting
strategy that
enhances safety
without overlighting

Create year-round urban
and beach life with a focus
on recreational qualities

3 + 30 + 300
Provide a 30% canopy
coverage throughout the area

Strengthen the boardwalk
with strategic destinations
along desire lines

3 + 30 + 300
max. 300m to an
urban space



6-10" MAXIMUM HEIGHT 2.1m

What if we transformed barriers into inviting landscapes?

Labworth Green today



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Reimagining Labworth Green



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Transforming the coast as a recreative nature based storm surge solution

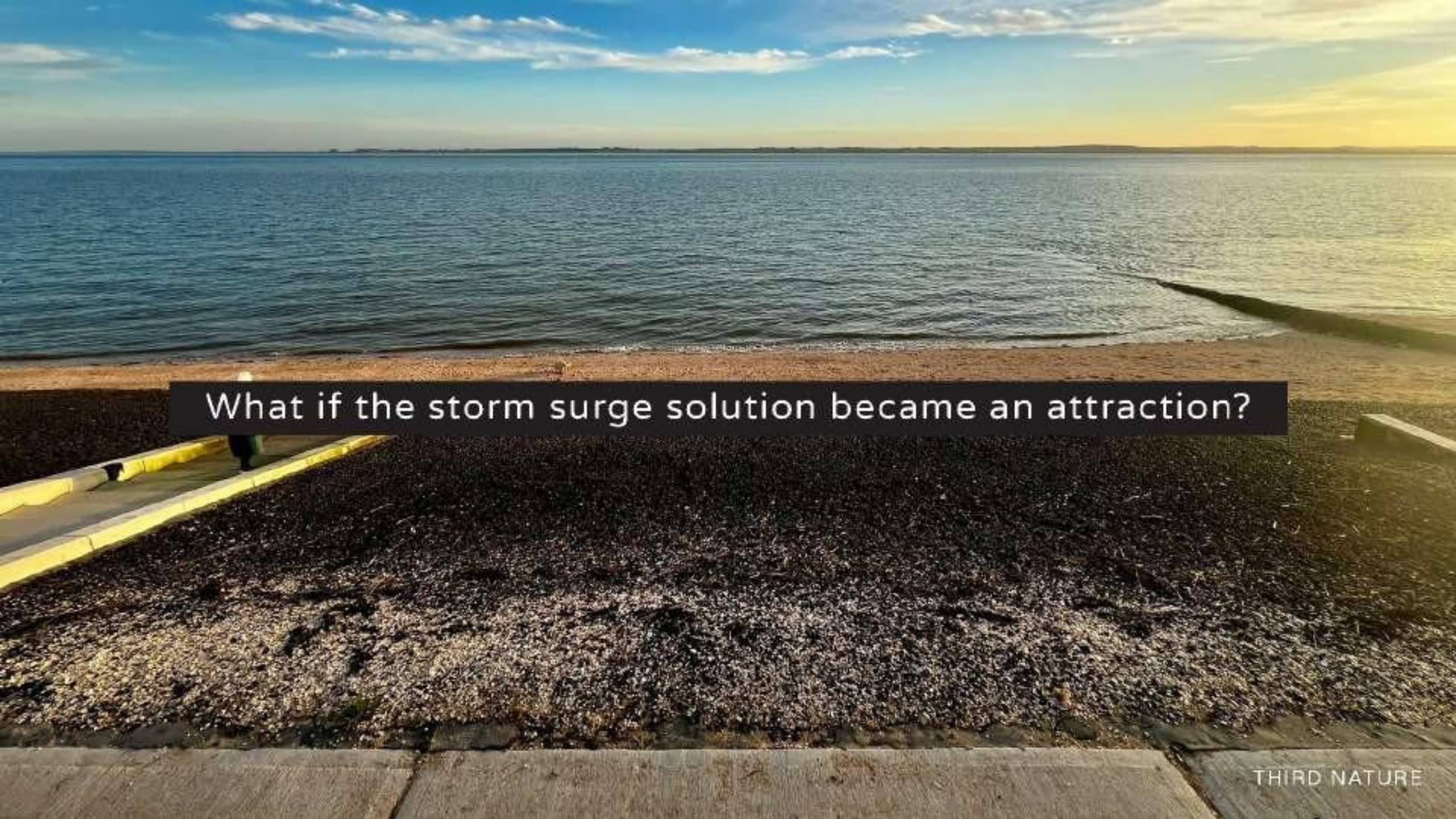


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Restoring native wetlands, meadows as a natural storm-surge protection



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What if the storm surge solution became an attraction?

A nature-based landscape connecting both sides of the wall



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Create welcoming destinations by introducing Canvey's desire lines

Strengthen mobility and existing desire lines by creating a new green loop in Canvey

Enhance connectivity while adding ecological and social value

Encourage walking, cycling, and recreational movement

Major opportunity for a new central district and to create community spaces and facilities

Connect key neighborhoods, parks, and the waterfront

Create intuitive wayfinding solutions that guide people naturally between the city and the sea.

Adding trees and identity to Wooden Park

Transforming Labworth Green into an inviting and bustling seaside place, reconnecting the town with the sea

RECONNECT WITH WATER AND NATURE

Reintroduce nature and green corridors as natural wayfinding and resilience elements. Restore visual and physical links to the Thames, wetlands, meadows, creating spaces for recreation, ecology, and flood adaptation.

LIVING MAP WITH DESIRE POINTS, LINES AND LOOPS

Identify informal paths and enhance them with green streets, bridges, and connections. Strengthen movement, social encounters, and accessibility across neighborhoods.

USE CURIOSITY AS AN INVITATION

Use temporary interventions, plantings, and prototypes to test new ideas. Make change visible, participatory, and iterative, building confidence and excitement for longer-term transformation. Turn your curiosity into culture!

Canvey Pride in Place Board

Chair: Draft Purpose of the Role and Person Specification

Purpose of Role

To lead the Pride in Place Board in the preparation and delivery of the Investment Plan that will set out how the investment of £20 million of Government Funding will provide sustained benefits for Canvey Island and the impact on the wider Borough.

To be the lead advocate of the programme at a local, regional and national level.

To chair the Pride in Place Board and drive the debate and discussion to ensure that decisions are made in a timely manner and the programme is maintained.

To guide and work with a programme director on the strategic use of the £20 million funding working closely with the local Council as the accountable body, and oversight of the project programme.

To support the appointment of future or additional Board members in consultation with the Pride in Place Board ensure that the Board members are neutral and conflicts of interest are identified and addressed.

To ensure that the Board is dynamic, focussed on the purpose and allows for transparency upholding Nolan principles of public life: (<https://www.gov.uk/government/publications/the-7-principles-of-publiclife/the-7-principles-of-public-life--2>).

To uphold the Terms of Reference of the Pride in Place Board

To represent the brand of the pride in Place Board and be the face of the Board within the local community, the media and with partners

What sort of person is the Board looking for?

There is no set profile for this Chair role. Your knowledge of the Island and its communities, you ability to ‘get stuff done’ and a real passion for making meaningful change for the Island will be key. You will, however, need to demonstrate leadership qualities to help keep the Board on track, collaborate with the Accountable Body and act as a senior ambassador for the programme.

You might fall into one of these categories:

- a local business person
- the head of a local charity
- a local campaigner
- a philanthropist
- head of a further education college
- a director for the NHS Trust
- a director of a football club

Or you might not. We have no fixed idea about your role in the community or your profession or job. What we do want is someone who is completely up for helping to lead us on this amazing journey. Note, the chair of the Pride in Place Board cannot be an elected representative.

Person specification

- You are dynamic and have a real energy and passion for all things Canvey.
- You understand the need to keep up pace between meetings as well as being clear and coherent in them.
- You have a clear focus on the job in hand.
- You display the drive and ambition for the benefit of the local community.
- You are an established a community leader within the borough of Castle Point, preferably Canvey Island.
- You have a track record of partnership working including chairing meetings.
- You have strong advocacy skills and strong leadership, including conflict resolution.
- You are not an MP or Councillor.
- You demonstrate confidentiality, respect and trust.
- You are brave, honest and trustworthy.

Terms

This role is unremunerated and the time commitment is anticipated to be in the region of two to three days per month.

Timescale and process

Outline agreed at last meeting, detail yet TBC with Castle Point.

Canvey Island Pride In Place community communications plan

1. Objectives – what do we need to achieve?

- Raise awareness of the £20 million investment and its long-term benefits.
- Build trust and transparency around the Board’s work and decision-making.
- Encourage active participation from residents, businesses, and local organisations.
- Support the successful submission of the Regeneration and Investment Plans by November 2025.

2. Key Audiences

Who are they and what do we want them to think/feel/do?

Who	Think	Feel	Do
Residents	“This investment will improve my daily life and community.”	Hopeful, included, listened to	Attend events, complete surveys, share views, support initiatives
Businesses	“This programme will boost the local economy and help my business thrive.”	Optimistic, valued	Engage with the Board, support initiatives
Community organisations	“We have a role to play in shaping Canvey Island’s future.”	Empowered, collaborative	Participate in workshops, amplify outreach
Media	“This is a major story of regeneration and community-led change.”	Interested, informed, engaged	Cover milestones, request interviews, share success stories

Government	"This programme is well-managed, impactful, and aligned with national priorities."	Confident, reassured	Approve plans, release funding
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3. Core Messages

- £20 million investment to transform Canvey Island, led by the community, for the community.
- Your voice matters: help shape the future of housing, transport, safety, health, education and high streets.
- Together, we're building a better Canvey Island

4. Timeline & Milestones

What are the key milestones?

When	What	Activity
Sep – Nov 25	Engagement	Public meetings, pop-ups
Nov 25	Submission deadline	Media release, stakeholder update
Apr 2026	Phase 1 funding begins	Launch event, press release
May 2026 onwards	Ongoing delivery	Regular updates on projects, impact reports

5. Channels & Tactics

- **Digital:** Website, email newsletters, social media (Facebook, X, Next Door, Tik Tok)
- **Print:** Castle Point Together, flyers, posters in public spaces, local newspaper
- **Events:** Town halls, pop-up stalls, business breakfasts
- **Media:** Press releases, interviews with Board members
- **Partnerships:** Leverage trusted voices

6. Implementation

Date	Focus	Key message/angle	Channels
End November	Submission of first plans	Plans submitted shaped by resident voices	Press release, social media, stakeholder email, Castle Point Together
December	Recruiting new Chair	Unique opportunity to lead the board – apply now	LinkedIn, stakeholder email, business newsletter
January	Community reflections	What Canvey residents hope for in 2026. Using info gathered through engagement	Infographic, vox pops, social media
	Spotlight on Desire Lines	Project spotlight	Explainer videos, interviews with architects (trade press), press release, social media
February	Launch of Canvey Youth Board	Young voices shaping the future of Canvey	Video with board members, social media takeover
	Business piece	Local business backing generation	Interviews, LinkedIn, business newsletter
March	Jewish community perspective	Creating inclusive communities	Videos, quotes

	Spotlight on priority projects	Round-up of priority areas	Explainer video, carousel posts
April	Phase 1 Funding Launch	PR launch at one of the projects	Media call, photography, press interviews

7. Evaluation & Feedback

- Track engagement metrics: attendance, survey responses, social media reach
- Monitor sentiment and feedback through community forums and online comments

Adjust messaging and tactics based on feedback