



REPORT TO CANVEY PRIDE IN PLACE BOARD – 11 September 2026

SUBJECT: Cultural strategy development & delivery including plans to secure match funding & scoping for King George Pavilion (KGV)

1 PURPOSE OF REPORT

- 1.1 This report sets out how the Board will respond to a clear priority identified by Canvey residents: the need for welcoming community spaces that create opportunities for people to come together, develop skills, be creative, and help shape the future of their area.
- 1.2 This report identifies a clear roadmap to honouring the wishes of local residents gathered during the engagement in October 2025:

Residents wanted more accessible cultural, creative and community spaces that bring people together across ages, including arts venues, galleries, music spaces and community hubs. As one resident put it: *“More investment into arts and culture spaces for young and older people... Canvey used to be a cultural hub (goldmine). Bring it back!”*

Residents called for safe, dedicated spaces for young people to socialise, learn and take part in activities, rather than gathering on the streets. Typical comments included: *“A place for young people to go to hang out... Somewhere with pool tables and other activities”* and *“Youth clubs and places for teenagers. Music venue. In winter months somewhere for youngsters to go & improve social skills.” “More art/music/creative sessions for the youth”*

Residents wanted more arts & culture opportunities to support wellbeing, recreation and community life. Examples included: *“Arts and culture*

manufacturing economy and jobs, new CIC, to manage new start up businesses, increase GDP of Canvey and work on the island” ;“Art & Crafts Centre”

- 1.3 Cultural infrastructure contributes significantly to local economies through employment, tourism, skills development, business growth and increased footfall. Culture and creative industries are major contributors to economic development and investment attraction. Our involvement as a grassroots arts organisation with strong local connections and national strategic partners will help identify opportunities for: Youth & Community Infrastructure; Creative workspace provision; Skills and training opportunities; Artist development programmes; Community enterprise activity; Cultural destination programming and working in partnership to provide improved spaces and provision for youth and community activities.
- 1.4 Estuary Festival is a proven strategic partner capable of accelerating delivery, providing cultural leadership. Through its established networks, community engagement and high-quality cultural programme, it brings investment, develops local talent, strengthens pride in place and raises the profile of Canvey Island. We have a network of Canvey-based artists, producers and participants who would be involved in this programme to grow local leadership and knowledge.
- 1.5 The seed investment set out in this report will enable Estuary Festival to act as a catalyst to secure match funding, deliver cultural growth, economic opportunity and long-term community impact.

2 LINKS TO THE CANVEY ISLAND REGENERATION PLAN

- 2.1 This will be the first step in delivering the Creative Industry and Community Arts commitments as set out in the Pride in Place regeneration plan, which are to deliver:
 - New cultural hub in the town centre (**p.25** (Vision), **p.92** (Town Centre project))
 - Artist studios, performance and exhibition spaces **p.72** (Project 3: Skills & Employment Development) **p.72** (Project 3)
 - Public art and cultural programming **p.92** (Town Centre project)
 - Arts Council England investment target of £3m+ **p.108**
 - Recognition of the creative sector as a priority growth industry **p.72**, **p.96-99**
 - Community-led cultural events and music programming **p92**
 - Expansion of creative engagement programmes **p49**

- Strategic alignment and partnerships **p.72 & p.96-99**

- 2.2 Regeneration of the King George V Pavilion (KGV) is included in the regeneration plan, to enhance it as a youth and community facility to support greater participation, wellbeing and community engagement. **p.74**

3 MATTERS FOR THE BOARD TO CONSIDER

- 3.1 The Board is asked to consider and take decisions on the following matters and consider allocating resource to the following sub-projects:

- (1) **Community Co-design and Engagement Programme** Work alongside project partners including Yellow Door, SLC and the CPBC Leisure team, stakeholders, and local residents throughout the KGV master planning process to ensure KGV is inclusive, vibrant, adaptable, and positioned as a long-term community asset.

Our involvement would help shape not only the physical design of the KGV building, but also its future identity, use, governance, and social impact. Community engagement and co-design are critical components of cultural planning. As an experienced cultural organisation, we can facilitate meaningful engagement with young people, residents, artists, young people, underrepresented groups, and local stakeholders to ensure the new cultural space reflects local identity and aspiration, working in partnership with SLC appointed through the CPBC Leisure Team as part of the Sports England Place Partnership programme.

With a focus on the King George Pavilion we will design and deliver a programme of engagement activities to inform and further cultural strategy and delivery plans including:

- Community workshops
- Artist-led consultation
- Youth engagement sessions
- Focus groups with creative practitioners
- Public engagement events

Deliverables:

- Engagement Plan
- Consultation Reports
- Findings Summary

- (2) **Cultural Vision and Place Narrative** Develop a shared cultural vision that aligns the redeveloped King George Pavilion with wider regeneration, economic development and community objectives.

Output: Cultural Vision Framework and Placemaking Framework.

Activities:

- Strategic workshops
- Vision development
- Alignment with local plans
- Production of cultural placemaking narrative (aligning with existing regional strategies/partners/funders)

- (3) **Cultural Brief for Design Team** Early integration of cultural infrastructure is required to feed into the planning and design processes for KGV. Estuary Festival will work alongside architects and master planners to prepare a Cultural Design Brief covering:
- Operational requirements
 - Flexible cultural space needs
 - Accessibility
 - Creative production requirements.
 - Community use priorities.
 - Future programming considerations.

Deliverable: Cultural Design Brief incorporated into the masterplan

- (4) **Sustainability & Operating Model** Provide recommendations on:
- Governance options
 - Management structures
 - Partnership opportunities
 - Income generation
 - Programming strategy
 - Funding and investment opportunities.

Deliverable: Culture & Creative Industries Operations and Sustainability Plan.

- (5) **Steering Group** Governance is a critical success factor for cultural planning and embedding cultural expertise within decision-making structures is crucial.

Activities:

- Forming an informal steering group to bring in additional expertise and guidance (e.g., Creative Land Trust, Creative Estuary, Metal, etc)
- Attending Design team meetings, technical workshops & reporting
- Technical workshops

4 PRIDE IN PLACE AWARENESS: CONTINUING THE CONVERSATION

5 SUGGESTED APPROACHES

5.1 There are 3 options available to the Board:

5.2 **Option 1:** support the plans as set out in this report to provide cultural leadership, and build the strategic foundations necessary for success, to secure the funding targets as set out in the regeneration plan and to develop KGV to be an ambitious asset for Canvey.

5.3 **Option 2:** delay decisions and risk momentum in aligning cultural/youth plans with the Sports England programme with is time sensitive.

5.4 **Option 3:** don't support the plans set out in this report and risk failure to deliver the ambitions as set out the regeneration plan and expressed by residents during engagement.

6 COMMUNITY CONSIDERATIONS

6.1 This proposal is in direct response to community priorities expressed during the Board's engagement programmes and summarised in section 1.2 above.

7 FINANCIAL AND COST CONSIDERATIONS

7.1 The seed funding requested represents 1.3% of the total funding target for additional arts funding as set out in the investment plan.

7.2 Investment to deliver the activities set out in this report is requested from the 'Regeneration High Streets and Heritage' intervention under project 10: Canvey Town Centre.

7.3 Budget requested across year 1 & 2:

Deliverable	26/7 budget year 1	27/8 budget year 2	Total Request
1. Community Co-design & Engagement	£10000	£7000	£17000
2. Cultural Vision Development	£2000	£3000	£5000
3. Cultural Design Brief	£3000	£3000	£6000
4. Sustainability & Operating Model	£3000	£3000	£6000
5. Steering group	£2500	£2500	£5000
Total	£20500	£18500	£39000

8 OTHER RESOURCE CONSIDERATIONS

8.1 Additional capacity for writing arts, youth, heritage funding bids will emerge from this process.

9 RISKS

- 9.1 This is a low-risk investment towards a grassroots programme that is strategically connected to leverage additional opportunity for Canvey.
- 9.2 A decision not to resource this programme will increase the risk of the Board failing to deliver the plans as set out in the regeneration programme and identified through the engagement. Successful cultural and creative industries infrastructure is achieved when cultural partners are embedded within planning and development processes from the earliest stages.
- 9.3 Involving Estuary Festival as a strategic cultural partner will help ensure that the King George Pavilion (and Canvey itself) become a vibrant, sustainable and inclusive asset that serves residents, artists, visitors and future generations.

10 LEGAL CONSIDERATIONS

- 10.1 No Legal considerations. Estuary Festival CIC is a non-profit arts organisation based in Castle Point with a team of local and Canvey based partners providing opportunities for up-skilling local residents.

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