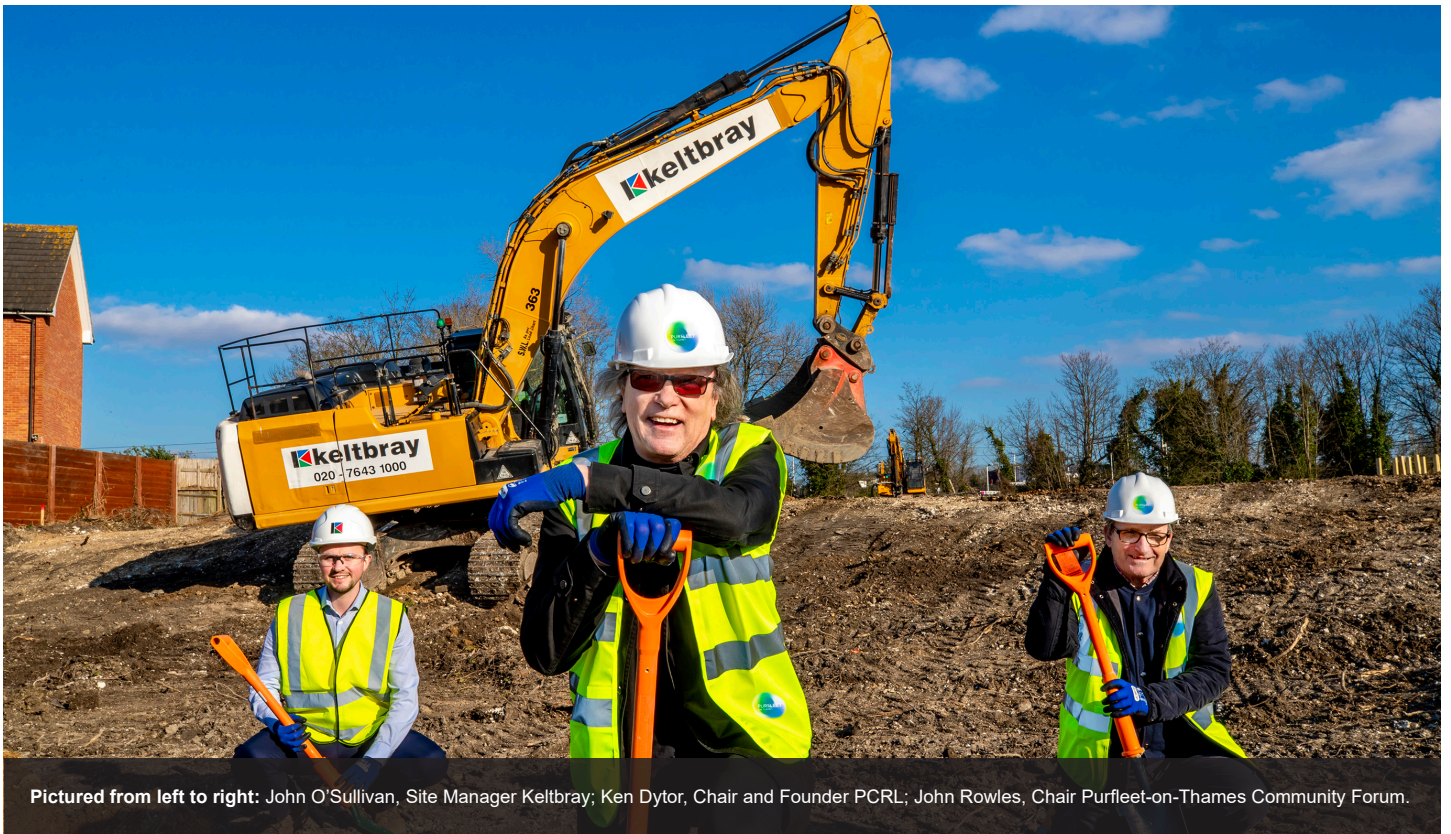


Full steam ahead for first phase of Purfleet Town Centre Regeneration



Pictured from left to right: John O'Sullivan, Site Manager Keltbray; Ken Dytor, Chair and Founder PCRL; John Rowles, Chair Purfleet-on-Thames Community Forum.

We are delighted that it is now full steam ahead for the £1bn regeneration of Purfleet-on-Thames, with work having officially started last month on Phase 1A of the project which will create 61 new spacious two, three and four bedroom homes close to the railway station.

Leading construction engineering specialist, Keltbray, has been appointed to deliver the ground works for the first phase and Swan Housing Association will deliver the new homes on behalf of PCRL.

The initial phase also includes a new children's play area and an orchard walk which will reinstate public access to Hollow Woods. This will create a gateway

to the wider masterplan by connecting the new neighbourhood to the future regenerated town centre and wider community spaces.

The 2.36 hectare development has been designed to enhance the green links to Purfleet's Conservation Area, so that residents can enjoy the space, with the aim of creating a healthier, more active community.

The architecture is deliberately in keeping with the woodland setting, reflecting the style of homes in the surrounding Conservation Area by making use of timber effect and Flint Gabions (large baskets filled with stones).

Over 50% of the initial phase of homes will be available to purchase under the Government's Shared Ownership scheme that aims to make getting on the housing ladder more affordable.

The first 61 new homes form part of the £1 billion planned regeneration of the town centre that will see PCRL create 2,850 new, high-quality homes alongside a vibrant town centre with shops, community amenities including a new health centre, improved railway and transport facilities and employment and training opportunities.

PCRL's ambitious regeneration plans also include a state-of-the-art media village and entertainment studios, with the vision for Purfleet-on-Thames, which is already home to the High House Production Park, to become an international creative hub within the Thames Gateway.

Ken Dytor, Founding Director of PCRL, said:

"We are proud to announce that work has commenced on the first phase of Purfleet-on-Thames' regeneration. Our plans will see a vibrant riverside destination created where people can live, work, learn and socialise in harmony with the natural surroundings.

These homes will not only contribute to the Government's target to build 300,000 new homes here every year to address the UK's chronic housing shortage but will also support the wider growth vision for Thames Estuary. Unlocking the region's economic potential will be key to securing the UK's recovery post-Brexit and post-Covid-19."

Vince Corrigan, Chief Operating Officer at Keltbray, said:

"Keltbray is pleased to have started works on this innovative urban regeneration scheme to support the transformation of Purfleet-on-Thames into an exciting riverside destination. The delivery of new homes embedded within modern, integrated community-based facilities will not only have significant social and economic benefits for the local community, but also the country as a whole as we work to build back better and support the UK Government's economic recovery post-Covid-19."

John Rowles, Chair of Purfleet Community Forum, said:

"Well folks, we have finally got there... We have spent time and effort in getting where we are now. PCRL are on site laying the foundations to start the regeneration of Purfleet-on-Thames. We have a long way to go and at times, I know, it won't be easy. However, we as a community have a chance to help make this vision happen, to make Purfleet-on-Thames the place we want it to be."

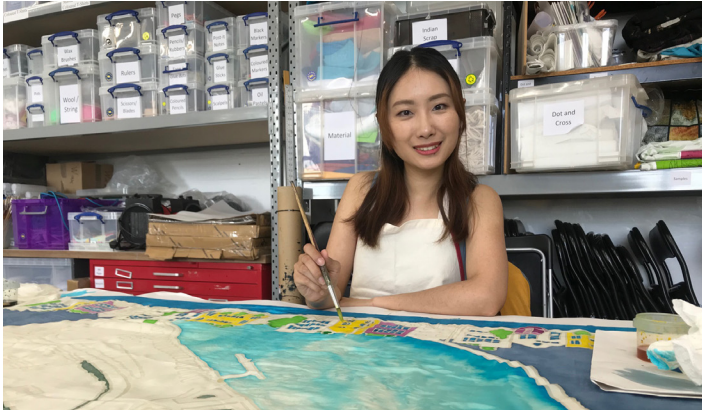
For sales enquiries about the new homes please email

purfleetnliving.co.uk



To find out more, visit ourpurfleet.com

Ding joins the board of Purfleet-On-Thames arts organisation, Kinetika



Earlier this year, one of our team joined the board of local arts organisation, Kinetika. Based at High House Production Park (HHPP), Kinetika was founded by artistic director Ali Pretty in 1997, and now works with communities in Thurrock and beyond on creative projects that aim to change the way people feel about where they live.

We sat down with Ding, Commercial Manager at Urban Catalyst (the Development Manager here at PCRL) to find out more about Kinetika and her new role as Trustee...

Ding, tell us how you first got involved with Kinetika!

I have been working on some interesting cross-border projects - and it's my investment and involvement in the redevelopment of Purfleet town centre that has given me the opportunity to get to know Kinetika and its people. They are amazing!

In 2020, I led the PCRL and Our Purfleet team in participating in Kinetika's T100 Walking Festival in 2020. From designing a large silk flag of our own; to painting the flag in the professional studio; all the while understanding what Kinetika do; getting to know the lovely people within the organisation; and then finally joining the organised flag walk which allowed me to fully appreciate how the project (and Kinetika as a whole) engages its local community.

Tell us about your new appointment as a Trustee on the board of Kinetika...

Kinetika has been looking for trustees to represent the diverse communities of Thurrock as an activist, advise on marketing and branding with commercial experience, and support Kinetika's work in community engagement and placemaking, which are all areas I felt I could contribute.

I read my BA in Media and Communications (TV and Film) in Shanghai and have published TV documentary, travel and business-themed articles and photos in more than 20 newspapers, magazines, TV channels and online media across the Far East. I also worked for a documentary and film

company that specialises in communicating local issues to the global audience.

I believe my learning and practice in media and my range of skills would further help me to understand what Kinetika does and contribute to its various activities - as well as amplifying the amazing work they are doing.

In my other role, as Chair of the UK Han Culture Association, I find a strong similar spirit of the vibrancy and beautiful ethnic elements of Kinetika - for example the creation of mandalas throughout 2020 as part of their lockdown project.

How will the regeneration of Purfleet Town Centre connect HHPP to Purfleet-On-Thames?

Roads and infrastructure are integral to the regeneration project, providing better connections between Purfleet train station and HHPP. The Town Centre, based around a new and improved train station, will provide essential retail and community facilities whilst integrating naturally with the existing areas of Purfleet-On-Thames. Our plans will allow easier and safer movement between neighbourhoods, encouraging people to use alternative methods of transport and to move freely through the site and along the riverfront.

One element, the new Media Village and film studios, will act as a catalyst for transforming Purfleet-On-Thames. Not only will this create new jobs for the community, but it will also provide a strong link between the Town Centre and HHPP. I'm particularly passionate about helping to bring the community together with Kinetika and PCRL, with the help of community organisations such as the Purfleet-On-Thames Community Forum and St Stephen's Trust.

What exciting local projects are Kinetika currently working on?

Beach of Dreams! We will be engaging communities along the coast from Lowestoft to Tilbury and walking the 500-mile journey across 35 days with pop-up events at key moments. We hope to be able to extend this model along other stretches of coastline throughout 2022 and 2023, as a wider programme of national activity.

On 17 July, the Beach of Dreams walk will merge with the T100, which in itself will see a number of events happen centred around the walking festival. In 2020, we worked in seven hubs around the creation of seven themed mandalas. In 2021, we wish to build on each activity and involve more people.

Finally, how can Purfleet residents get involved with Kinetika's projects?

You can find more information about all of Kinetika's projects and how to get involved on the website: www.kinetika.co.uk



🥰 Meet our newest team member!



The PCRL team is delighted to introduce you to its newest, youngest - and most handsome! - team member, baby Frank. Our Digital Content Manager, Laura Davies and her husband, George, welcomed Frank to the world in early February. We cannot wait until we can meet in person again and give Frank a proper PCRL welcome.

Laura has been part of the PCRL team from the very beginning of this project and is well-known in the Purfleet-on-Thames community. She does a tremendous job managing our digital channels and supporting our consultation and community engagement. We are pleased that while she will be taking some maternity leave to spend time with Frank, she will still be around to keep up this great work.

Get involved

Join the Community Design Panel Together with the Purfleet-on-Thames Community Forum, we set up the Design Panel to help shape the development.

Chaired by John Rowles, the Design panel works collectively with PCRL to identify locally important issues, contribute local knowledge and provide a forum to test emerging plans. If you would like to get involved with the Design Panel, email John Rowles at purfleetourcentre@gmail.com

A regeneration delivered by Purfleet Centre Regeneration Limited in partnership with Thurrock Council. PCRL is a joint venture between Urban Catalyst and Swan Housing Association.

✉ Get in touch

Talk to Garrett Doran



Garrett has been working in the community for four years, you may have even seen him around!

He leads all the engagement and consultation for the project. Reach out to him at: garrett@ourpurfleet.com

Talk to Ding Ding



Ding is dedicated to supporting the delivery of Purfleet-on-Thames new international creative

hub which is currently being organised by Purfleet Studios. For all enquiries about this state of the art media, film, and TV complex contact Ding at: dingding@urbancatalyst.co.uk

Talk to John Rowles



John has been a dedicated member of the Purfleet community for over 16 years and chairs both the Purfleet

Forum and the independent Purfleet Community Design Panel. We are sure you must have seen him about! John is committed to ensuring the community play their vital role in the development of Purfleet and can be reached at: purfleetourcentre@gmail.com

Join the conversation on social media using **#OurPurfleet**



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