

## LIS / Jacobs urban regeneration: Challenge A

Situated five kilometres south, west from my residence is the once thriving seaside destination of Jaywick. According to 2010 and 2015 reports from the index of multiple deprivation, Jaywick is the most deprived area in England. Articles published by The Guardian found that 62% of working ages residents received benefits - compared to a national average of 15%; with 60% of primary school students qualifying for free school meals. The statistics alone are enough to highlight the town's dire need of investment. The regeneration project I am proposing for 2050 will target social sustainability, aiming to improve social inequalities.

My plans are to utilise Crossways Park as a community garden that will eventually generate enough produce to sustain at least 50% of the entire food consumption for Jaywick. My initial target population are the 62% of households that receive benefits as they struggle most to provide healthy, nutritious meals for their families. The foremost aim is to take immediate pressure off of struggling food banks, providing a healthy, sustainable and educational alternative. Crossways Park has been selected to build upon due to its location in the centre of the two target areas: the most deprived residential area near the sea wall, as well as the primary school; as I aim to give pupils time to work within the gardens and learn about sustainability.

To feed the 3000+ target population solely from produce grown will require land of 377,359ft<sup>2</sup>, however for the initial planning to be realistic I aim to use 25% (39,631ft<sup>2</sup>) of the park in order to retain it for recreational use. The project itself is for the local community to source their own food in a sustainable way. Many can not afford to feed their families healthy meals with the average price of fruit and vegetables being three times that of unhealthy food\*. In order for the project to work it is vital to get locals involved from the offset, allowing them to input ideas whilst taking control of how urban regeneration effects their town. I plan for an initial 2% participant rate (roughly 115 people). After time this is expected to increase with the opportunity to upscale endless due to council owned land (over 1,000,000ft<sup>2</sup>) located west of the town. Once the project is up and running there will be little to no investment needed, however to begin with funds are required for purchasing equipment, funding experts to show residents how to tend to the produce, and purchase of the sixteen herbs, fruit and vegetables that have been carefully selected to provide sufficient and diverse food that grows all year round.

This project will create a balanced, sustainable community, enhanced economically as households are enabled to free up funds that would ordinarily be spent on food. Environmental positives include a lowered carbon footprint due to less consumption of food with high amounts of air miles. And physical benefits of transforming barren land into sustainable and productive gardens, encouraging fauna and flora to flourish.

Alex Doyle.  
499 word count.

\*source - NHS website

Ensure you read my response above before watching the 2 minute video I have also prepared, as in the video I explain additional points and do not go over aspects that have already been explained in this text.

Thank you for taking time out of your day to consider my application.