

Draft: Strategic Plan Action Plan (SPAP 2015-18)

Vibrant

Objectives

Enhance the diverse retail and leisure mix supporting independent businesses valued by residents and visitors.

Develop a strong sense of community across the borough by enabling people and groups to take more ownership and responsibility for their quality of life.

Make more of the great culture and heritage in Colchester so that visitors can enjoy the history and passion.

Create the right environment for people to develop and flourish in all aspects of life both business and pleasure.

Actions

- *Work with development partners to bring exciting new retail and leisure to the eastern part of Colchester town centre*
- *Launch the new High Street Charter Market and develop the offer with themed or extra market events*
- *Support communities to develop their own Neighbourhood Plans*
- *Work with our residents, the third sector and other service providers to implement the Community Enabling Strategy to enable communities to influence, own or co-design services*
- *Work with the Colchester Community Voluntary Service (CCVS) and other local voluntary sector organisations to promote volunteering*
- *Make more of our culture and heritage with initiatives such as the Friends of the Colchester Roman Wall and by attracting Heritage grants*
- *Ensure sufficient land is allocated in the right places to attract and retain businesses, supply homes and identify the infrastructure that is needed by developing a Local Plan for the borough*
- *Co-ordinate partners and funding streams in the Northern Gateway and the Hythe to generate a wide range of jobs and facilities*
- *Create more independent business opportunities by providing trading units in new large developments across the borough.*

Prosperous

Objectives

Promote Colchester to attract further inward investment and additional businesses, providing greater and more diverse employment and tourism opportunities.

Support people to develop the skills needed by employers in the future to take advantage of higher paid jobs being created.

Provide opportunities to increase the number of homes available including those that are affordable for local people and to build and refurbish our own Council houses for people in significant need.

Ensure transport infrastructure keeps pace with housing growth to keep the borough moving.

Actions

- *Deliver an inward investment campaign in key employment sectors*
- *Work with the Town Team and other partners to promote Colchester to attract inward investment*
- *Review the Better Colchester Town Centre website to promote Colchester as a destination for business*
- *Secure increased funding and support for skills initiatives particularly in growth or emerging sectors*
- *Provide local economic data to education providers to help ensure that the skills that Colchester businesses need are provided*
- *Ensure there is an ongoing five-year supply of housing sites and the provision of sufficient numbers, types and tenure of housing to meet local need*
- *Deliver 205 new affordable homes in the borough by 2018*
- *Seek 20% of new homes on qualifying sites to be affordable homes*
- *Work with Colchester Borough Homes to increase the quality of council housing by refurbishing these properties and using new technologies to ensure they are energy efficient*
- *Work with statutory and voluntary sector partners to prevent homelessness and rough sleeping in the borough*
- *Articulate Colchester's transport needs to influence the development of new infrastructure by the Highway Authority and developers.*
- *Support the delivery of improvements to the strategic road and rail network*
- *Allocate developer funding to sustainable transport projects in the borough which improve the balance between different modes of transport*
- *Improve the walking and cycling links between Colchester North Station and the town centre through initiatives such as 'Fixing the Link'.*

Thriving

Objectives

Promote Colchester's heritage and wide ranging tourism attractions to enhance our reputation as a destination.

Be recognised as a centre of learning with excellent schools and colleges and educational opportunities for young people to make the most of their potential.

Be clear about the major opportunities to work in partnership with public, private and voluntary sectors to achieve more for Colchester than we could on our own.

Cultivate Colchester's green spaces and opportunities for health, wellbeing and the enjoyment of all.

Actions

- *Provide positive experiences for visitors and residents by promoting Colchester's key leisure, visitor attractions and events venues*
- *Support and help market a range of cultural festivals for local people and visitors*
- *Enhance Colchester's heritage attractions with initiatives such as integrating attractions, identifying trails around the town, and lighting the Roman walls*
- *Promote what Colchester has to offer to residents, visitors, and new businesses*
- *Establish an effective apprenticeship programme to provide career and learning opportunities for young people*
- *Work with the third sector to deliver Colchester's Environmental Sustainability Strategy*
- *Make the most of our parks and open spaces by managing them well and offering a range of activities and events.*

Welcoming

Objectives

Ensure Colchester is a welcoming and safe place for residents, visitors and businesses with a friendly feel that embraces tolerance and diversity.

Improve the cleanliness and health of the place by supporting events that promote fun and wellbeing.

Create a business-friendly environment, encouraging business start-ups, support to small and medium-sized enterprise and offer development in the right locations.

Make Colchester confident about its own abilities, to compete with the best of the towns in the region to generate a sense of pride.

Actions

- *Work with partners to fund and deliver streetscape improvements to support economic vitality*
 - *Work with partners in the Safer Colchester Partnership to deliver support, promotion and regulation in order to make Colchester even safer and for it to feel safer.*
 - *Improve the information available to new residents*
 - *Improve street cleansing and enforcement in Colchester town centre, and in Stanway, Tiptree, West Mersea, and Wivenhoe*
 - *Work with health partners to contribute towards delivering effective outcomes for individuals and their families, with particular focus on prevention and intervention to improve health outcomes and to tackle health inequalities.*
 - *Lead and develop the Active Colchester Network to co-ordinate programmes and activities to increase participation*
 - *Work with Colchester Borough Homes, housing providers, private landlords, residents and partners to create cleaner, greener and safer communities*
 - *Enhance the offer from Colchester Business Enterprise Agency to deliver a 'one-stop-shop' for business start-ups and survival*
 - *Deliver the Creative Business Centre in the town centre to support fledgling businesses*
 - *Launch a new destination marketing campaign to raise Colchester's profile and to encourage pride in the borough.*
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