



**VIBRANT  
PROSPEROUS  
THRIVING  
WELCOMING**



**RICH HERITAGE,  
AMBITIOUS FUTURE**

Colchester's Strategic Plan 2015–18

# Achievements

**The Strategic Plan 2012–2015 set out our priorities.  
Here are some of the things we have delivered:**

## Transport

- A new junction on the A12, enabling regeneration in North Colchester
- Additional cycle routes, encouraging more people to cycle
- Park & Ride in North Colchester
- Opened the Stanway Western Bypass

## Economy

- Relocation of the Borough's Charter Market to the High Street
- Land deals for Northern Gateway creating new jobs
- Start up of Colchester Enterprise Hub to support future entrepreneurs

## Investment

- Williams & Griffin committing £30m investment in the store
- The development of the Knowledge Gateway at Essex University
- Over £1m in grants to support the Voluntary Sector
- Maintained grants to the Arts

## Housing

- The first new Council Houses built in 30 years
- Refurbishment of Worsnop House, a sheltered housing scheme
- Investment in our existing housing stock with the installation of 800 solar panels

## Leisure and heritage

- Redevelopment of Colchester Castle with £4.2m of external funding
- Embraced the Olympics by staging a leg of the Torch Relay
- Created new play areas in Castle Park
- Usage of Leisure World increased by 20% after refurbishment
- Green Flags for green spaces

## Environment

- Introduction of a food waste collection to 70,000 homes
- Undertook 11 Days of Action
- Achieved Purple Flag status for our town centre
- Met our target to reduce CO2 emissions



# Our Colchester

## The Strategic Plan 2015–2018

This plan sets out the direction and potential for our Borough. As a Council we have an ambitious range of goals to achieve that build on the successes of the last three years, working with a large number of partners to get the best for our residents. To help us decide on the priorities for the next three years we held a number of focus groups with the public, independently selected to make sure we included all sections of our communities.

### These focus groups gave us some important messages:

- Most people like living in Colchester
- We need to make more of our heritage
- There need to be more opportunities for business
- Transport and retail need to be improved
- Growth needs to be managed and housing needs to be affordable
- We need to be ambitious for the whole Borough

### These are the four words that we feel sum up what we want to achieve:



#### **Vibrant**

promoting our heritage and working hard to shape our future.



#### **Thriving**

attracting business and selling Colchester as a destination.



#### **Prosperous**

generating opportunities for growth and supporting infrastructure.



#### **Welcoming**

a place where people can grow and be proud to live.



# COLCHESTER VIBRANT



- 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 Colchester's great heritage and culture so that people can enjoy them and draw inspiration for their creative talents
- Create the right environment for people to develop and flourish in all aspects of life both business and pleasure.





- 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.





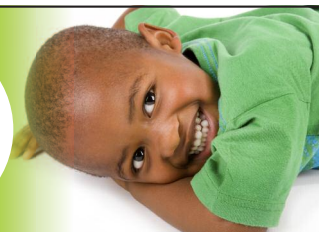
# COLCHESTER THRIVING



- 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, colleges, University and educational opportunities for young people to make the best 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.



# COLCHESTER WELCOMING



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





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## **Welcoming**

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Colchesterfuture



Colchesterfuture



To find out more about this plan visit our website  
[www.colchester.gov.uk](http://www.colchester.gov.uk) or scan the code here.

