

# Our Colchester

## The Strategic Plan 2018-21



Growth, Responsibility, Opportunity and Wellbeing

GROW  
CROW

## OUR ACHIEVEMENTS 2015-18

### Communities

- Start-well programme for vulnerable families launched with over £200,000 used to deliver initiatives like Beat the Streets; raising awareness to keep our children safe and improve health and wellbeing
- Community Enabling Strategy adopted along with a range of projects, campaigns and local initiatives
- Supported local priorities and vulnerable groups with over £1.3m of funding
- Infrastructure funding to support renovation and development of new Community Facilities such as Stanway Village Hall and improvements to community open space such as the Café on the Old Heath Recreation Ground
- 'The Big Switch' initiative has saved Colchester residents £158,928.14 on fuel bills.

### Economy

- Colchester Ultra-ready inward investment campaign launched: Colchester rated in UK's top 10 for creative industries
- The Old Police Station redeveloped and opened as a RICS award winning Creative Business Centre – all 43 studios let within first month
- 'Purple Flag' well-managed town centre status gained and retained
- Curzon cinema nearing completion of the conversion of Roman House.



## Environment and transport

- 16% reduction in Council's carbon emissions (544 tonnes of CO<sub>2</sub>)
- Worked collaboratively with Community Safety Partners to distribute over £50,000 of funding; delivered Days and Nights of Action and introduced the new policing community initiative 'Street Weeks'
- Northern Approach Road 3 opened
- 'Fixing the Link' walkway from North Station to Town Centre completed
- Our award winning Parks and Open Spaces include High Woods Country Park and Castle Park both Green Flag accredited. High Woods achieved Anglia in Bloom's silver gilt for the Best Park in the region over 10 acres. Castle Park was RHS Britain in Bloom UK Parks and Green Spaces Award runner up 2017.

## Housing

- 1,845 new homes delivered, including more than 200 affordable homes
- Over £33m invested to improve Council's housing stock
- Enoch House sheltered accommodation redeveloped and opened
- More than 1,100 cases of homelessness prevented through pro-active support.

## Leisure, heritage and tourism

- The I-Spy and 'If Our Walls Could Talk' tourism campaigns reached a potential audience of 7 million people across a wide range of promotional channels including online, print and outdoor and digital advertising. The Official Colchester Visitor Guide and [www.visitcolchester.com](http://www.visitcolchester.com) website redesigned and relaunched
- Wide range of events delivered including 'Summer Screen' in Castle Park, and over £65,000 of funding provided to 42 independent not for profit events through the Festival Support Fund
- Museums have secured Arts Council 'National Portfolio Organisation' status which includes £797,000 funding over the next four years
- Our new Colchester Historic Guide Book was published and the Colchester Castle guide book won best heritage guide 2017 from the Association of Cultural Enterprises.

## Our Colchester - The Strategic Plan 2018-21

This plan describes the priorities and direction for our borough. It sets out the Council's ambitious goals to help make Colchester an even better place to live, work and visit. We will work with many partners to get the best for our residents.

To help us decide on these priorities we invited members of the public to share their thoughts with us. We did this in a consultation which included an online survey, and a series of focus groups with the public, independently selected to make sure we included all sections of our communities.

Residents told us:

- Colchester is a welcoming place and should continue to be so
- They are positive about Colchester and see it a good place to live
- They are proud of the long and prominent history of the town
- They like the countryside surrounding Colchester, and the borough's open spaces such as Castle Park
- They understand the importance of growth for the town and borough, but want infrastructure to keep pace
- They want the Council to play its part to maximise the availability of affordable housing and encourage inward investment to maximise job opportunities
- They want the Council to support the most vulnerable in society, and to help reduce homelessness.

## OUR PRIORITIES ARE:

### GROWTH

Ensuring all residents benefit from the growth of the borough

### RESPONSIBILITY

Encouraging everyone to contribute to making our borough even better

### OPPORTUNITY

Promoting and improving Colchester and its environment

### WELLBEING

Making Colchester an even better place to live and supporting those who need most help.





## GROWTH

Help make sure Colchester is a welcoming place for all residents and visitors

Ensure residents benefit from Colchester's economic growth with skills, jobs and improving infrastructure

Promote inward investment to the borough

Develop jobs, homes, infrastructure and communities to meet the borough's future needs by creating new Garden Communities

Work with partners to create a shared vision for a vibrant town centre.



## RESPONSIBILITY

Promote responsible citizenship by encouraging residents to get involved in their communities and to identify solutions to local issues

Encourage re-use and recycling to reduce waste to landfill

Educate those residents who behave anti-socially about the impact of their behaviour

Increase the supply of good quality homes by using legal powers to reduce the number of empty homes and improve standards in the private rented sector

Create new routes for walking or cycling and work with partners to make the borough more pedestrian-friendly.



## OPPORTUNITY

Promote Colchester's heritage and visitor attractions to increase visitor numbers and to support job creation

Encourage green technologies through initiatives such as SMART Cities

Help business to flourish by supporting infrastructure for start-up businesses and facilitating a Business Improvement District

Ensure a good supply of land available for new homes through our Local Plan.





## WELLBEING

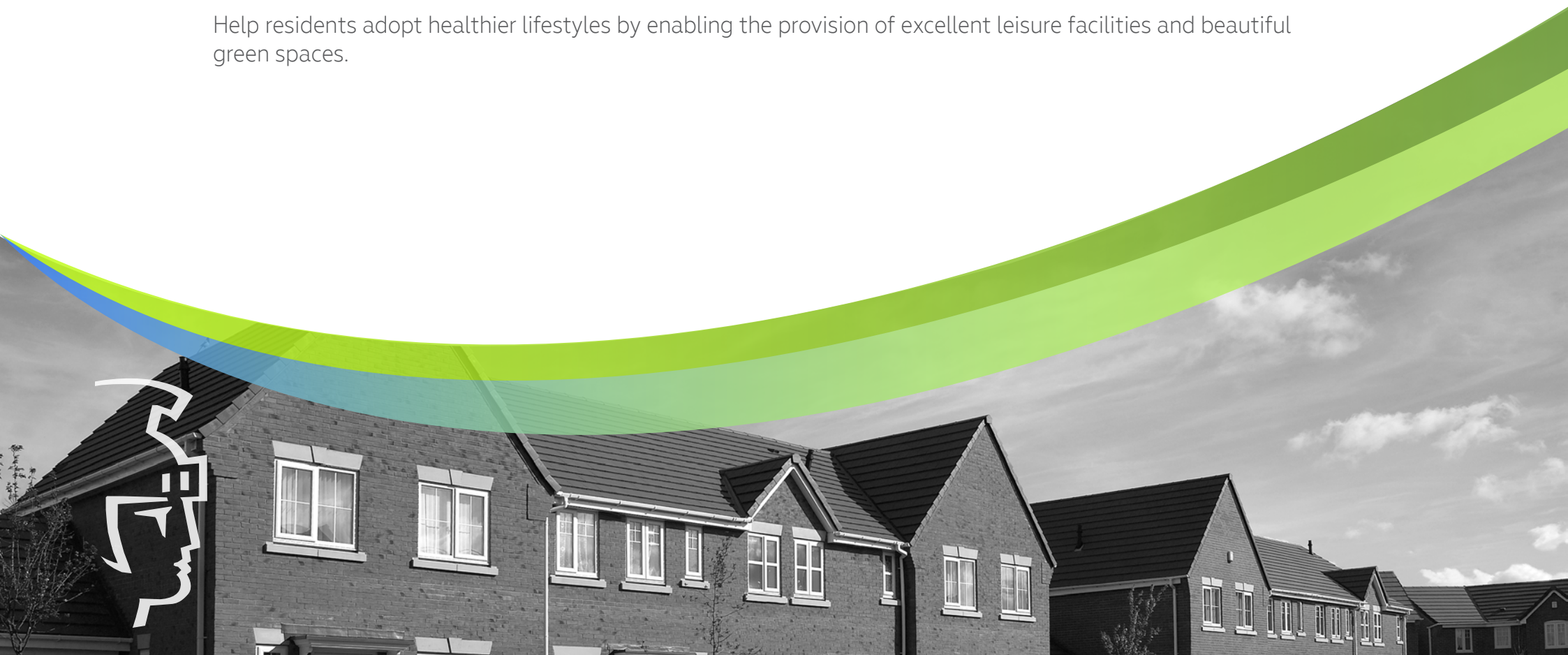
Encourage belonging, involvement and responsibility in all the borough's communities

Work with Essex Police and partners in the Safer Colchester Partnership to make Colchester an even safer place

Create new social housing by building Council homes and supporting Registered Providers

Target support to the most disadvantaged residents and communities

Help residents adopt healthier lifestyles by enabling the provision of excellent leisure facilities and beautiful green spaces.



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