

Strategic Plan Action Plan - Year End Report 1 April 2016 – 31 March 2017

Vibrant

- Enhance the diverse retail and leisure mix supporting independent business opportunities 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 more visitors can enjoy the history and passion of Colchester.
- Create the right environment for people to develop and flourish in all aspects of life both business and pleasure.

Action	Year End Report
<p>Work with development partners to bring exciting new retail and leisure to the eastern part of Colchester town centre.</p>	<p>Ongoing negotiations about the St Botolph's land adjacent to Firstsite have taken place with developers. A planning application has been submitted for the demolition of St James House and the former waiting room. Planning Performance Agreements (PPA's) have been signed with Building Partnerships for St Botolph's as well as Colin Buchanan Richard Ellis (CBRE) Global Investors for the Vineyard Gate projects. These are now work in progress.</p> <p>The lease for the Curzon Cinema has been completed with redevelopment now underway. The Old Police Station redevelopment has been completed, with ECC support, as a Creative Business Centre with an operator in place.</p>
<p>Support communities to develop their own Neighbourhood Plans.</p>	<p>The Boxted Neighbourhood Plan and the Myland and Braiswick Neighbourhood Plans were adopted in December 2016 following successful referendums in September 2016. The Wivenhoe Neighbourhood Plan is nearing the examination stage. Neighbourhood Plan Working Groups are continuing to receive officer support to develop Neighbourhood Plans in Eight Ash Green, Marks Tey, Stanway, Tiptree and West Bergholt. Work has also recently started on a Neighbourhood Plan for West Mersea.</p>
<p>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.</p>	<p>A range of initiatives are being undertaken within the Community Development team and the community enabling approach is becoming embedded across the organisation. Services are taking a fresh look at policies and procedures to enable more community self-help and opportunities to deliver projects for community benefit. Examples such as Colchester in Bloom, Litter Warriors, Goodgym and the Recreation Ground Community café are all examples where residents have come forward to do more to help improve their local environment. Volunteering opportunities have been explored and work with Colchester Community Volunteer Service (CCVS) has led to the review of the volunteering policy to enable volunteering opportunities to be identified and matched.</p>

<p>Make more of our culture and heritage with initiatives such as the Friends of the Colchester Roman Wall and by attracting Heritage grants.</p>	<p>Close collaboration continues with external heritage partners, including the 'Friends of the Colchester Roman Wall' and the Colchester Archaeological Trust. With the 'Friends' we are collaborating in the presentation and conservation of the Roman Wall, including the preparation of a new Management Plan. Work with Colchester Archaeological Trust (CAT) includes the enhancement of the presentation of the Roman Circus through interpretation panels and artwork.</p> <p>Residents will now benefit from increased access to online services, with the first of a proposed network of new digital spoke access points launched at Langham Community Shop and Boxted Community Hub. This was funded by Rural North Ward councillors using some of their locality budget. It means that people in these areas will have easy access to digital services and reduce their need to visit town for particular transactions.</p> <p>Digital spoke access points increase the opportunity for residents to access and interact online with Colchester Council, as well as other partner organisations. These include Essex County Council and Essex Police. Linked to our 'Go Online' programme it encourages and supports residents to access a variety of online information and transactions including applying for housing, accessing Benefits and Council Tax services, reporting a missed bin collection, and applying for a Blue Badge.</p> <p>We are also collaborating with the Creative Colchester Group (CCG) to extend the access points to health venues as part of their hubs and spokes development. An example digital spoke access point is shown in this link to Langham's digital spoke access point: http://kiosk.c1-cbcmanager.co.uk/langham/</p>
<p>Ensure sufficient land are 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.</p>	<p>The Councils adopted Local Plan continues to provide a framework for the future development of the borough. There is sufficient land allocated in the right places for new and expanding businesses as well as new housebuilding.</p> <p>A new Local Plan is currently being prepared which will be presented to the Local Plan Committee in May prior to public consultation and submission to the Planning Inspectorate. This Plan will identify land for housing, business and communities as well as strategic infrastructure, for the period to 2033.</p>
<p>Co-ordinate partners and funding streams in the Northern Gateway and the Hythe to generate a wide range of jobs and facilities.</p>	<p>A legal agreement has been completed with Turnstone in respect of cinema and restaurant development at Northern Gateway. A planning application has been submitted and is now under consideration.</p> <p>Cabinet approval has been secured for a delivery and funding package for a Northern Gateway Sports facility and regular stakeholder meetings are ongoing.</p> <p>Feasibility work has been completed for a heat network at Northern Gateway and a pilot funding bid has been submitted to the Department of Business, Energy and Industrial Strategy (BEIS) for this low carbon heat exchange project.</p>

Appendix 1

	<p>Feasibility work is also being undertaken with BEIS for a new heat work project at East Colchester, working with the University.</p> <p>Commercially sensitive negotiations are ongoing in respect of potential development at Breakers Park, The Hythe. Cabinet members are involved in the discussions</p> <p>Work continues with Hythe Forward to enable community activity and involvement in the Hythe area. Hythe Forward have been proactive in developing a business network in the area and have recently become more involved in Community activity.</p>
<p>Create more independent business opportunities by providing trading units in new large developments across the borough.</p>	<p>Negotiations with Building Partnerships regarding the development and end users at St Botolph's are ongoing. This development will deliver a restaurant cluster, 87 room Hotel and 230 room student accommodation. This will bring together a vibrant area which already includes Firstsite, Creative Business Centre and soon to be opened (Autumn 2017) Curzon Cinema.</p> <p>A Masterplan has been developed at Northern Gateway, that includes new business spaces on land east of Via Urbis Romane. This has been updated in conjunction with the public realm strategy to set out the vision and aspirations for the area incorporating employment and residential uses with commercial leisure around the stadium. Its central feature is a non – vehicular boulevard.</p> <p>Purchasing opportunities in Osborne Street and Eld Lane are being pursued to enable site assembly for the Vineyard Gate scheme.</p>
<p>Colchester & Ipswich Museums will work with Arts partners to improve the cultural offer.</p>	<p>Colchester and Ipswich Museums (CIMS) has worked in partnership with Firstsite to mount the Wunderkammer exhibition. The exhibition borrowed intriguing objects from the Museum collection and features the painting of William Gilbert from the Council Chamber. This is the beginning of a series of close partnerships between Firstsite and CIMS.</p>

Prosperous

- Promote Colchester to attract further inward investment and business relocation, providing greater and more diverse employment 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 (& renovate) our own Council houses for people in significant need.
- Ensure transport infrastructure keeps pace with housing growth the keep the Borough moving.

Action	Year End Report
Deliver an inward investment campaign in key employment sectors.	<p>The following activities have been addressed:</p> <ul style="list-style-type: none"> • The branding of new Colchester Ultra Ready campaign. • www.colchesterultraready.co.uk website launched. • Inward investment guide and gatefold flier both published and distributed. • Production of Exhibition graphics. • The following Exhibitions have been attended: Business Essex, Southend and Thurrock (BEST) Growth Hub, Future Cities Forum and Business East Twitter account launched: @colchbusiness; with 400 followers. • A 'Linkedin' group account has been launched with a blog post published. • Individual Linkedin posts where appropriate. • Speaker slot secured for a national Digital Town Centre Conference in September 2017.
Work with the Town Team and other partners to promote Colchester to attract inward investment.	<p>The 'Colchester Ultraready' campaign has been launched to commercial agents, the creative and digital sector and key stakeholders demonstrating Ultrafast Broadband capability. Blogs have been published with the Association for Town & City Management (ATCM), the University of Essex and Invest Essex. Mutual social media support has been provided with the organisations listed above including the BEST Growth Hub and Colchester Business and Enterprise Agency (COLBEA). A presentation has been made at the national Revive and Thrive Conference hosted at the Mercury Theatre.</p>
Review the Better Colchester Town Centre website to promote Colchester.	<p>The Better Town Centre website now links to the newly launched Ultrafast Colchester site. This is a new Inward Investment tool which targets existing and future business occupiers and uses the new ultrafast connectivity in the town centre as a Unique Selling Point www.colchesterultraready.com</p>

Appendix 1

<p>Secure increased funding and support for skills initiatives particularly in growth or emerging sectors.</p>	<p>Funding has been secured to conduct a feasibility study of a decentralised heat network in East Colchester in addition to funding to conduct development of the Northern Gateway decentralised heat project. An application has been made to secure funding for the deployment of the Northern Gateway scheme, with final decisions made in April 2017.</p> <p>Funding has been sought for a pilot project for low carbon lighting solutions in the Northern Gateway Boulevard development. This project is an Interreg Partnership project led out of Holland for delivery between September 2017 and December 2020.</p> <p>Housing Communities Agency (HCA) Capacity funding has been secured to support the development of housing sites, delivering social housing through the HCA.</p> <p>We are awaiting the outcome of a European Regional Development Fund (ERDF) bid which would deliver business support for the Creative and digital sector within Colchester and South East Local Enterprise Partnership (SELEP) area. This programme will run for three years.</p> <p>European Cultural cities funding has been secured, which enabled two members of the Colchester creative board to undertake study tours to Dundee.</p>
<p>Provide local economic data to education providers to help ensure that the skills that Colchester businesses need are provided.</p>	<p>Working links continue with providers and Essex Skills Council to ensure that up to date information is available.</p>
<p>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.</p>	<p>The Council regularly reviews its housing trajectory to ensure there is a 5-year supply of deliverable and developable housing sites. There have been no successful challenges to the Council's position. The new local plan will identify additional sites for future development to maintain the supply.</p> <p>Rural Exception site at Dedham completed. Research undertaken to ensure the wording of allocation policies helps deliver housing for local needs where this is appropriate.</p>
<p>Deliver 205 new affordable homes in the borough by 2018.</p>	<p>A total of 100 new affordable homes were delivered in 2016/2017. Along with the 106 delivered in 2015/2016, the Council has achieved its target of 205 new homes by 2018.</p>
<p>Seek 20% of new homes on qualifying sites to be affordable homes.</p>	<p>During 2016/2017, a total of 10 qualifying sites had legal agreements settled which specified the affordable housing contribution to be built. The total affordable future properties secured is 64 with a commuted sum of £6,139,818 available.</p>
<p>Work with Colchester Borough Homes to increase the quality of council housing by refurbishing these</p>	<p>Another year of the Housing Investment Programme has been completed that has seen capital investment of more than £11 million made in the Council's housing stock, including investment in adaptations to ensure our properties meet the changing needs of our tenants. Contractors have</p>

Appendix 1

<p>properties and using new technologies to ensure they are energy efficient.</p>	<p>completed the works on budget and to a high level of customer satisfaction. Refurbishment work at Enoch House is nearly complete; work on the fifth and final phase due to finish in May. Feedback suggests that tenants have been satisfied with the quality of their new homes. Investment into estates and garage stock has improved the quality of the environment adjacent to our stock providing a positive impact on tenant's lives.</p> <p>A new process was introduced to transfer utility accounts to smart metering when properties are empty. This provides the tenants with more accurate energy bills and allows them to monitor and have a better understanding of their energy usage.</p> <p>We have worked in partnership with Helpline to assist our more vulnerable residents and over 500 Council tenancies are now covered by the monitoring and response contract.</p>
<p>Work with statutory and voluntary sector partners to prevent homelessness and rough sleeping in the borough.</p>	<p>We continue to work with partners to prevent homelessness and rough sleeping through actions set out in the Homelessness Strategy including:</p> <ul style="list-style-type: none"> • Colchester Borough Homes and voluntary sector partners have prevented homelessness 647 households during 2016 - 2017. • In partnership with Tendring District Council, we have successfully secured Department of Communities and Local Government (DCLG) funding for two years to provide a co-ordinated response to rough sleeping across both local authority areas, to support and prevent homelessness for this group. • We led on a bid with three Essex LA's in conjunction with the Women's Refuge to secure Government funding for refuge and specialist support for domestic abuse victims from hard to reach groups.
<p>Articulate Colchester's transport needs to influence the development of new infrastructure by the Highway Authority and developers.</p>	<p>A Local Plan 'Preferred Options document' was published and consulted upon in summer 2016 including transportation policies. Traffic modelling work was included as part of the Local Plan Evidence material. Further work was commissioned to inform the Infrastructure Delivery Plan. We formally responded to the Lexden Road bus priority scheme and we continued to lobby for changes to the design. We also commented on the proposed changes to Ipswich Road and Harwich Road junctions.</p> <p>The Park and Ride scheme now includes a stop for the hospital.</p> <p>Part of the case developed for the Tollgate Planning Appeal was the high level of sustainable access offered by the Town Centre when compared with Tollgate.</p>
<p>Support the delivery of improvements to the strategic road and rail network.</p>	<p>The Borough Council has continued to have representation on the A120 and A12 member and officer forum set up to help guide the development of these improvements. The Council formally responded to both A120 and A12 consultations in March 2017.</p>

Appendix 1

	<p>Network Rail and Highways England were informed of Local Plan Growth and invited to attend the Garden Communities Transport Working Group. We have engaged with Greater Anglia who articulated their investment in the new franchise and responded to the Network Rail consultation on future upgrades to the rail network needed to support growth in Colchester and the region.</p>
<p>Allocate developer funding to sustainable transport projects in the borough which improve the balance between different modes of transport.</p>	<p>We have worked with Parks to deliver a new wider bridge across the Colne between Leisure World and Castle Park, improving the north south walking and cycle route in the town centre. The widened bridge opened in December 2016.</p> <p>The Best Foot Forward Travel Change behaviour programme was delivered in Mile End working with local schools, the community (over 400 people engaged at the Myland Community Fete, 95 people participated in the spring "playwalks" exploring the area on foot), health providers (28 patients referred) and businesses to encourage people to use sustainable transport.</p> <p>We have contributed to a long-term major maintenance fund with partners to allow the continuation of walking and cycling along the Wivenhoe Trail for a further 10 years.</p>
<p>Improve the walking and cycling links between Colchester North Station and the town centre through initiatives such as 'Fixing the Link' (FTL).</p>	<p>Phase One of Fixing the Link (FTL) has been completed. Phase Two has been developed to allow design and delivery to take place in 2017.</p> <p>Planning was approved in June 2016 for Balkerne Hill Bridge, which allowed the bridge to be widened to allow cycling to legally take place across Balkerne Hill for the first time in 30 years.</p>

Thriving

- Provide 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 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 space and opportunities for health, wellbeing and the enjoyment of all.

Action	Year End Report
Provide positive experiences for visitors and residents by promoting Colchester's key leisure, visitor attractions and events venues.	<p>This was achieved through the following:</p> <ul style="list-style-type: none"> • {Colchester Presents} Christmas advertising campaign. • A suite of short tourism promotion videos. • Launch of an Instagram photo account. • Delivery of the Leisure World TV advertising campaign. • Launch of the Colchester Events Company and publication of the new events guide. • Ongoing work with the night-time economy trade to raise and improve the reputation of Colchester at night.
Support and help market a range of cultural festivals for local people and visitors.	<p>This was delivered through:</p> <ul style="list-style-type: none"> • The Light & Shade event, Poppies @the Castle and the Christmas market in Castle Park. • Launch of the Colchester Events Company and publication of the new events guide. • The Summer Screen marketing campaign. • The Festival Support Fund. This provided £40K of funding shared between 22 organisations delivering a diverse mix of cultural, heritage, sporting and community events across the Borough in Financial Year 2016 - 2017. These events were supported through marketing via www.visitcolchester.com and social media feeds.
Enhance Colchester's heritage attractions with initiatives such as integrating attractions, identifying trails around the town, and lighting the Roman walls.	<p>Considerable progress has been made during this year to enhance the public presentation of Colchester's historic sites and monuments in line with the unified design approach. Six new interpretation panels have been installed. These are at St Botolph's Priory, Holy Trinity Church, Lexden Mount, Gryme's Dyke, along the Town Wall at the NE corner and at Scheregate. Planning for further panels at the SW corner and Headgate are at an advanced stage, with the latter due for installation in April 2017. Floodlighting of the Town Wall in Priory Street has been undertaken as part</p>

	<p>of the car park improvement. Work is progressing with the 'Marking the Gates' project to identify the location of all of Colchester's town gates with the design work at an advanced stage. A new guidebook to Colchester's 'Wider Heritage', in the same style as the award-winning Castle guidebook, to be launched early in the new financial year. Further development of the 'Ancient Colchester' digital app is underway with new content about Gosbecks Archaeological Park to be added shortly.</p>
<p>Promote what Colchester has to offer to residents, visitors, and new businesses.</p>	<p>The Official Colchester Visitor Guide was redesigned and launched in January 2017. An Integrated marketing campaign to encourage visitors and overnight stays including outdoor, radio, print and online promotions has run from June 2016 to June 2017.</p> <p>The group travel market has been targeted through attendance at trade shows and trade press promotions, development of a group travel database, and establishing new coach drop off point in High Street.</p> <p>A renewed relationship has been established with Visit England and Visit Britain.</p> <p>Ongoing search engine optimisation and additional marketing support for the destination has boosted new users to www.visitcolchester.com (122% in July 2016).</p> <p>Growth across Visit Colchester social media channels has been supported by the ispy marketing campaign.</p> <p>Purple Flag accreditation has been retained for the town centre evening and night time economy.</p> <p>Support of Revive and Thrive conference at the Mercury Theatre.</p>
<p>Colchester & Ipswich Museum is an award winning service.</p>	<p>Colchester and Ipswich Museums (CIMS) have been recognised with a number of awards in 2016 - 2017. These include the following:</p> <ul style="list-style-type: none"> • The Association of Cultural Enterprise award for the best Guidebook in the UK for the Castle Guide and finalist for the Fenwick Treasure reproductions. • A Stage One pass for the Heritage Lottery Fund (HLF) Skills for the Future programme – one of only two museums in the UK (The other is the British Museum). • Primary Times best attraction in Essex for Colchester Castle. • LEAP (an organisation offering Education, Training and Careers advice in Suffolk) award for the CIMS Training Museum programme. • Finalist for the Creative and Cultural Skills award for heritage training programme.
<p>Establish an effective apprenticeship programme to provide career and learning opportunities for young people.</p>	<p>Apprenticeships have been delivered through the regeneration project of 37 Queen street with Phelans contractors.</p> <p>A Council-wide scheme for apprentices is launching in 2007 using the new apprenticeship levy arrangements.</p>

Appendix 1

<p>Prepare for an externally funded Trainee programme at Colchester & Ipswich Museums.</p>	<p>CIMS has passed the first stage of an Heritage Lottery Fund skills development programme bid for £570k that proposes to employ 12 trainees at CIMS and support a further 12 employed by partner museums between 2018 and 2022.</p>
<p>Colchester & Ipswich Museum has applied to Arts Council England to become a National Portfolio Organisation 2018 - 2022.</p>	<p>CIMS has submitted a bid for £800k over four years, between 2018 – 2022, to become an Arts Council England (ACE) funded National Portfolio Organisation (NPO). This will add capacity to deliver its services to target groups and to increase its potential to generate income. The results will be known in June 2017.</p>
<p>Work with the third sector to deliver Colchester’s Environmental Sustainability Strategy.</p>	<p>We have developed a network of community groups and third sector organisations with a joint aim to support work in environmental sustainability and to support communities to build resilience. By working with third sector partners in 2016 - 2017, the Council will have:</p> <ul style="list-style-type: none"> • Helped residents save on their energy bills by running Big Community Switch auctions. In 2016 - 2017, Colchester’s residents took part in three auctions, this saved a total of £43,321 on resident's fuel bills and on average saved £175 per annum per household. • Delivered a new CBC seminar ‘Building Resilient Communities’ which provided sector specific workshops in housing, communities, education, business and with other Councils. This event brought many third sector and volunteer led groups together to collaborate in building resilience to climate change. • Supported a rural skills training facility by assisting with external grant funding applications and actively promoted new rural skills training courses at CBC led events. • Promoted energy efficiency, during annual Big Energy Week and the Green Open Homes event. • Reduced fuel poverty, by presenting information and offering advice on energy switching and smart meters to the registered social housing provider forum.
<p>Make the most of our parks and open spaces by managing them well and offering a range of activities and events.</p>	<p>The Council continues to achieve Green Flag accreditation for the management of Castle Park and Highwoods Country Park. In addition to this, Castle Park is recognised for its heritage significance through its accreditation of the Green Flag Heritage Award. Additionally Colchester's open spaces were recognised in the Anglia in Bloom 2016 competition by achieving the following:</p> <ul style="list-style-type: none"> • Overall winner and gold award - Best large park – High Woods Country Park. • Overall winner - Best garden Special needs – High Woods Country Park, Big Garden. • Overall winner - Best local authority floral display – The Three Bees - Castle Park. • Gold Award – Best young people's project – Castle Park Bee trail. • Gold award – City category – Colchester.

Appendix 1

	<p>A wide range of events are staged by external organisations in a variety of parks and open spaces throughout the year, with the Events Team enabling the use of CBC sites providing interest for visitors and income to the Council. Improvements have been delivered to the guidance and booking arrangements to offer more self-help and guidance to event organisers.</p>
--	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Welcoming

- 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.

Action	Year End Report
<p>Work with partners to fund and deliver streetscape improvements to support economic vitality.</p>	<p>A project has been developed for the South East Local Enterprise Partnership (SELEP) in respect of a new boulevard at Northern Gateway. This is a product of the Master plan/public realm strategy and Concept Development Brief for the eastern part of the northern gateway setting out in more detail how the boulevard would look, its connections and its capital cost. The boulevard is an essential part of the movement network allowing sustainable access to all the residential and employment sites along its central spine. It will help to identify development plot frontage and provide a place for commercial and community activities to front and to meet, creating a public place and raising the attractiveness and value of the sites which access it. This project is being developed under the LEP umbrella for submission for Government funding, and a draft PID has been prepared.</p> <p>A Draft Public realm strategy has been created for Northern Gateway destination. This is in draft form and has led to a Concept development brief for the Southern/Eastern part of the Northern Gateway providing an indication of development type, layout, access and floor space. It will be submitted as part of the outline planning application for this area towards the end of this year.</p> <p>The Council has worked with Essex County Council (ECC) to deliver new alleyway improvements in the town centre.</p> <p>Work continues in partnership with EEC to bring public realm enhancements to the town centre.</p>
<p>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.</p>	<p>The Safer Colchester Partnership (SCP) continues to review its governance structure and Terms of Reference to ensure it is fit for purpose into the future. There is an annual partnership plan setting out the work of the partnership to address crime and disorder for the period and is monitored regularly to ensure targets are being achieved. Priorities are determined by the Annual Strategic Assessment of Crime, and a 'Fear of Crime' survey was also conducted with residents to determine areas of concern that need addressing.</p> <p>Purple Flag accreditation has been retained for the town centre evening and night-time economy.</p>

	<p>The Licensing Enforcement Group continues to go from strength to strength, with non-compliance at its lowest level.</p> <p>The Council successfully bid to become a Local Alcohol Action Area, receiving support from the Home Office to tackle alcohol related crime and disorder, promote a diverse night time economy and use data sharing to enhance partnership working.</p>
<p>Improve the information available to new residents.</p>	<p>There was a Launch of a Digital Destination marketing campaign.</p> <p>The current review and re-development of the website will make it easier for all residents (including new residents) to access our online information and improve 'end to end' online transactions. Our first area is focussing on Waste and Recycling services and will be available later this year.</p> <p>Developing the use of our new Microsoft social engagement tool, which collects data on customer opinion on social media, will help us to understand our customers through social media and engage more effectively with all residents. This could be particularly useful for new residents or those who need signposting to online information or web transactions. A pilot will be undertaken to test the costs and benefits of using the tool. The testing will be undertaken with Leisure World and through a media campaign (Help us Help You – a local campaign based on Drink Aware's work to reduce alcohol misuse and harm).</p>
<p>Improve street cleansing and enforcement in Colchester town centre, and in Stanway, Tiptree, West Mersea, and Wivenhoe.</p>	<p>The enforcement rota continues to work well in the town centre, with Wardens from all Zones undertaking enforcement. In the other areas, hot spots have been identified so that patrols can be focused on specific areas of need. Final figures show for 2016 – 2017, 40 Littering Fixed Penalty Notices (FPN's), 3 Dog Fouling FPN's and 2 Fly Tipping prosecutions have been completed.</p>
<p>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.</p>	<p>The Council worked with partners to develop the 'Startwell' programme for delivery in 2017 - 2018. The programme will implement projects ranging from focussed individual support for young people and families at crisis point, through to community wide prevention and enabling activity.</p> <p>CBC attends the A&E Delivery Board, the strategic partnership for health system partners in North East Essex and its operational sub group, the System Resilience Operational Group (SROG). This partnership aims to facilitate system wide partnership working; improve patient flow through the hospital; reduce demand on services; and ensure individuals receive care in the community or at home where it is appropriate to do so.</p> <p>We recruited Housing & Health Project Officers. These are now in post and are undertaking education and awareness with front line health partners, establishing cross referral mechanisms and actioning cases where individuals/families housing conditions are a barrier to good health.</p> <p>The Council established the Colchester Dementia Action Alliance (DAA) with the CCVS and other partners. The DAA encourages a community response to dementia by encouraging businesses,</p>

	<p>organisations and groups to take practical steps that support people living with dementia and their carers to live well.</p> <p>We piloted the delivery of Making Every Contact Count (MECC) training with front line staff from Private Sector Housing, Environmental Protection, Leisure World, Customer Solutions, Communities and Helpline. MECC is designed to increase skills and confidence in staff to raise lifestyle health issues and opportunities for achieving positive long term behaviour change.</p>
<p>Lead and develop the Active Colchester Network to co-ordinate programmes and activities to increase participation.</p>	<p>A Sport & Leisure Officer Chairs the Active Colchester Community Sports Network, which is attended by representatives from Colchester Borough Council, University of Essex, Colchester Institute, Colchester Garrison, Essex FA, Essex County Cricket Club, Colchester Community Volunteer Services, Active Essex and Colchester United Football in the Community.</p> <p>Active Colchester successfully applied for funding to stage a number of activities and events in 2016 - 2017 including the following:</p> <ul style="list-style-type: none"> • Mersea Island park run. • Funding workshop for sports clubs. • Indoor cricket sessions for adults with disabilities. • Women's netball sessions. • Afternoon Tea Dance for older people. • Weekly street sport sessions for 12 - 18 year olds. • Walking Football sessions for those over 50 years of age. • Women's and Girls Come and Play football sessions. • Super 6's football sessions for 14 - 25 years. • Grassroots football club workshops.
<p>Work with Colchester Borough Homes, housing providers, private landlords, residents and partners to create cleaner, greener and safer communities.</p>	<p>Private Sector Housing Officers have undertaken 805 visits to dwellings, issued 51 House in Multiple Occupation (HMO) licences, and 31 Student Accommodation Accreditation certificates. The team have improved 122 dwellings, improved 43 HMOs, in all removing 285 hazards including 49 'category 1' hazards (the most serious). 48 households have been removed from fuel poverty. CBC and CBH have worked in partnership to deliver a supported Disabled Facilities Grant (DFG) adaptations service that supports disabled residents to maintain their independence at home for longer. 118 DFG cases have been completed, a 110% increase on last year.</p> <p>Animal Services Officers have undertaken 913 visits to treat significant public health pests over the course of the year.</p>

Appendix 1

<p>Enhance the offer from Colchester Business Enterprise Agency to deliver a 'one-stop-shop' for business start-ups and survival.</p>	<p>COLBEA have secured funding to deliver business support and training from the BEST Growth hub, which is a SELEP wide initiative.</p>
<p>Deliver the Creative Business Centre in the town centre to support fledgling businesses.</p>	<p>The Creative Business Centre is open and all 43 studios were let within one month of opening.</p>
<p>Launch a new destination marketing campaign to raise Colchester's profile and to encourage pride in the borough.</p>	<p>#iSpy marketing campaign – new video content has been shared online via a number of national e-marketing platforms {Colchester Presents} marketing activity – Christmas and Light & Shade Destination Colchester campaign launched in December to ensure cross marketing of council assets.</p>