

Colchester Quarterly Economic Report

Issue 4: April 2010



Background information

The production of this quarterly economic report for Colchester aims to give a better understanding of the Borough's economic makeup and performance and in comparison to national and local trends.

The report also aims to inform policy-making through providing an objective Understanding of Colchester's communities of interest and geography.

These quarterly reports typically examine recent data on a range of variables which include:

- Regional changes, including GDP
- The demographics of recession impacts
- Jobs advertised and sought through Jobcentre Plus
- Unemployment
- Worklessness
- Levels of 16-19 year olds Not in Education, Employment or Training (NEET)
- Redundancies
- Vulnerable sectors (of the economy)

In addition, each report will provide a topical focus or briefing section highlighting particular issues or economic developments.

Thanks go to Essex County Council, Connexions and Jobcentre Plus (Essex District and Colchester offices) for providing data towards this report.

For more information or questions about this report, please contact Cheryl Pashley in the Research and Engagement team at Colchester Borough Council (01206) 505390.

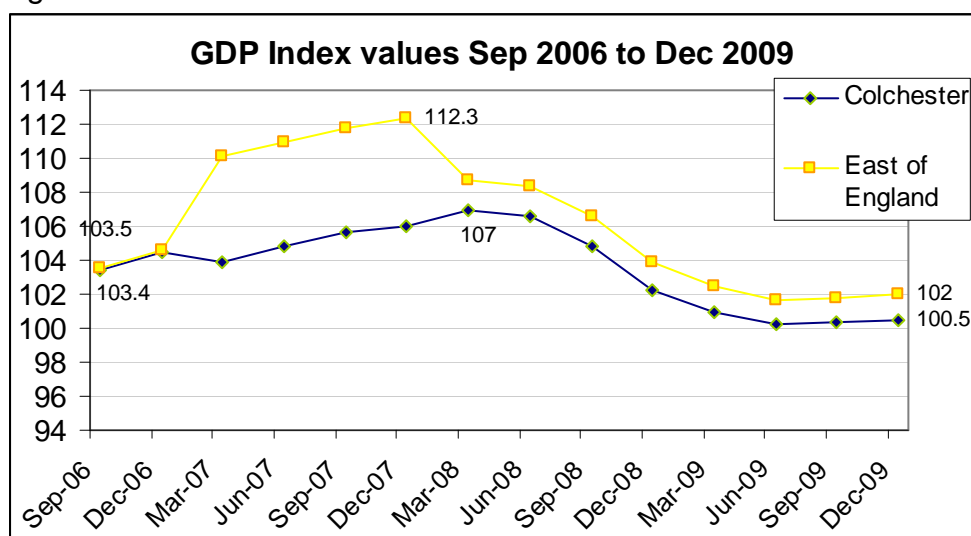
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GDP index values

The GDP Index values are calculated with a baseline value of 100 for January 2005, and show change over time for economic output. The GDP measure used for this is output and production and value added through production of goods and services.

This quarterly data produced by the ONS is preliminary, and may be subject to revision, but it does give an indicative view of change in GDP as a measure of inflation.

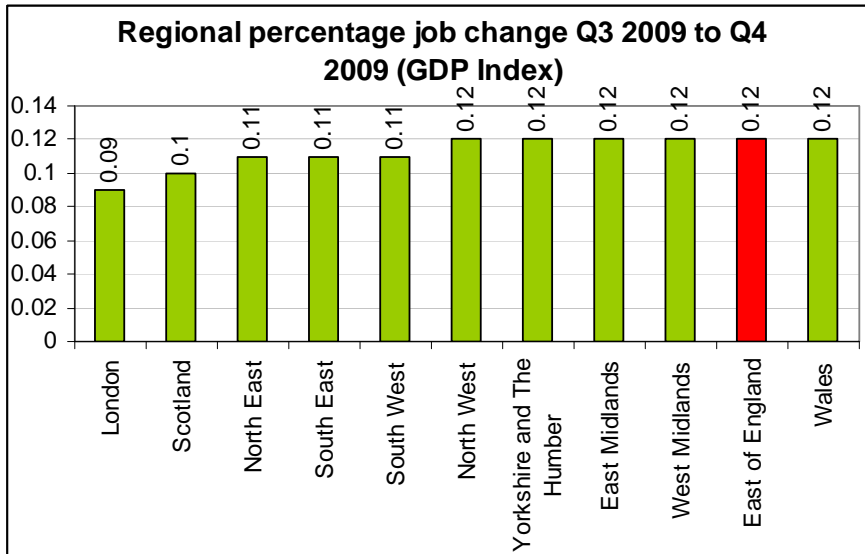
Figure 1



ONS regional GDP data accessed from Gavurin recession map, © Crown Copyright, 2010

- As figure 1 shows values are marked for September 2008 and December 2009, as well as at the highest GDP index value over this time for both geographies.
- Although the GDP Index value for Colchester in September 2006 was very similar to the East of England, the regional GDP increased at a far higher rate between December 2006 and December 2007, with a peak value of 112.3. Colchester also saw a GDP increase for this period, but at a much steadier level, with a December 2007 value of 106.
- Between December 2007 and March 2008, the East of England saw a substantial decrease in GDP index value, falling from 112.3 to 108.7. In the same period, Colchester GDP increased slightly from 106 to 107.
- Since March 2008, both geographical areas have seen an overall decrease in the GDP Index, in line with national recession trends. However, from June to September 2009 and September to December 2009, both areas saw a very small increase in the GDP index value. Colchester rose from 100.2 to 100.3 to 100.5. The East rose from 101.7 to 101.8 to 102.

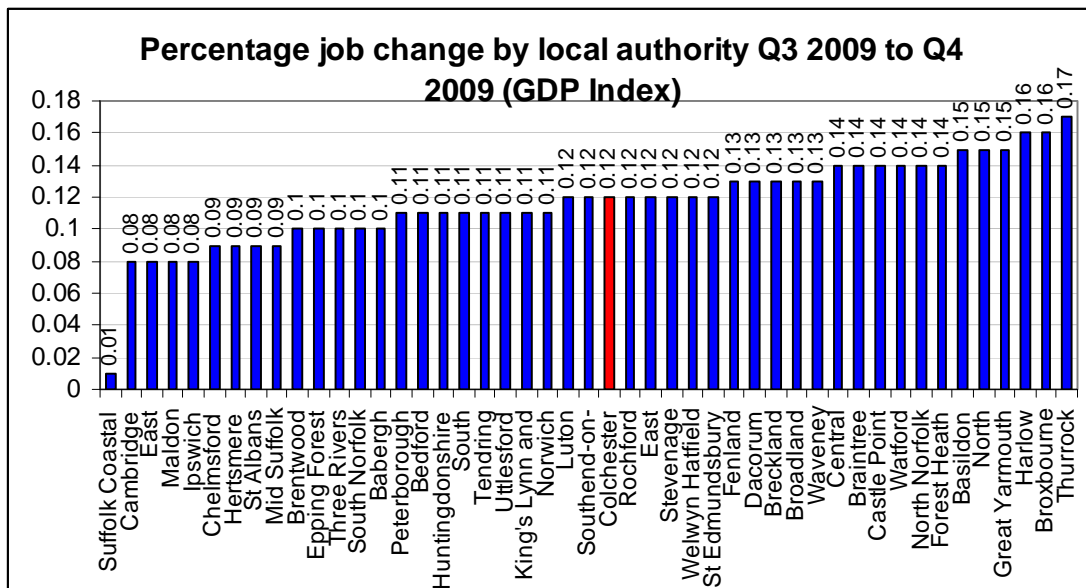
Figure 2



ONS regional GDP data accessed from Gavurin recession map, © Crown Copyright, 2010

- As figure 2 shows for the first in this economic report series, the regional job change estimates have a positive value, leading to the January 2010 observation that the UK was out of recession.
- Between quarter two and three in 2009, the East was predicted a loss of 0.4% of jobs. The data for the third to the fourth quarter of 2009 shows a predicted increase of 0.12% of jobs. Although very small, this shows a positive shift in the regional economy, with positive implications for Colchester.

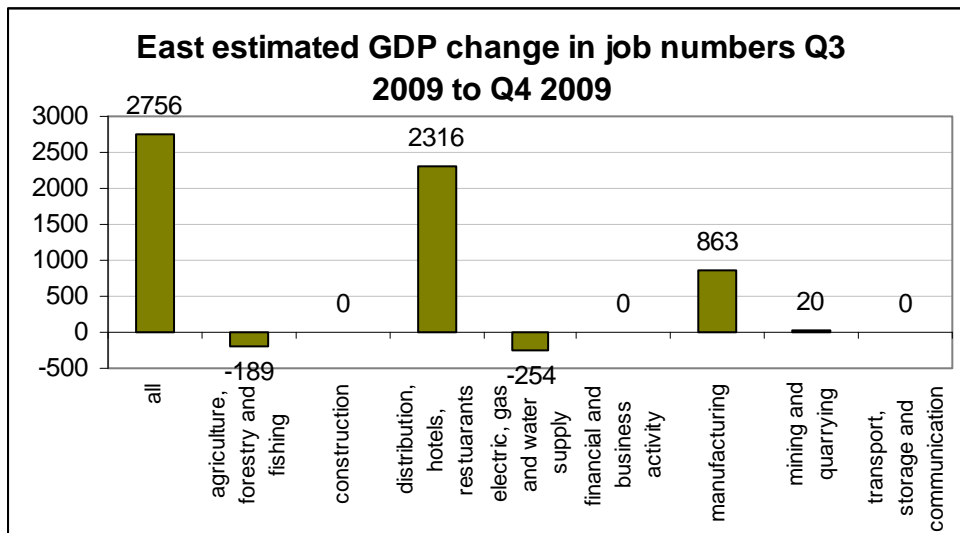
Figure 3



ONS regional GDP data accessed from Gavurin recession map, © Crown Copyright, 2010

- As figure 3 illustrates, Colchester had the same percentage job change value as the East of England overall, so has the Median value. Colchester had the 23rd highest value of percentage job change of the 48 East of England authorities between the third and fourth quarters of 2009, and there were seven other authorities who also had the same value of 0.12% job change. (Luton, Southend on Sea, Rochford, East Hertfordshire, Stevenage, Welwyn Hatfield and St Edmundsbury)

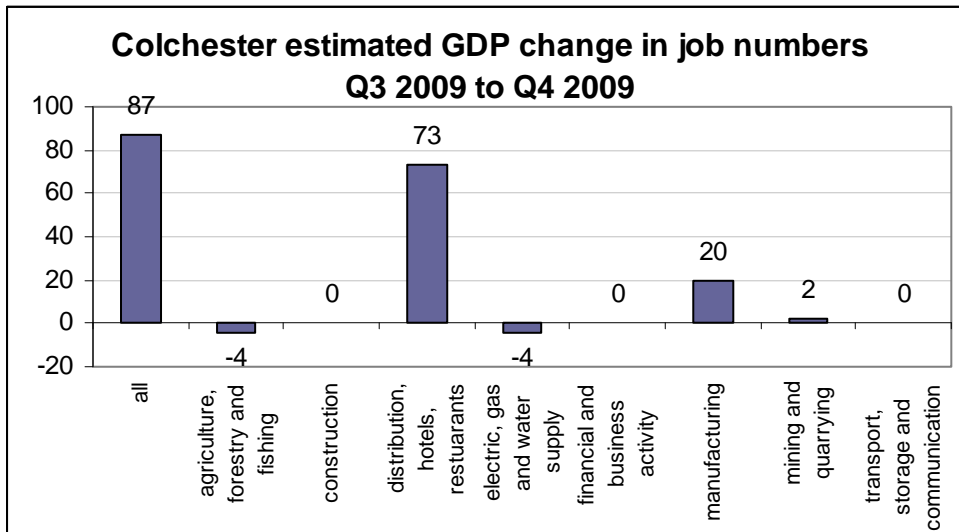
Figure 4



ONS regional GDP data accessed from Gavurin recession map, © Crown Copyright, 2010

- Based on the ONS calculations for change in GDP between the third and fourth quarter of 2009, figure 4 shows that the East was predicted an increase of 2756 jobs. The largest increase was expected to be in distribution including hotels and restaurants (2316) followed by manufacturing (863).
- Some sectors were still estimated job losses, electric gas and water supply predicted to lose 254 and agriculture, forestry and fishing 189.

Figure 5

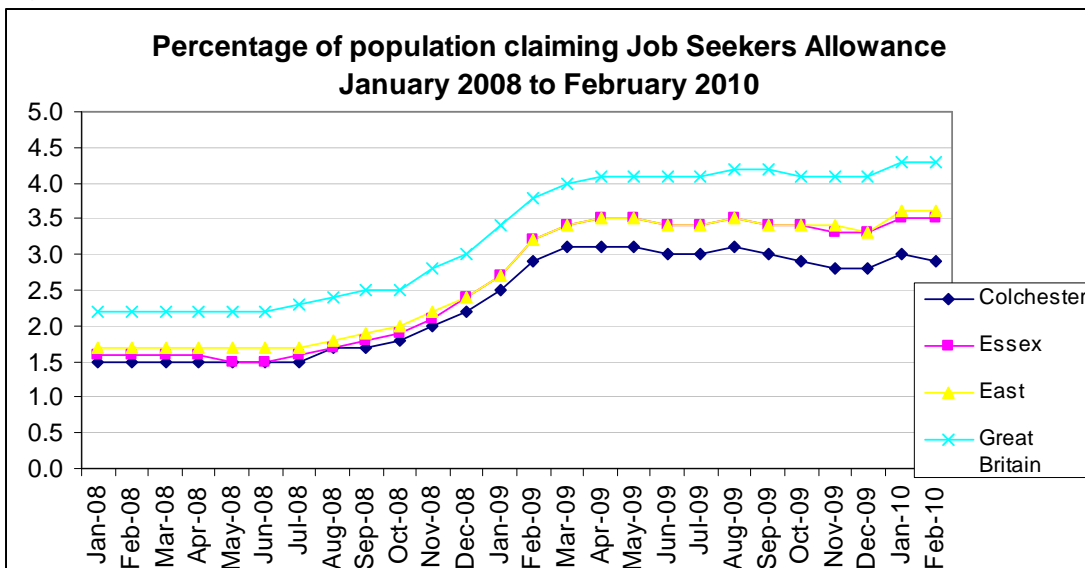


ONS regional GDP data accessed from Gavurin recession map, © Crown Copyright, 2010

- As figure 5 shows, based on the ONS calculations for change in GDP between the third and fourth quarter of 2009, Colchester was predicted an increase of 87 jobs. The largest increase was expected to be in distribution including hotels and restaurants (73) followed by manufacturing (2). Some sectors were still estimated job losses, although very small, with electric gas and water supply predicted to lose four and agriculture, forestry and fishing four.

Unemployment indicators: Job Seekers Allowance (JSA) and Worklessness

Figure 6



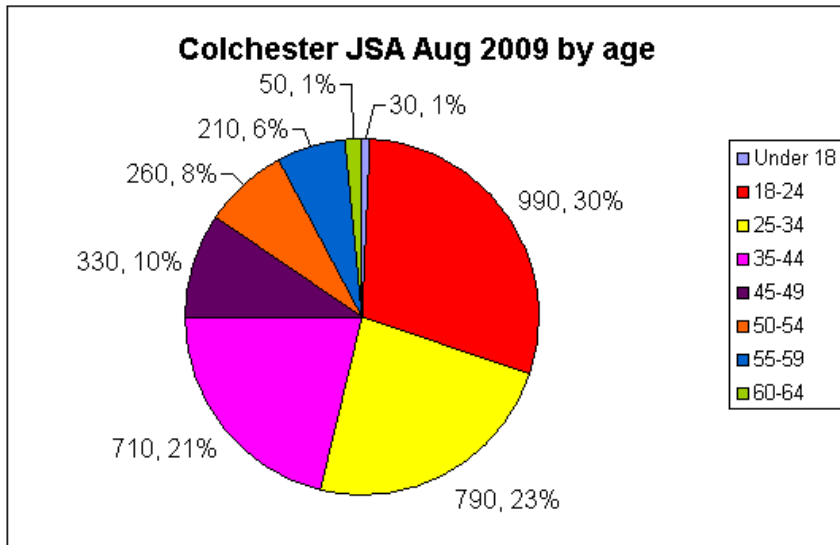
Nomis web data ONS claimant count as a percentage of the working age population © crown copyright, 2010

- The percentage of the population claiming Job Seekers Allowance (JSA) in the last report showed in both October and November 2009

the figure had declined, and less than 3% (2.9%) of the population were claiming JSA. However, as figure 6 illustrates, in January 2010 this figure increased again to show that 3% of Colchester's population were JSA claimants. This is likely to be due to the decrease in seasonal Christmas positions.

- Where Colchester had very similar percentages of JSA claimants to Essex and the East in January 2008 (between 1.5 and 1.8), Colchester's claimant level, although increased throughout the recession, has increased at a lower level than Essex or the East of England since December 2008, with highest values of 3.1% compared to 3.6% for Essex and the East.
- In February 2010, Colchester had 2.9% of the working age population claiming JSA, while Essex had 3.5%, the East had 3.6% and Great Britain had 4.3%.

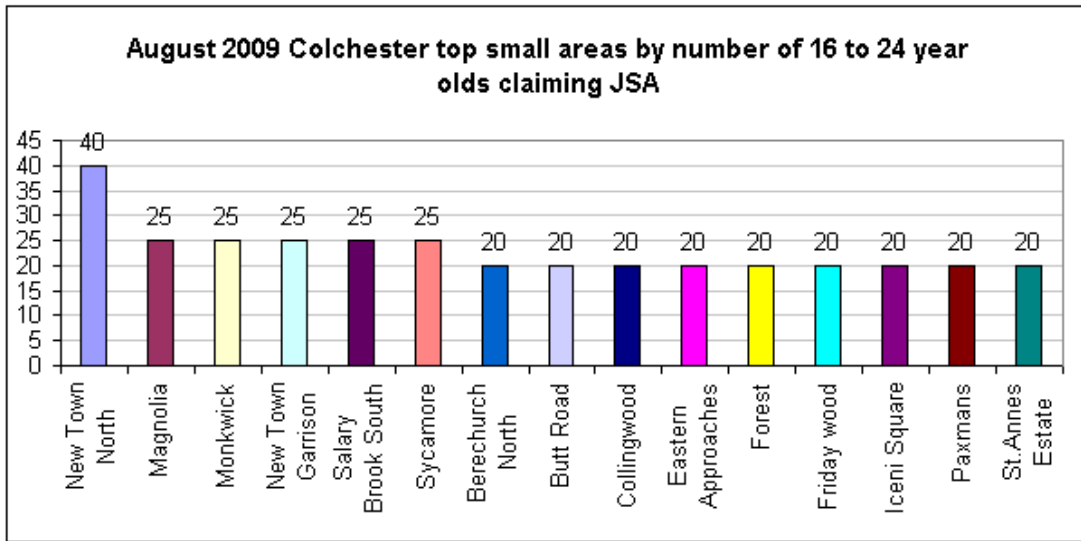
Figure 7



Data source DWP information directorate © crown copyright, 2010

- As figure 7 shows, in August 2009, the largest numbers of Job Seekers Allowance (JSA) claimants were aged 18 to 24, at 990 claimants (30%) This was followed by 25 to 34 year olds, which accounted for 23% of August 2009 claimants (790).

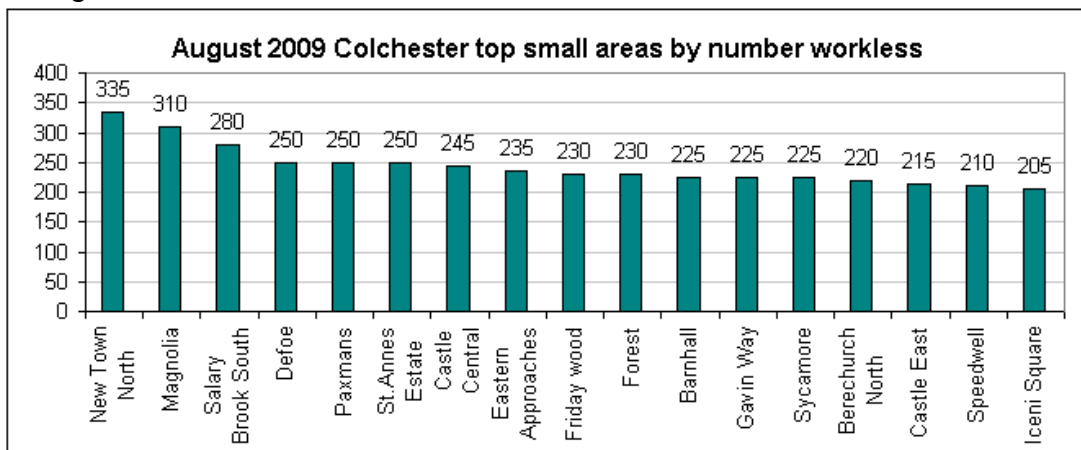
Figure 8



Data source DWP information directorate © crown copyright, 2010

- As figure 8 shows, as a result of the recession, the 16 to 24 year old age group has seen the largest increase in JSA claimant numbers of all age groups, and accounts for 30% of all of Colchester’s JSA claimants.
- The largest numbers of these claimants (40) were registered in the small area of New Town North (there are 104 small areas in Colchester).
- There were a further five small areas which all had 25 JSA claimants aged 16 to 24 (Magnolia, Monkwick, New Town Garrison, Salary Brook South and Sycamore)

Figure 9

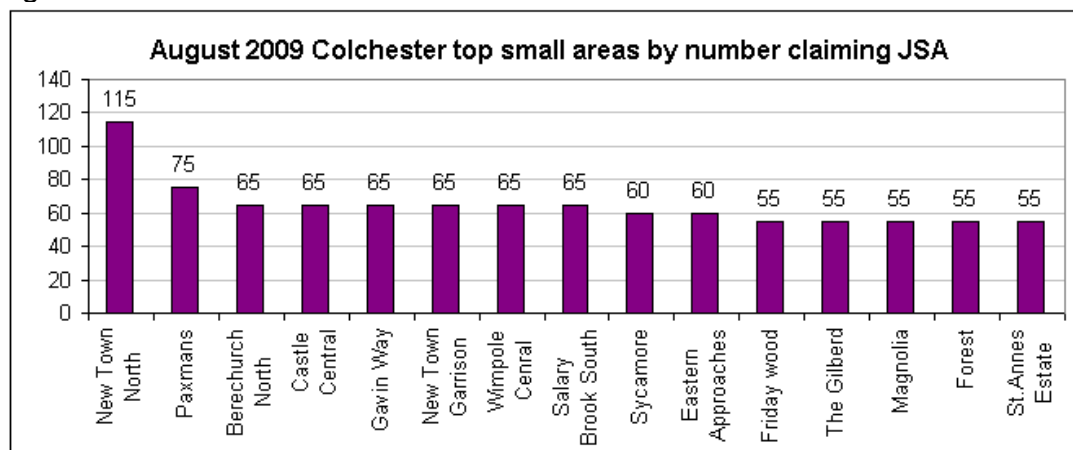


Data source DWP information directorate © crown copyright, 2010

- In the May 2009 workless figures, there were 17 small areas with 205 or more worklessness residents, this figure stayed the same in August 2009 as figure 9 illustrates

- Between the two periods, nine of these small areas kept the same number of workless residents, two small areas had an increase in worklessness numbers (New Town North and Salary Brook South) and Chinook decreased below 205 claimants while Berechurch North moved up to 205 claimants (from 200 in May 2009).

Figure 10



Data source DWP information directorate © crown copyright, 2010

- As figure 10 shows, in the May 2009 Job Seekers Allowance (JSA) claimant data, there were 19 small areas in Colchester with 55 or more JSA claimants. In August 2009, this number had decreased to 15 small areas. Eight of the 19 small areas in the May 2009 data saw a decrease in the number of JSA claimants, and a further four decreased below 55 claimants.
- Five small areas kept the same number of claimants between the two periods (Paxmans, Gavin way, New Town Garrison, Salary Brook South and Sycamore) and only two of the top JSA claimant small areas saw an increase in the number of claimants (New Town North and Berechurch North).
- Overall, the general trend was of a decrease in JSA claimants by small areas.

Figure 11

Employment and unemployment (Jul 2008-Jun 2009)

	Colchester (numbers)	Colchester (%)	East (%)	Great Britain (%)
All people				
Economically active [†]	96,200	81.2	81.8	78.9
In employment [†]	90,800	76.4	77.0	73.3
Employees [†]	80,600	67.7	66.4	63.9
Self employed [†]	10,200	8.7	10.2	9.1
Unemployed (model-based) [§]	5,400	5.6	5.8	6.9

Source: ONS annual population survey downloaded from Nomis web

#Sample size too small for reliable estimate ([see definitions](#))

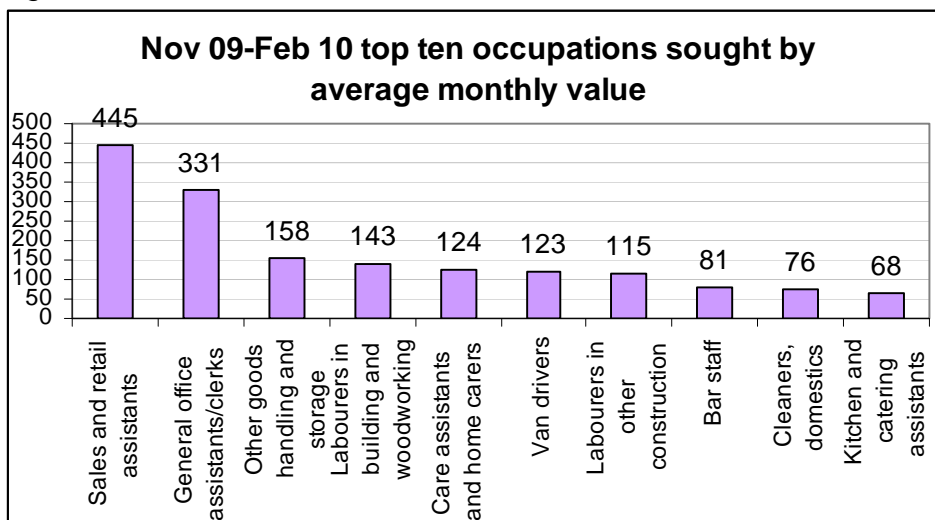
† numbers are for those aged 16 and over, % are for those of working age (16-59/64)

§ numbers and % are for those aged 16 and over. % is a proportion of economically active

- The Annual Population Survey (figure 11) data estimates that between July 2008 and June 2009, 81.2% of Colchester's population were economically active, which is higher than the national figure of 78.9%, but lower than the East (81.8%). People not classed as economically active will include retired people, students, and people looking after the home or children and not looking for a job.
- Included in the economically active, 5.6% of the working age population were estimated to be unemployed (but wanting a job) in Colchester. This was lower than the estimated 5.8% of the working age population in the East, and 6.9% for Great Britain.
- Between July 2008 and June 2009, 8.7% of Colchester's population were estimated to be unemployed, which was lower than the estimated 10.2% for the East, and 9.1% nationally.

Job Centre Plus data: Vacancies and Job seekers

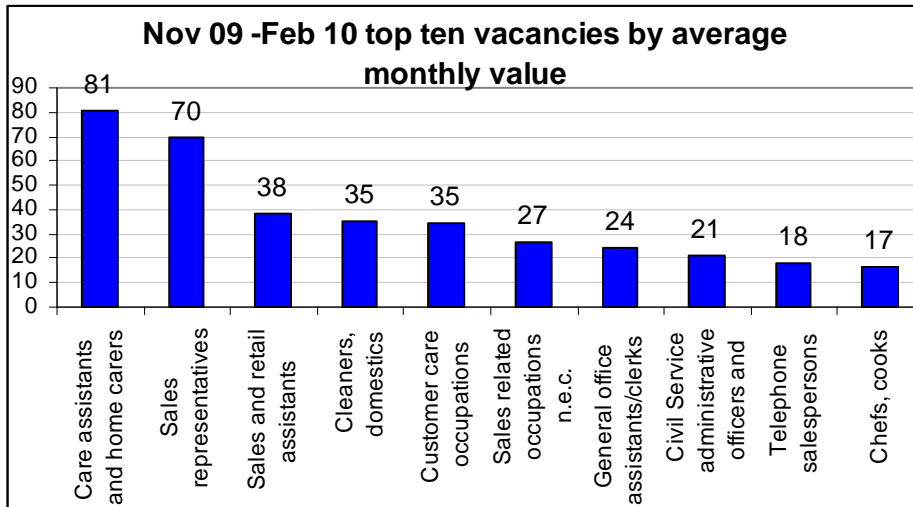
Figure 12



Data source, Job Centre Plus, Colchester branch site level vacancies, April 2010.

- As shown in figure 12, between November 2009 and February 2010, an average of 445 people a month were searching for sales and retail assistant jobs through the Job Centre Plus. An average of 331 people a month were seeking general office assistant/ clerk work, and 158 on average were looking for other good handling and storage work.

Figure 13



Data source, Job Centre Plus, Colchester branch site level vacancies, April 2010

- With an average of 81 vacancies registered a month between November 2009 and February 2010, care assistants and home carers had the top number of vacancies, followed by sales representatives with an average of 70 vacancies a month (see figure 13 above).

Figure 14

	November 2009 percentage	February 2010 vacancies	February 2010 occupancy sought	February 2010 percentage
Brentwood	55.1	371	1020	36.4
Chelmsford	32.6	1119	3855	29.0
Braintree	20.6	861	3635	23.7
Witham	33.8	166	780	21.3
Colchester	24.1	768	3630	21.2
Clacton	18.6	514	2450	21.0
Harlow	23.7	653	3335	19.6
Loughton	24.2	309	1710	18.1
Rayleigh	29.3	195	1425	13.7
Southend	20.7	613	5315	11.5
Grays	28.3	405	3705	10.9
Harwich	19.0	67	640	10.5
Basildon	18.7	535	5420	9.9
Canvey Island	17.3	62	1100	5.6

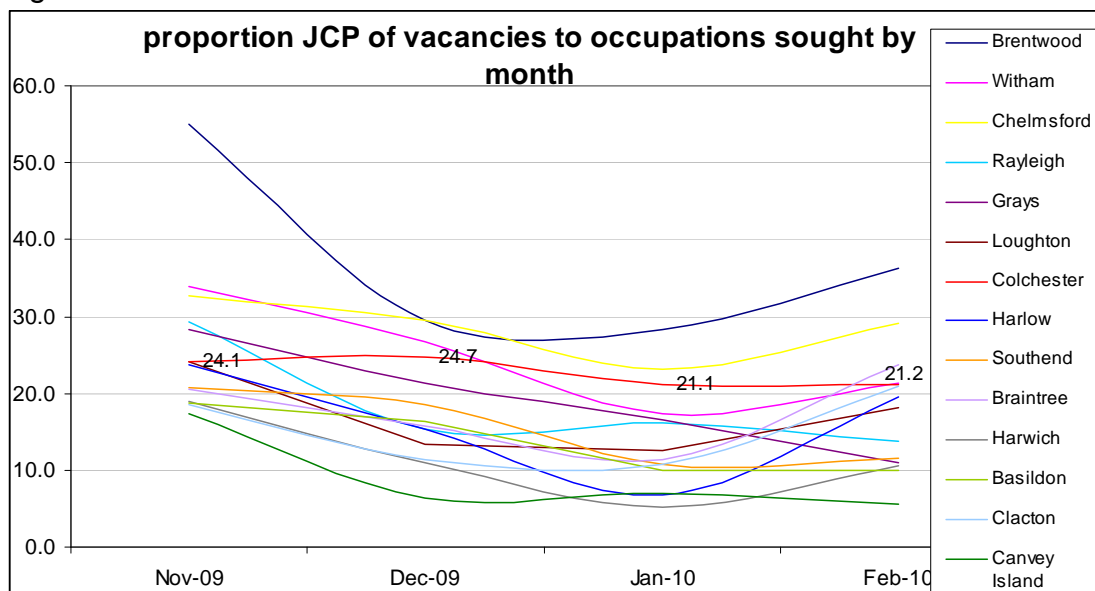
*Percent refers to the percent of which vacancies account for the number of occupations sought

Data source, Job Centre Plus, Colchester branch site level vacancies, April 2009

- Those figures which are highlighted in figure 14 show a decrease in the percentage of jobs to job seekers. Between November 2009 and February 2010, only two areas saw an increase in the number of jobs available for the number of job seekers.

- In Colchester, the value of vacancies advertised through the Job Centre Plus was 21.2% of the job seekers which were registered, which had decreased from 24.1% in November 2009. Of the areas shown, Colchester had the fifth highest value of jobs to job seekers, which is an increase from the ranking of seventh in November 2009.
- Some of the decrease of jobs to job seekers will be due to a more seasonal vacancies being advertised in November in the lead up to Christmas.
- Although this data shows the percentage of jobs to job seekers, these figures will not necessarily translate into employment, as the difference in the occupations sought and vacancies advertised shows.

Figure 15



Data source, Job Centre Plus, Colchester branch site level vacancies, April 2009

- Figure 15 shows the percentage of jobs to Job seekers in Colchester registered through the Job Centre Plus. At the most recent point of January 2010, Colchester has the fifth highest percentage of jobs to job seekers, behind Brentwood, Chelmsford, Braintree and Witham, at 21.2%.
- Over the months shown, there has been a decrease in the percentage of jobs to job seekers, but some of the decrease of jobs to job seekers will be due to a more seasonal vacancies being advertised in November and December in the lead up to Christmas.

16-19 year olds Not in Employment, Education or Training

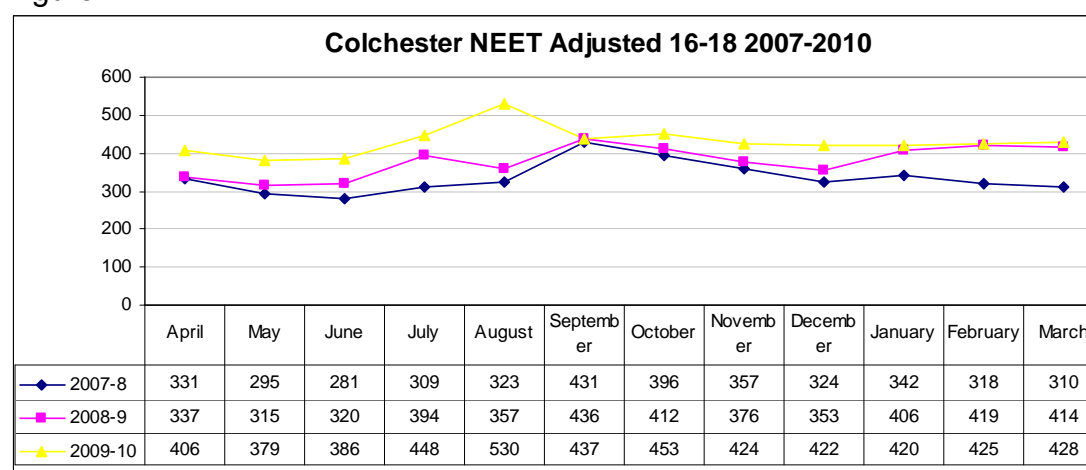
Figure 16

	Mar-09	Mar-10	Diff Mar 09 - Mar 10	Mar-10
Basildon	11.00%	13.40%	2.40%	539
Braintree	10.90%	11.10%	0.20%	276
Brentwood	4.20%	4.70%	0.50%	88
Castle Point	7.10%	4.50%	-2.60%	179
Chelmsford	3.90%	3.50%	-0.40%	223
Colchester	5.60%	5.70%	0.10%	428
Epping Forest	2.20%	2.90%	0.70%	91
Harlow	4.30%	4.20%	-0.10%	113
Maldon	9.20%	10.60%	1.40%	90
Rochford	6.20%	9.40%	3.20%	113
Tendring	12.80%	13.60%	0.80%	455
Uttlesford	3.90%	3.50%	-0.40%	50
Essex	7.00%	6.90%	-0.10%	2656

Colchester 14 to 19 Area Planning Group (APG) NEET data set, provided by NE Area Integrated Youth Services, © Essex County Council (March 2010)

As Figure 16 shows, in March 2010, Colchester had 5.7% of its 16 to 19 year old population who were classed as NEET. This was lower than the Essex average of 6.9%, and placed Colchester sixth out of the twelve districts. In terms of numbers of NEET 16 to 19 year olds, Colchester had the third highest number of the twelve districts, at 428 NEET, where those with higher levels were Basildon with 539 and Tendring with 455.

Figure 17



Colchester 14 to 19 Area Planning Group (APG) NEET data set, provided by NE Area Integrated Youth Services, © Essex County Council (March 2010)

For all three annual periods, the adjusted NEET figure is shown on a monthly basis in Figure 17. Across the three years, the lowest adjusted NEET figures were given for the period of April 2007 to March 2008, where the highest NEET figure given was 431 in September 2007 and the lowest NEET figure was 281 in June 2007.

The period of April 2009 to March 2010 had the highest adjusted NEET figures, with the highest figure of 530 in August 2009, and the lowest figure of 379 in May 2009.

Figure 18

Top ten wards by percentage of Colchester Connexion's NEET who are resident

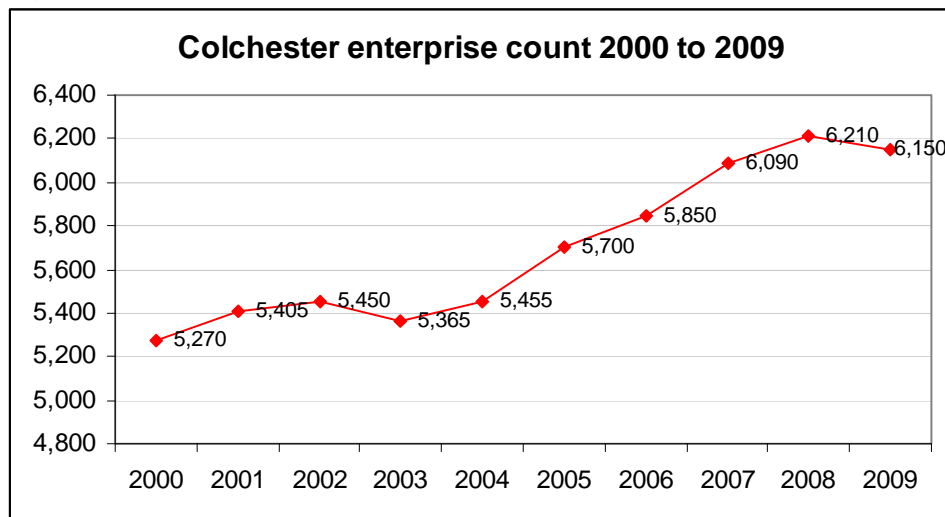
Ward	% of Colchester Connexion's NEET
Berechurch	9.5%
St Andrew's	8.6%
Shrub End	7.4%
Harbour	7.2%
St Anne's	7.2%
New Town	7.0%
Highwoods	5.6%
Castle	5.0%
West Mersea	4.3%
Lexden	4.1%

Colchester 14 to 19 Area Planning Group (APG) NEET data set, provided by NE Area Integrated Youth Services, © Essex County Council (March 2010)

The top ten wards by the percentage of NEETs covered by Colchester Connexions who are resident there are shown in Figure 18 above. In March 2010, Berechurch had the largest percent of the Colchester Connexions NEET, at 9.5%, followed by St Andrew's with 8.6% of NEETs and Shrub End, with 7.4% of NEETs.

Businesses and employees in Colchester

Figure 19



Data source Inter- Departmental Business Register (IDBR)- count analysis of VAT and PAYE local units, ONS © Crown Copyright 2010

- The data shown in figure 19 is a count of VAT and PAYE based enterprises in Colchester. Since 2003, Colchester has seen annual increases in the number of registered enterprises except for between March 2008 and March 2009, where there was an estimated reduction

of 60 businesses in Colchester, demonstrating the early effects of the recession.

- The March 2009 VAT and PAYE data shows that:
 - The Borough had 6,150 enterprises – third highest out of Essex authorities but
 - Second highest number of employees on narrow count and third highest on local count
 - Second highest turnover for its enterprises – almost £7 billion
 - We can calculate business change on the narrow measure of Enterprise count (2009)/2008 or the wider measure (business expansion) of Local Unit Count 2009/2008 (i.e. where an enterprise has more than one premises/workplace in the Borough)

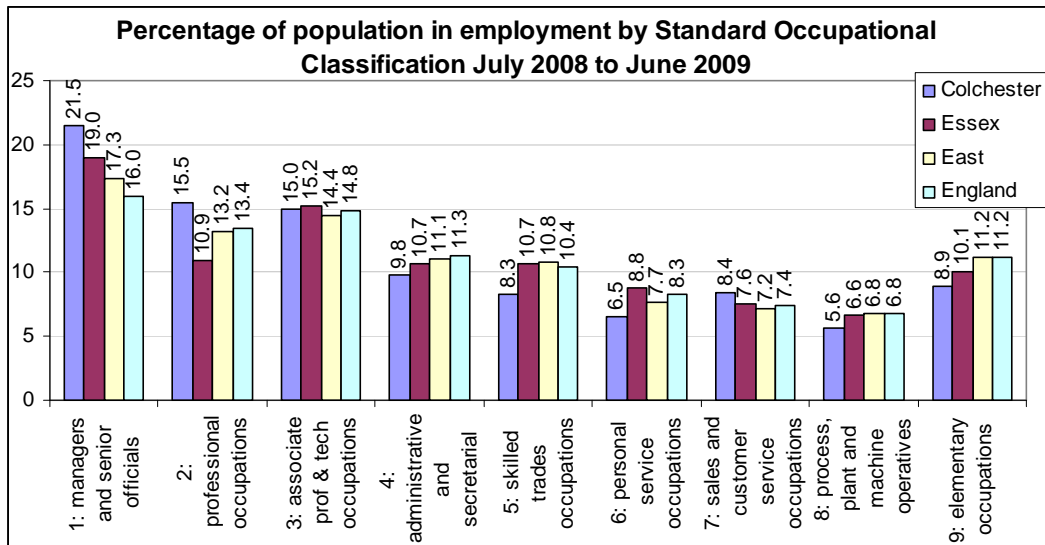
Figure 20

TOWN CENTRE LAND USE SURVEY												
	FE 04	SU 04	FE 05	SU 05	FE 06	SU 06	FE 07	SU 07	FE 08	SU08	FE09	SU09
VACANT ENTRIES	151	188	174	177	179	195	170	174	174	174	190	181
TOTAL COMMERCIAL ENTRIES	1684	1684	1684	1684	1684	1684	1684	1684	1682	1690	1690	1690
% VACANT ENTRIES	9.0	11.2	10.3	10.5	10.6	11.6	10.1	10.3	10.3	10.3	11.2	10.7

Data source: Town Centre land use survey, Colchester Borough Council © Crown Copyright

- The Colchester Borough Council town centre land use survey data (Figure 20), uses the local planning 1984 central area definition of the town centre, and officers measure empty buildings at a set point in time via an 'on foot' survey. SU refers to data collected in the summer period and FE refers to data collected early in the year.
- The two highest points, where 11.2% of town centre properties were vacant was in the summer of 2004 and early 2009. The high figure for early 2009 is likely to be due to the impact of the recession, but did reduce to only 10.7% in the summer of 2009.

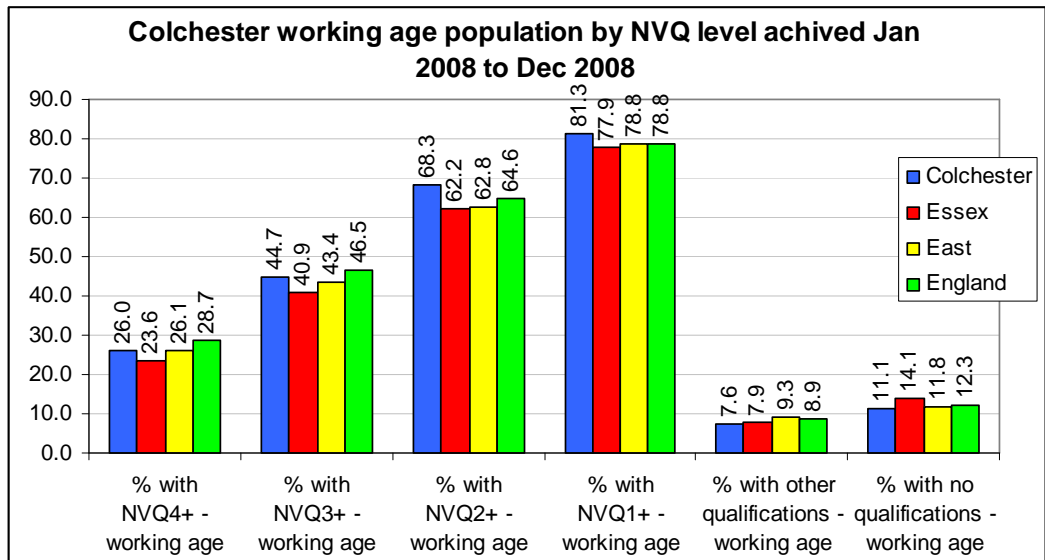
Figure 21



Data Source Annual Population Survey, ONS crown copyright (From Nomis 20th April 2010)

- Figure 21 shows resident population by Standard Occupational Classification (SOC). The largest percentage of Colchester's resident population is employed at (SOC) level one, which refers to managers and senior officials. At 21.5%, this was higher than all the other geographical areas although this category also accounted for the largest percent of their resident populations.

Figure 22



Data Source Annual Population Survey, ONS crown copyright (From Nomis 20th April 2010)

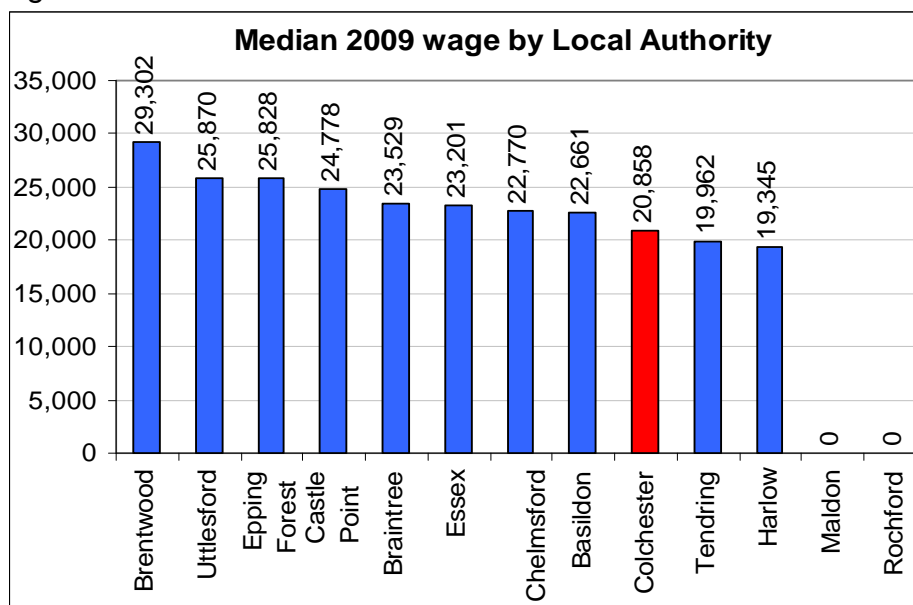
- Between January and December 2008, the Annual Population Survey (Figure 22) estimated that 11.1% of Colchester's working age population had no qualifications. This was lower than the predicted 14.1% for Essex, 11.8% for the East and 12.3% for England.
- For all levels of NVQ qualifications, Colchester had a higher percent of the population than Essex and the East who had estimated to achieve

them. For NVQ level three and above and NVQ level four and above the England value was higher than that for Colchester. For NVQ level four and above, 28.7% of the working age population of England was estimated to have this, compared to only 26% in Colchester. For NVQ level three and above, 46.5% of the working age population of England was estimated to have this, compared to only 44.7% in Colchester.

- The largest percent of Colchester’s population had achieved NVQ level one or above, at 81.3%. This is expected as those who are marked as achieving higher levels are also counted for the lower levels they achieve, as many of the educational qualifications are progressive.

Annual Survey of Household Earnings 2009 data

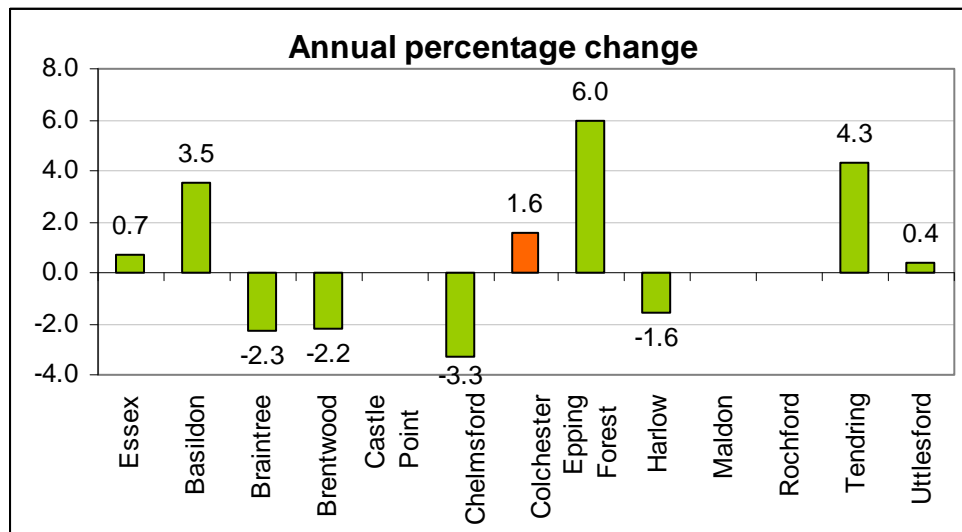
Figure 23



Source: Annual Survey of Hours and Earnings, Office for National Statistics.

- Figure 23 shows that in 2009, the Median average (the most mid point of a persons earnings) was estimated to be £20,858 per year in Colchester. Of the Essex authorities for which this data was available, this placed Colchester ninth out of 11, and below the overall Essex median of £23,201. This difference may partially be due to the proximity to London of the authorities.
- Brentwood had the highest median wage, at £29,302 annually, and Harlow had the lowest at £19,345.

Figure 24



Source: Annual Survey of Hours and Earnings, Office for National Statistics.

- Figure 24 shows that between the estimated median wage in 2008 and 2009, there was an increase of 1.6% in wage values in Colchester. Of the 10 authorities for which this data was available, four saw a percentage decrease in the annual wage of the resident population (Braintree, Brentwood, Chelmsford and Harlow) and the other six saw an increase. Colchester had the fourth largest change in median wage of the ten authorities. Epping Forest saw the largest increase, at 6% change, and the largest decrease in median wage was in Chelmsford, at -3.3%.

In focus: Developments and economic context for Colchester

This section is about future and current developments relating to economic issues in Colchester. The boxes below give a summary of the major pieces of work happening in the borough.

Diary date On June 25th, there will be a 2020 Assembly on Hollytrees Lawn (in upper castle park near the children's playground) starting at 7.45 am – this is an opportunity for the public to have their say on the economic future of Colchester.

Future Jobs Fund update

- More than 80 jobs have been created for Colchester young people as part of the Backing Young Britain (BYB) campaign.
- Colchester Borough Council has won £580,211 worth of funding from the Future Jobs Fund, part of the BYB campaign, to create 92 jobs in office administration, creative events/marketing support, woodwork/joinery, catering and leisure.
- Those organisations in Colchester Borough that have signed up to this initiative include: The April, Centre, Arts La'Olam, CCVS, Centreline, Colbea, Colchester Arts Centre, Colchester Borough Homes, Creative Co-op, Firstsite, Haven Project, Learning Shop, Leisure World, Matrix, Opportunities Through Technology, RethinkMind, Shaw Trust, Signals Media Arts, Signpost Advice Centre, Greenstead Community Centre and the Volunteer Bureau.
- Jobcentre Plus has also designated one of their staff to work to ensure full take up of the 92 placement opportunities over the year to 31st March 2011.
- In addition, two posts have been created to manage the programme – one with Colbea and another in Signpost – strengthening the community sector.
- Anyone over six months unemployed and on Jobseeker's Allowance who is aged between 18 and 24 should contact Colchester's Jobcentre, Tel: 01206 288900 to find out more.

Enterprise Grants

This year £42,000 has been awarded from Colchester Borough Council's Enterprise Skills and Employment Grant to two local organisations, Colchester Business Enterprise Agency (Colbea) and Signpost Colchester. Signpost provides assistance and training for those looking to get back into work and Colbea offers advice and support to those wanting to start up a new business, both really important in the current climate.

Both Colbea and Signpost are key partners in Colchester Borough Council's recent successful 'Future Jobs Fund' bid bringing in over £535,000 to create real opportunities for unemployed young people.

Signpost

Signpost continues to offer an excellent source of free information, advice and guidance to the residents of Colchester. They provide the opportunity for individuals to develop skills that will assist them getting back into sustainable work or education.

In 2009 there were 4772 visits to Signpost, compared with 3143 in 2008. There were also 475 new people who registered compared to 385 in 2008

Signpost offers 3 different courses in employability and is recognised as a centre to deliver Open College Network (OCN) courses.

The work that Signpost carries out helps assist CBC to achieve one of its strategic aims – ‘enabling job creation’ and also fulfils objectives within the Economic Development Strategy 2007-2010

Colbea

Colbea continues to offer an excellent source of free advice, support and training to new start businesses. They have pro-active and supportive plans to increase the number of new starts in Colchester, as well as providing incubation and grow-on space, nurturing new businesses.

The work that Colbea carries out assists Colchester Borough Council in achieving its objectives as set out in the Economic Prosperity Strategy 2007 – 2010 (7.2) ‘To develop new ways of helping businesses to start, grow and prosper’ and also ‘enabling job creation’ as referenced in the Council’s Strategic plan.

The current economic climate means that the service that Colbea offer is even more important to assist businesses in these difficult times. In the nine months from April 2009 year, Colbea provided 1,229 services to clients in the Colchester borough.

North Colchester Business Incubation Centre construction starts

Construction has commenced on a new Business Incubation Centre in North Colchester. The project, which is jointly funded by EEDA, the CLG and Colchester Borough Council, is due for completion in January 2011. Colchester Business Enterprise Agency (COLBEA) is taking responsibility for the operation of the new Centre. The need for additional incubation space for new businesses in Colchester was highlighted in an independent report.

Town Centre Improvement Programme launch Time to Believe in a Better Town Centre

Colchester is changing. Around £3bn is being invested in the four regeneration areas and around £500m of that is being spent in the town centre.

Spring 2010 saw the launch of a major campaign to tell stakeholders and members of the public about what's planned for the town centre. The aim is to help them to connect projects which are already improving the town centre with those larger scale longer term projects they will have been reading about in the press for some years.

Nine key work themes have been joined together. This jigsaw of themes helped people to see how work on one of them impacts on others.

The themes are:

- Improving Colchester for you and your family
- Creating quality public spaces and places
- Bringing new buildings and street scenes
- Supporting business and retailers
- Making it easier to get to and around Colchester
- Promoting Colchester
- New things to see do and visit
- Ensuring clean and safe places and spaces
- Changing Colchester after dark

There was a positive response at the launch stakeholder event on 8th March which was attended by around 70 key players in Colchester.

This was swiftly followed by a series of 'road shows' around the town centre from 9th-13th March. The exhibition continues in the windows of the former Zavvi shop in Culver Square for the foreseeable future and Shoeworld in Queen Street. In addition, the bettertowncentre.com website is being enhanced and will re-launch in April.

The feedback from these road shows is still being analysed however we know many people are interested in the emerging ideas around transportation in the town centre. These emerging ideas are now being tested.

Places today cannot stand still. As the Borough continues to grow, this investment is preparing Colchester to compete against other towns, to bring new jobs and a good quality of life for those who live, work, study, visit and do business here.

To find out more about regeneration in the Town Centre and across the Borough please refer to www.bettertowncentre.com and www.colchester-regen.co.uk