



Colchester's Sustainable Community Strategy

October 2007

Colchester**2020**

Local
Strategic
Partnership

Foreword



I am delighted to present Colchester's Sustainable Community Strategy. This is the 'grandparent' of all plans for Colchester and fundamental to delivering an ambitious and exciting future. Each Priority within this strategy will be underpinned by an action plan, against which progress is regularly monitored.

As Colchester2020 (the Local Strategic Partnership for Colchester) we have been asked by the Government to draw up a long-term vision for Colchester. I and my fellow Colchester2020 Partners on the Colchester2020 Partnership are passionate in our belief that Colchester has an outstandingly bright future. The opportunities facing the Borough couldn't be more exciting. Our job is to make sure that we with others grasp these opportunities – for the benefit of all.

After four years of operation we have a very clear view about what we are good at and how we can best operate. We are blessed with high performing public services, a very active and successful voluntary sector and an energetic and prosperous business community. We see no point in dabbling in their business when these sectors have this well in hand.

Instead we see our role as one of raising sights and ambitions, setting the direction and tone for Colchester's long-term prosperity and then lobbying, championing and bringing others together to create the circumstances and atmosphere to ensure that Colchester continues to excel as a 'prestigious regional centre'. So by necessity our role is to be visionary, highly ambitious, strategic but very selective about what we are trying to achieve at any moment in time. We want to make a real difference. This strategy is based on local people's views, local needs and Colchester's unique opportunities. We have consulted widely and listened. We have tried to balance the need for leadership and your desire for action.

We are passionate about Colchester and its exciting future – our future. We are in absolutely no doubt that with your help, we can all pull together to achieve our Vision.

A handwritten signature in black ink that reads "Elizabeth Hall". The signature is stylized and fluid.

Dr Elizabeth Hall

Chair

Colchester2020

Local
Strategic
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If you need help reading or understanding this document, please contact the Colchester2020 Co-ordinator by telephone: **01206 282348** or e-mail: **colchester2020@colchester.gov.uk**

We will try to provide a reading service, a translation, or any other format you need.

Cover: Sculpture of Boudica by Jonathan Clarke (1999), cast aluminium.

A Vision for Our Future for '2020 & Beyond'

Colchester, excelling as a prestigious regional centre that is:

- an iconic destination for culture and learning nationally and internationally
- renowned for sustainable economic growth

...and therefore a place where everyone has the opportunity to achieve their full potential.



Our Priorities

Carbon Reduction (building sustainability into all our priorities)

This is such a far reaching and fundamental issue for us all that we have incorporated this across all our Priorities.

OUR ASPIRATION FOR 2020 & BEYOND

We will have helped ensure that over time, Colchester manages to reduce its overall carbon footprint, whilst continuing to grow and prosper.

HOW 2020 WILL MAKE A DIFFERENCE

In each Priority we have identified where we have included work on carbon reduction (displayed in blue text) and we will continually challenge ourselves to ensure that we cover this issue.

WHAT 2020 WILL CONCENTRATE ON OVER THE FIRST FEW YEARS

To kick-start the process and to include all sectors of the Community, Colchester2020 will lead on the initiation of the “Colchester Carbon Challenge” – challenging all businesses, organisations and residents to join the campaign to make carbon reduction pledges.

Colchester2020 will also ask the Public Service Partnership, on our behalf, to ensure that the Borough begins to reduce its carbon footprint by aligning and prioritising all public sector strategies, plans and budgets. Colchester2020 will regularly monitor and review the activities of the Public Service Partnership and the extent to which progress is being made.

Our Priorities

Transport [A much improved transport system providing more choice and less congestion]	Heritage & Culture [Making Colchester a premier destination]	'London 2012 Games' [Leaving Colchester with a legacy for future generations]	Business & Employment [Moving the Colchester economy to a prestige performer]	Life Opportunities [Making opportunities available to all throughout our lives]
WHAT OUR ASPIRATION IS FOR 2020 & BEYOND				
Colchester will have a sustainable transport system the envy of other towns. Access and transit for people and commerce will be facilitated and enhanced with choices developed to provide the incentives for habit change, which will enable the aspiration to make the Town Centre a "car free" zone become reality. Transport generated carbon will have significantly reduced.	Colchester will be widely regarded as one of the country's leading cultural centres and will have established a strong brand within Europe. We will have a range of facilities, attractions and programmes which are outstanding, innovative and widely available to all. This will show-off our outstanding heritage to its maximum and our cultural opportunities will be ingrained into the life of Colchester and its people. The quality of life this inspires will be outstanding and evidenced by residential and business relocation and satisfaction and retention of creative talent within the Borough.	Colchester will have made an important contribution to a successful 2012 Olympics – providing training/preparation camps for foreign teams, attractions and foreign visitors and supplying volunteers to help. We will also have helped to leave a legacy of improved sports facilities, better health and participation in sport, wider volunteering and greater business, cultural and visitor opportunities.	Colchester will be regarded as a prestige location for business growth. We will have a truly 'open for business' reputation. Our business community will have come to appreciate and fully grasped the exciting growth opportunities available to Colchester. We will be renowned as a 'low carbon' economy. We will have aligned the skills base with business needs in Colchester and made the necessary investment – thus improving life opportunities for many. Productivity levels will have risen to well above the national average.	Colchester will be a place where everyone has the opportunity to achieve their full potential; where diversity is celebrated and recognised for the contribution it makes to enriching peoples lives. We will have significantly reduced the inequalities of people's quality of life. Public sector and voluntary agencies will co-ordinate their plans, work and budgets, helping to ensure that people live longer and with a better quality of life. We will have significantly reduced the pockets of deprivation and disadvantaged communities across the Borough. Through this work we will also have helped encourage lifestyles which respect our environment and contribute to reducing our carbon footprint.
HOW 2020 WILL MAKE A DIFFERENCE				
<ul style="list-style-type: none"> We will engage all stakeholders to ensure a long-term and ambitious agenda of improvements and changes We will engage all key stakeholders to secure enhanced choices of transportation in both urban and rural areas, which will include cycling, walking, public and community transport We will lobby enthusiastically for Colchester to secure additional funding and seek advantageous application of planning agreements We will work with others, tirelessly, to encourage all of us to change our travel habits and reduce our carbon emissions. 	<ul style="list-style-type: none"> Help to raise Colchester's cultural aspirations well beyond where we are at the moment We will facilitate a vision which will make this aspiration become a reality and, in turn raise Colchester's profile significantly We will encourage all the key players to align their strategies, plans and budgets to achieve this We will help forge links with International towns and partners We will lobby for extra funding and higher priority regionally, nationally and internationally 	<ul style="list-style-type: none"> We will continue to spearhead preparations in Colchester for 2012 We will help bring all the key players together to draw up a post 2012 legacy plan that benefits from a cross-sector perspective on sporting, cultural, tourism/visitor and business potential gains We will lobby for new funding to provide new or improved sporting facilities and encourage increased levels of participation, especially from 'hard to reach' groups. 	<ul style="list-style-type: none"> We will continue to work to raise aspirations about what Colchester can achieve and therefore its profile to a wider audience We will bring others together to agree and then develop a business 'Unique Selling Point (USP)' for Colchester We will help to harness those 'USP' opportunities and the sectors which are going to be central to it. 	<ul style="list-style-type: none"> We will help to raise the profile of this as a significant issue within our Borough We will use our influence to ensure that our public service providers and the voluntary sector (see reference to the Colchester Public Service Partnership below), work together to help ensure that they secure the funding they need to deliver this priority.
WHAT 2020 WILL CONCENTRATE ON OVER THE FIRST FEW YEARS (These will be detailed in our Action Plan)				
<ul style="list-style-type: none"> Promote a campaign for significant improvements to the main transport gateways into Colchester and its historic centre, including rail stations, whilst protecting heritage and culture Press for the earliest introduction of our first Park & Ride system and a programme for its expansion Lobby bus/train companies and local/regional authorities to work closely together for the improved availability and efficiency of public transport services, thus offering greater realistic choice of travel to both residents and visitors Work to re-energise and expand the Colchester Travel Plan Club Promote initiatives to secure a 'car free' Town Centre in due course by encouraging development of choices. 	<ul style="list-style-type: none"> Work actively to encourage our stakeholders to establish international partnerships Work with stakeholders to agree an outstanding annual cultural festival and programme, with an international audience Lobby for the introduction of new, high quality, energy efficient, visitor accommodation, Lobby for cultural and creative business investment as central to regeneration activity Help initiate the preparation of a master plan which celebrates our maritime and river heritage Initiate a cultural/welcome message and interpretation of heritage across the Borough Continue to champion a far more adventurous attitude towards exciting contemporary architecture, public art and urban design, which is also sustainable and helps reduce our carbon footprint. 	<ul style="list-style-type: none"> Secure approval leading to the successful introduction of a training and/or preparation camp Campaign and help identify 'Sporting Champions' for Colchester Assist both the voluntary sector and the business community to identify and maximise the opportunities that 2012 and its legacy will offer Co-ordinate a sustainable, carbon-friendly 'legacy plan' Take every opportunity to use both the event and its legacy to improve life opportunities across the Borough. Utilise 2012 active and healthy lifestyle messages concurrent to the Colchester2020 Travel Plan initiatives and reduction targets for carbon emissions. 	<ul style="list-style-type: none"> Complete and promote the outcome to the communications campaign launched in April 2007 by 2020 and Partners Establish a business working group with links to education to ensure local job opportunities are highlighted Lobby to ensure that sufficient serviced employment land becomes regularly and readily available for occupation with adequate managed work space Lead on work to develop and promote the emerging business sectors for the creative industries and environmental (green) technologies as Colchester's new business USPs. 	<ul style="list-style-type: none"> Through the Colchester Public Service Partnership, ensure that all the key public service providers come together to help raise the profile of this issue, agreeing and co-ordinating policies, actions and budgets to maximise life chance opportunities across the Borough Via the Colchester Public Service Partnership, publish an action plan that identifies properly funded multi-agency programmes and activities for those geographical communities and communities of interest exhibiting the most limited life opportunities. In so doing, we aim to significantly reduce current disparities Lobby to ensure that the Local Area Agreement targets relevant to life opportunities fully reflect the circumstances in Colchester and meet the necessary criteria to secure the funding required to meet these needs.

Sustainable Community Strategy: Your Questions Answered

Why a Community Strategy?

In 2000 the Government asked every Council in the Country to involve their community in preparing a long-term Vision for their area (known as the Community Strategy).

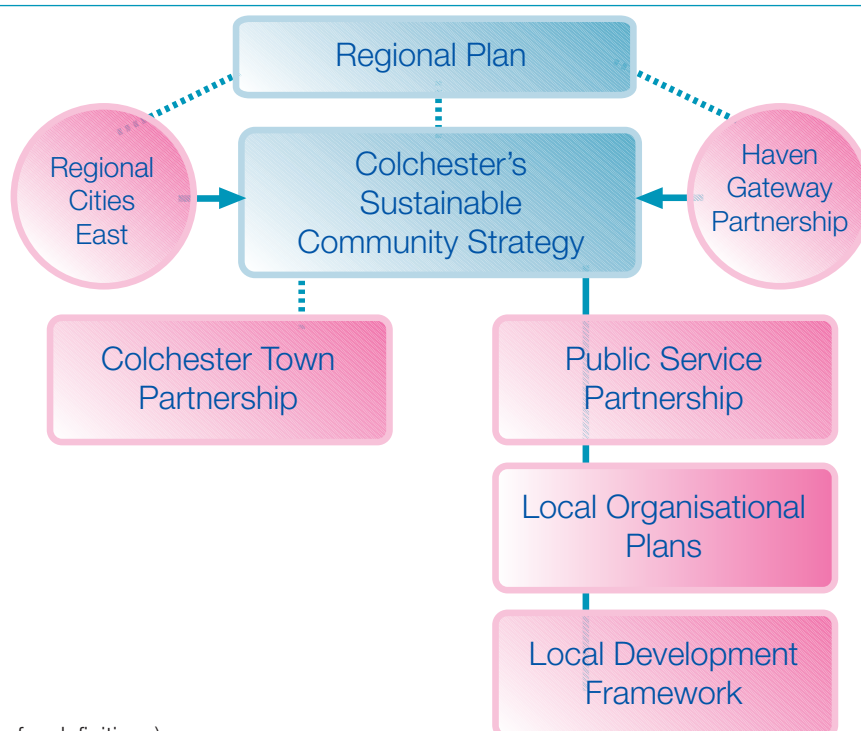
Why a Local Strategic Partnership (Colchester2020)?

In line with Government guidance the Borough Council asked a group of high-profile community leaders from the public, private and community sectors to come together (known as Colchester2020). They joined forces to lead the production of a Community Strategy for Colchester in consultation with the Community.

Why a Sustainable Community Strategy?

At the beginning of 2007, the Government challenged Local Strategic Partnerships to turn their existing Community Strategies into “sustainable” Community Strategies by developing a stronger focus on integrating social, economic and environmental issues and by tackling the longer-term and global impacts on Communities.

Where does this fit in locally?



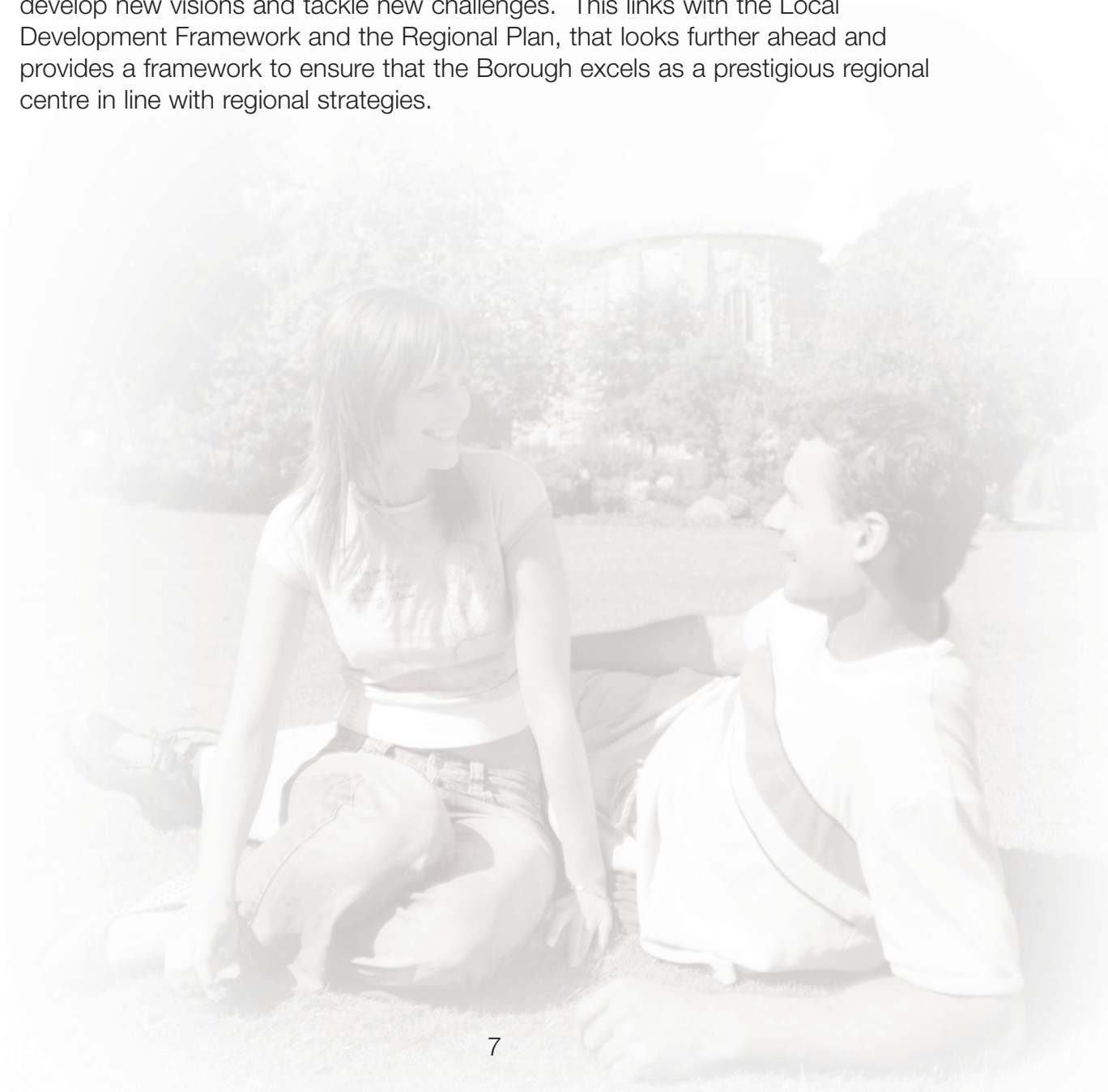
(see glossary for definitions)

Why do we need a new/revised Community Strategy?

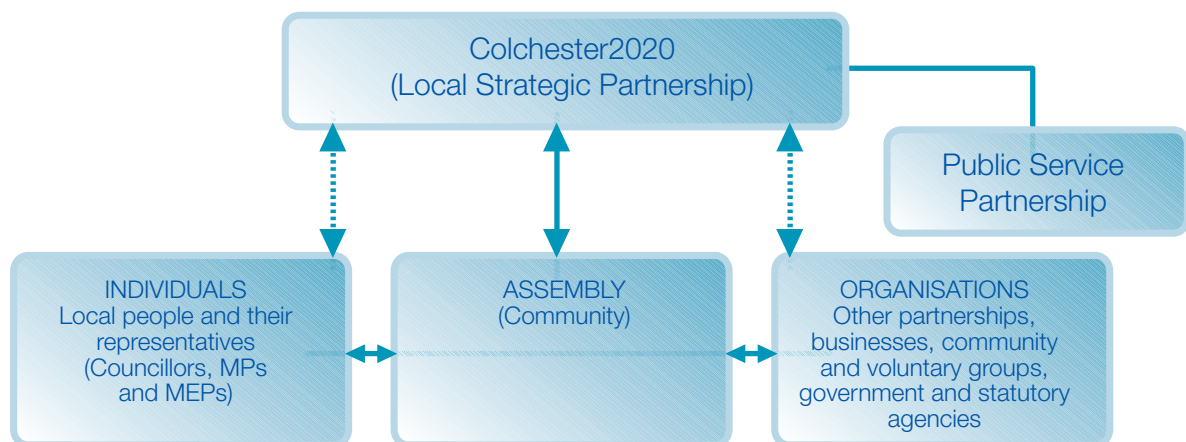
Colchester's previous Community Strategy was published at the end of 2003 and set out a range of ten Commitments, but in 2007 there are new public issues and different expectations. For this reason, in addition to the Government changes being imposed upon Local Strategic Partnerships, the time was right to consult the community once more in reviewing our Priorities to produce a Sustainable Community Strategy.

Why 2020 & beyond?

Our role is to set long-term high level aspirations for Colchester. It takes time to develop new visions and tackle new challenges. This links with the Local Development Framework and the Regional Plan, that looks further ahead and provides a framework to ensure that the Borough excels as a prestigious regional centre in line with regional strategies.



Working together to deliver the vision



Colchester2020's Role (Local Strategic Partnership)

- Driving forward the Vision and engaging with the Community to ensure that this is promoted at every opportunity
- Raising Colchester's profile locally, regionally, nationally and internationally
- Exercising community leadership by challenging and lobbying others, and then co-ordinating and facilitating the necessary actions by working closely with others to progress the Vision and Priorities
- Working with the Community through the twice-yearly assembly meetings and a communications plan, making information available via the 2020 website www.colchester2020.com in the local media and through newsletters
- Refreshing the Community Strategy – preparing and updating the action plan following its review by the Community at the twice-yearly assembly meetings to ensure that this is rolled forward as necessary and that the targets are met
- Each of the priorities will be led by a 2020 Partner who will be responsible for monitoring its progress and identifying the actions required by the Partnership to move this forward. This will be done with the support of other 2020 Partners.

The Assembly's Role (Community)

- Attending and participating in the twice-yearly assembly meetings
- Bringing the vision and supporting priorities to the attention of their organisation and encourage them to consider how it can prioritise activities to support and help achieve this
- Asking their organisation and contacts to promote the Vision at every opportunity (internally via staff and externally via contacts)
- Acting as a personal advocate of the Vision
- Monitoring the progress of the action plan and work with the Partnership to update this at each of the twice-yearly assembly meetings
- Advising the Partnership on Community involvement
- Generating ideas for the Partnership to take forward, as appropriate.

Glossary and Definition of Partnerships

Colchester's Sustainable Community Strategy

Colchester's high-level, visionary plan for '2020 & beyond'

Colchester Town Partnership

A partnership of local organisations and businesses led by the private sector who are promoting the town and co-ordinating town centre activities

Haven Gateway Partnership

A partnership of Councils and the private sector in the area around Colchester, Ipswich and the ports who are helping to deliver sustainable growth

Local Area Agreement

An agreement between public, voluntary and community sector partners across Essex to deliver a series of outcomes that are regarded as being key to making Essex a better place to live and work

Local Development Framework

A plan to show how Colchester will develop up to 2021 and what's needed to support this

Public Service Partnership

A partnership of the local public service providers and the voluntary sector who are co-ordinating public services and helping to deliver Local Area Agreement targets

Regional Cities East

A network of the region's leading towns and cities, including Colchester, who are collaborating to help deliver new homes, jobs and prosperity in a sustainable manner

Regional Plan (Regional Spatial Strategy)

A plan to guide development in the East of England for the next 20 years

Local Organisational Plans

Strategic plans for public sector organisations e.g. Borough Council, Health, Essex County Council and Essex Police.

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Website: www.colchester2020.com