


Agenda Item No:	5	
Committee:	Overview & Scrutiny	
Date:	9 February 2015	
Report Title:	Wisbech 2020 Vision Update	

1 Purpose / Summary

To provide the Overview and Scrutiny Committee with an update in regard to the Wisbech 2020 Vision project.

2 Key issues

- The Wisbech 2020 Vision project was first commissioned in April 2012 by the Leaders of Cambridgeshire County Council and Fenland District Council and the MP for North East Cambridgeshire.
- Extensive engagement was carried out with stakeholders, local businesses and the public in the development of a future vision for the town. The comments, ideas and suggestions resulting from this consultation were used to inform the Wisbech 2020 Summit in October 2012 at which stakeholders considered the initial ideas from the consultation. The outcomes from the Summit were then used to inform the Vision document which was launched at the Wisbech 2020 Vision launch in January 2013.
- The Vision is split into three themes of:
 - Wisbech – a great place to work
 - Wisbech – a great place to live
 - Wisbech – a great place to visit
- A total of 29 long and short term actions were assigned to a theme lead to progress the work with progress updates posted on the Wisbech 2020 Vision website.
- Many successes have been achieved through collaborative working as a part of the Wisbech 2020 Vision which have been shared and celebrated at the summit meetings held in October 2012 and September 2014.
- The 3rd Wisbech 2020 Vision summit is taking place on Friday 13 March 2015. It will include an update on progress achieved against all of the actions within the Vision as well as provide stakeholders with an opportunity to present ideas for future actions for incorporation into a revised Vision document.

3 Recommendations

That Overview and Scrutiny are asked to:

- Note the report
- Provide feedback on the future direction of Wisbech 2020

Wards Affected	All Wisbech wards (including the surrounding rural wards)
Forward Plan Reference	
Portfolio Holder(s)	Cllr John Clark Leader of the Council Cllr David Oliver Community Safety and Wisbech
Report Originator(s)	Carol Pilson, Corporate Director Email: cpilson@fenland.gov.uk Gary Garford, Corporate Director Email: garygarford@fenland.gov.uk Jo Blackmore, Executive Officer Email: jblackmore@fenland.gov.uk
Contact Officer(s)	Paul Medd, Chief Executive Email: paulmedd@fenland.gov.uk Carol Pilson, Corporate Director Email: cpilson@fenland.gov.uk Gary Garford, Corporate Director Email: garygarford@fenland.gov.uk Jo Blackmore, Executive Officer Email: jblackmore@fenland.gov.uk
Background Paper(s)	The Wisbech 2020 Vision

1 Background / introduction

- 1.1 The Wisbech 2020 Vision project was first commissioned in April 2012 by the Leaders of Cambridgeshire County Council and Fenland District Council, and the MP for North East Cambridgeshire. They expressed their joint resolve to tackle the many challenges that Wisbech, and other local towns, face in today's tough economic climate.
- 1.2 To ensure that the Vision document reflected the thoughts and ideas of as many people as possible, consultation was carried out with stakeholders, local businesses and the public. This was achieved through public consultation and the delivery of 8 themed workshops during the latter part of 2012, which focused on :
 - The future economic role of the town
 - Stronger families in communities
 - Housing
 - Education, skills and aspiration levels
 - Social cohesion
 - Transport and infrastructure
 - Pride, reputation and image
 - Leisure, culture, cycling and tourism
- 1.3 The suggestions, comments and ideas from the themed workshops and the public consultation were collated and considered by stakeholders at the Wisbech 2020 Summit in October 2012.
- 1.4 Feedback from the Summit led to the design of the Wisbech 2020 Vision with actions designated as short or long term, and then assigned to one of following three elements of the Vision document:
 - Wisbech – a great place to work
 - Wisbech – a great place to live
 - Wisbech – a great place to visit
- 1.5 Finally, a 'Theme Lead' was assigned to each of the 29 short term and long term actions to help lead the partner agencies who would be driving the vision forward, and also to provide progress updates when requested.
- 1.6 The final Wisbech 2020 Vision document was launched in January 2013 at the first Wisbech 2020 Vision launch. It was also posted onto the dedicated Wisbech 2020 Vision website (www.wisbech2020vision.co.uk) with links to the Wisbech 'Shape Your Place' website (www.wisbech.shapeyourplace.org). Many organisations took part in a symbolic signing of the Vision document at the launch event to illustrate their commitment to the delivery of the Vision.
- 1.7 Please see table 1 below for the history of the Wisbech 2020 Vision project to date:

Table 1: History of the Wisbech 2020 Vision Project

DATE	EVENT
6 March 2012	CCC Cabinet held in Wisbech (followed by tours of the area)
13 April 2012	Formation of Wisbech 2020 Core Vision group formed (Leaders of Cambridgeshire County Council, Fenland District Council and MP for North East Cambridgeshire) after meeting at Wisbech Castle
Jun – Sep 2012	8 Themed workshops held: Future economic role of the town Stronger families in communities Housing Education, skills and aspirations Social cohesion Transport and infrastructure Pride, reputation and image Leisure, culture, cycling and tourism
Sep 2012	Public engagement events held on Wisbech Market Place
26 Oct 2012	First Wisbech 2020 Vision Summit held
29 Jan 2013	Wisbech 2020 Vision document launched
July 2013	Progress update circulated
7 Apr 2014	Update given to FDC Overview and Scrutiny Committee
9 Apr 2014	Meeting of the Fenland Connections Working Group (the 'Big 6' linked to Anglian Water) at Octavia View
Jun 2014	Progress update
5 Sep 2014	Second Wisbech 2020 Vision Summit held
15 Oct 2014	Infrastructure workshop (evening event)
13 Nov 2014	'Infrastructure for Growth' document launched
20 Nov 2014	CCVS Wisbech 2020 Vision update meeting at Queen Mary Centre, Wisbech

2 Progress Updates

- 2.1 Progress updates for all 29 long term and short term actions can be found in appendix 1.
- 2.2 Some of the key highlights of the Wisbech 2020 Vision and other projects associated with the town include:

Wisbech - a great place to work

- 5000 students engaged and offered skills advice through the Fenland Enterprise Education (FEE) project including interview skills and CV development
- A further £6m investment for the College of West Anglia with new facilities due to open in September 2015 on top of CCC/FDC investment for Engineering Skills

- 'My Loyalty' card launched and well received with over 1000 cards being distributed.
- Successful application for the Healthy High Streets campaign which aims to increase footfall by 10%, reduce empty property units by 20% and create 3000 jobs across the 100 selected towns over a 3 year period.
- Dedicated campaign delivered in Wisbech to promote the provision and use of high speed broadband
- Recruitment pack developed
- An economic analysis of Wisbech by the University of Cambridge has been produced and will help to inform other growth plans for the town
- £1m of funding received for feasibility work on improving transport in and around Wisbech including the potential reopening of the Wisbech to March rail line
- A further £10.5m of funding has been earmarked for transport improvements in Wisbech for 2016 - 2021, subject to feasibility studies
- £300m investment approved for A47, which will include improvements to the Guyhirn roundabout
- 'Infrastructure for Growth' leaflet launched in November 2014 to help drive the economic case for transport improvements, including the Wisbech to Cambridge rail link, in and out of Wisbech. Key partners are convening on 30/1/15 to chart the progress made on key infrastructure improvements.

Wisbech - a great place to live

- £2m bid submitted to the Heritage Lottery Fund for the sustained improvement of the High Street area
- Work has started on improving Constantine House supporting the improvement of key derelict buildings in the town
- New Tesco superstore opened in Cromwell Road, along with cinema and restaurants
- New retail park opened on old Tesco site in Cromwell Road
- Large part of the Nene Waterfront Site sold to local developer which will create 70 homes, including 24 affordables
- Quality building design chosen for Coalwharf Road development
- Operation Pheasant successfully delivered, positively changing the lives of many migrant workers and attracting national praise and awards for effective partnership working
- Many community environment enhancement events carried out, in addition to patrols of the town and enforcement of littering and dog control offences
- £19,000 funding received to promote and diversify the arts and culture offer in the town
- 94 new homes built and let in Wisbech and surrounding villages, with a further 69 properties planned for 2015/16
- 9 previously empty properties brought back into use in the Wisbech area
- Volunteers recruited and trained to deliver a Community Translation/Interpretation Service as well as additional ESOL courses delivered
- Wisbech Market Town Transport Strategy developed and adopted by CCC
- Launch of the Waterlees Youth Forum in 2014 to offer local young people the chance to make decisions and support their local area

- Wisbech named at number 24 in The Times Top 30 best towns in Britain

Wisbech - a great place to visit

- Locations for new tourist information signs identified
- Wisbech widely publicised as an ideal visitor designation
- Successful and well attended multi-cultural event held in Wisbech on 1 June 2014, with other events currently being organised

2.3 In addition to the achievements highlighted above the project has brought together public sector, and latterly key private sector partners in the form of Anglian Water and its supply chain. This is a major step forward for the project and demonstrates a wider interest in resolving the challenges in Wisbech for community benefit.

2.4 A recent meeting with the voluntary sector has also indicated the important role local voluntary organisations play in the area, so it is seen as fundamental to embed these in the Wisbech 2020 activities.

3 Next steps

3.1 The next Wisbech 2020 Vision summit will take place on Friday 13 March 2015 at the Boathouse in Wisbech. Local county, district and town councillors representing Wisbech and the local rural area will receive an invitation, along with other stakeholders and the press. The event will again be sponsored by Anglian Water.

3.2 The focus of the summit will be to recap on the achievements of the last year, and consider taking forward uncompleted activities along with considering key change areas for the town going forward to address long term 'quality of life' issues, which may include such topics as health and well-being, education attainment and skills.

3.3 Feedback from the summit will be collated and used to refresh the existing Wisbech 2020 Vision document, which will include continuing with existing projects that have not been concluded and incorporating new activities identified from partners and via the summit, which will be published in mid 2015.

3.4 Part of this refresh will not only highlight the activities but will identify lead partners to take forward the projects and report back tangible outcomes on a regular basis. This will form part of the performance management framework to report back to both partners and members.

4 Future project delivery

4.1 Recent discussions with Wisbech Town Council have highlighted their desire to become more involved with the Wisbech 2020 Vision project. This will result in 3 tiers of local government working closely together to help deliver improvements to the town of Wisbech. This partnership will make good use of local knowledge and may prove invaluable when applying for external funding.

4.2 It has become apparent that the Wisbech 2020 Vision project provides an overarching legacy that can be used for an array of purposes including applying for funding from external organisations. By demonstrating the strength of the partnership involved and providing links to the type of projects the funding may support, this may make the Wisbech 2020 Vision (and its associated projects) a strong contender for external funding. Any funding obtained could also be used as match funding to attract even more investment into the town.

4.3 It is also important that we continue to communicate the successes of the project to residents and further afield to ensure the profile of the town continues to be raised with tourists, investors, funders, local and central government including ministers and civil servants.

5 Conclusion

- 5.1 The original 2020 Vision, has as planned, not been a theoretical aspirational document that is left on the shelf, but has proved to be a driver for change and delivery of some exciting projects and achievements as outlined.
- 5.2 It has also brought together local groups, the public sector and private partners in a cohesive group with mutually agreed direction for the future of the town.
- 5.3 It is anticipated that the refreshed document can further build on the success for the benefit of partners and 'make a difference' to the community of Wisbech.

Wisbech 2020 Vision - Summary of progress



Appendix 1 – Progress update on the Wisbech 2020 Vision

Wisbech – A Great Place to Work

ACTION No 1 – Led by College of West Anglia (David Pomfret)	
<p>We will assess information currently held in relation to local skills audits to ensure a better match between education/courses on offer and the needs of local businesses</p>	<p>UPDATE:</p> <p>An audit carried out showed that skills found to be lacking include:</p> <ul style="list-style-type: none">• Enough understanding of what it takes to be employable generically• Lack of knowledge about the specific skill or qualification requirements within specific sectors• Lack of communication and interpersonal skills• Inability to complete a descriptive letter of application• Lack of understanding around the need to research the company and what the job entails when applying for a position <p>Issues around specific sectors include:</p> <ul style="list-style-type: none">• lack of qualified personnel across the technician and supervisory job range to meet employers needs especially in engineering and manufacturing sectors but also in a broad spectrum of trades from electrical and mechanical engineering across to technician IT• There are still jobs available in health and social care but employers say that many youngsters do not want to work the shift patterns or deal with some of the job roles. <p>FDC and the College of West Anglia (CWA) have been working with the Fenland Enterprise Education (FEE) project to link schools to local employers as a way of improving youngsters knowledge of the requirements of employment across different sectors. The FEE project ran successfully for three years, bringing around 5000 students into contact with business people.</p> <p>FEE was very successful in bringing employers into Fenland Schools to support some of the employability issues listed above. FEE has now been subsumed into the Skills Service which is</p>

	<p>continuing this work and Katie Hart who worked for FEE has transferred to work at the Skills Service across Fenland and is continuing the good work with employers and youngsters.</p> <p>The £7.2m Technology Centre at CWA has been opened and is shaping provision in response to employer needs.</p> <p>The ESOL (English for Speakers of Other Languages) offer has been extended in response to need. CWA runs classes from its Isle campus on three evenings a week, Monday to Thursday. There are three classes each evening this year whereas last year, courses were only run on Tuesdays and Thursdays</p> <p>CWA has worked closely with CCC over the delivery of Community Learning provision in Wisbech resulting in the contract being directly delivered by CCC.</p> <p>CWA has commenced a further major new build / campus refurbishment programme amounting to a £6m investment, with new facilities being made available by September 2015 (and wider demolition / campus rationalisation / improvement taking place over 2015/16).</p> <p>Work will continue on improving skills and raising aspirations in the Wisbech area.</p>
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ACTION No 2 - Led by FDC (Gary Garford)	
<p>We will explore the feasibility of establishing a Business Improvement District (BID) or alternative business engagement to fund a range of improvements to the town, including a Town Centre Manager (full or part time)</p>	<p>UPDATE:</p> <p>Business Improvement District (BID) Three areas within the Wisbech retail footprint have been identified as relevant to a BID supported area. The areas are;</p> <p>A] Old Market Square</p> <p>B] Town Centre and associated side roads, and</p>

ACTION No 2 – Led by FDC (Gary Garford)

C] Norfolk Street

The success of any BID is the percentage levy generated from the Business Rate receipts, normally between 1 -1.5% of rateable values. The rateable values of the Wisbech area, exclusive of any Business Rate reduction would deliver a combined Wisbech BID levy percentage of **1% = £52,200+**, or at **1.5% = £78,783**.

A questionnaire was delivered to businesses within the 3 areas to gather views on pursuing a BID status for Wisbech. At the time the level of support was not deemed appropriate to take a BID forward. Should circumstances change such an idea could be resurrected.

'My Loyalty Card'

As part of the BID process and to help create leverage and manage retailer's expectations of a BID going forward, a 'My Loyalty Card' scheme was introduced in September 2013 to engage and support retail in Wisbech. Approximately 1000 cards have now been distributed with over 30 retailers proactively engaged in the scheme. The loyalty card provides shoppers with weekly discounts in-store to help encourage footfall within Wisbech and promote local customer loyalty. The card, valid for 5 years, is free to customers and retailers will offer discounts at the point of purchase rather than through a point collection scheme. Now that the BID team have encouraged support and interest with retailers, further consultation will be delivered on the basis of this.

Healthy High Street Campaign

Wisbech has recently been selected as one of just 100 high streets throughout the country who will benefit from the Business in the Community Healthy High Streets campaign (please see <http://www.bitc.org.uk/programmes/healthy-high-streets> for further information).

The initiative aims to increase footfall by 10%, reduce empty property units by 20% and create 3000 jobs across the 100 selected towns over a 3 year period.

ACTION No 2 – Led by FDC (Gary Garford)

The Healthy High Street project is progressing, with the team looking at developing a programme of activities in the town centre and focusing on sharing positive stories with the local media. The Council's tourism officer is promoting events and the project through the Facebook and Twitter accounts. The team members have conducted a walkabout in the town to speak to local retailers and let them know about the project. The project team is very keen to look at options for a town centre manager, which they feel will allow a stronger set of objectives to be developed and delivered.

ACTION No 3 – Led by Sarah Marsh (CCC)

We will further promote the provision and use of **high speed broadband** in Wisbech through a dedicated marketing campaign

UPDATE:

Connecting Cambridgeshire launched the "Destination Digital" business support scheme in February 2014. SMEs throughout Cambridgeshire are able to have up to 12 hours free dedicated business support as well as a grant of up to £4,000 towards 40% of the cost of digital products and services. Three business workshops and events have been delivered in Wisbech as well as others in surrounding areas.

A further meeting with FDC took place in April 2014 to discuss the best approach for marketing. Leaflets and posters outlining the advantages of broadband have been produced and will be available on the Fenland New Horizons outreach vehicle which visits Wisbech regularly. In addition, the vehicle was used for a dedicated broadband tour of Wisbech (and other Fenland towns) during the Go-Online week in October 2014 to encourage awareness and take-up of broadband.

A total of 7 Wisbech businesses have received Destination Digital grants and 3 took advantage of the free business support.

The Destination Digital Connection voucher scheme (currently limited to Cambridge and South Cambs) is due to be extended to cover the whole of Cambridgeshire meaning that Wisbech SMEs will be able to access connection vouchers of up to £3,000 towards the capital cost of

ACTION No 3 – Led by Sarah Marsh (CCC)

getting better broadband. For more information, please go to: <http://destinationdigital.info/>

This action is now complete to date, however we will continue to ensure adequate marketing across the town is carried out aligned to the high-speed broadband roll out.

ACTION No 4 – Led by Rick Hylton (Fire & Rescue Service)

We will deliver a **marketing pack** to attract key workers to Wisbech (also links to action 28)

UPDATE:

A recruitment pack has been developed to attract people to live and work in Fenland. The pack includes promotional material on why the District is a good place to live and work to encourage people from a wide range of professional backgrounds to choose Fenland as an employment destination. The aim is this will help to address skills shortages in a number of areas including teaching and social work. Please [click here](#) to access the pack or go to www.fenland.gov.uk and click on 'Jobs and Careers' and then 'Recruitment Pack'

The pack includes sections on:

- The area including good location, history and heritage, transport links and house prices
- Why Fenland's a great place to relax & unwind,
- Schools and colleges,
- Sports, clubs & leisure activities,
- Entertainment,
- Housing and house prices
- Our unique market towns and heritage

Each partner has the opportunity to include an additional individual organisational inserts to showcase the benefits of working at particular organisations. This pack will also be available to local businesses to download and amend for their own recruitment purposes.

This action is now complete. However, we are continuing to work with the Cross-Border Teacher Recruitment Strategy Group to find ways to improve teacher recruitment in Fenland.

ACTION No 5 – Led by Gary Garford (FDC)

We will investigate opportunities for the future of **Wisbech Port** including providing additional support for the clean-tech supply chain hub and marine engineering

UPDATE:

FDC developed a successful relationship with Centrica in respect of support to its offshore Lincs windfarm. This involved providing marine support and boat repairs along with linking to the local supply chain.

A further phase of windfarms is due to commence following Dong Energy's acquisition of the Race Bank windfarm. Early contact has been made to build a similar successful relationship and further enhance local jobs, skills and businesses.

The Council is working on improving the condition of mooring and facilities on the Nene, for which funding is allocated by various partners and works are scheduled to start in the summer 2015 This will better align to Dong Energy's needs and expand on the leisure moorings offer at both Wisbech and Sutton Bridge. Further opportunities will be explored in relation to local training and supply chain opportunities.

Survey work is currently in progress, supported by FDC and Harbour Authority, in advance of sub sea bed cable laying this year followed by the turbine construction phase commencing in 2016.

This work continues and will be reported in future updates.



ACTION No 6 – Led by Sarah Monk and Nicky Morrison (Cambridge University) and Mike Soper (CCC)

We will produce a report providing an economic and spatial analysis of the **future economic role of Wisbech.**

UPDATE:

An Economic Analysis of Wisbech and its travel to work area has been completed by the University of Cambridge providing a steer on which economic sectors agencies should focus upon in order to drive economic growth and prosperity to the area.

ACTION No 6 – Led by Sarah Monk and Nicky Morrison (Cambridge University) and Mike Soper (CCC)

The three separate parts of the study are available online:

<http://www.cambridgeshireinsight.org.uk/economy/wisbech-economic-study>

The University initially looked at several different sectors and analysed their future potential for growth and then focused on a smaller number of sectors for in depth analysis which showed the highest growth projections. These were agriculture/horticulture and food manufacturing sectors

Key findings showed that:

- In 2010 the agricultural gross value added (GVA) was estimated at around £19 million – an increase by £6 million from 2001.
- The latest GVA for the food-manufacturing sector was £54 million, increasing by £11 million from 2001.
- The GVA in the retail sector was £45 million in 2010, which suggests a recovery from the nation-wide recession in 2009 and an increase from £32 million in 2001.

If a high value-added growth strategy is adopted then the combined GVA of the agri-food sector could be £139 million by 2030, compared to £73 million in 2010. This sector can therefore make a considerable contribution to the local economy.

There are still potential opportunities for smaller economic gains to be made in particular sectors such as the clean tech renewables sector and its associated supply chain, the logistics and storage sector based on its direct relevance to the agri-food sector and construction sector based on investment in niche markets.

Recommendations to realise these economic benefits include:

- Skills development
- Business support
- Support for innovation

ACTION No 6 – Led by Sarah Monk and Nicky Morrison (Cambridge University) and Mike Soper (CCC)

- Engaging with wider government initiatives
- Providing the best environment for investment

The report findings will be used to inform other growth plans for the town, based on the points above.

The main focus on furthering economic development has been around encouraging 'Infrastructure for Growth' (improving road and rail links) whereas the focus of the University report is on 'softer' issues of encouraging skills development, business support and attracting innovative businesses; those that would take advantage of improved infrastructure.

This action is now complete and the document is being used to develop funding bids, liaison with the LEP and the basis for future planning for the Council's economic development strategy.

**LONG TERM ACTION No 7 –
Led by Dan Thorp (CCC) and the National Institute of Agricultural Botany (NIAB)**

We will investigate opportunities to establish a National Institute of Agricultural Botany (NIAB) related supply chain hub for the **promotion of plant science/horticulture sector**

UPDATE:

NIAB has recently announced a £2.5m fund to provide expert agronomy training over the next three years. This training will be available to businesses across the whole country, but NIAB are currently working with the Wisbech 2020 Vision project to develop some bespoke sessions in Wisbech for the Wisbech business community.

CCC and NIAB will work together with the LEP to explore opportunities for Wisbech around the agri-tech sector. Discussions are taking place between key stakeholders to understand possible Wisbech role in emerging Eastern Agri-tech sector, and links to the work of NIAB.

**LONG TERM ACTION No 8 –
Led by Graham Hughes (CCC) and Gary Garford (FDC)**

We will continue to investigate the viability and lobby for **key infrastructure projects** (such as improved links to the rail system and A47 improvements) which will have significant economic benefits for Wisbech.

UPDATE:

A47

CCC and FDC have successfully worked together to promote key infrastructure projects, including multi agency support for the A14. CCC and FDC both belong to the [A47 Alliance](#), bringing together people from along the route to make the case for improvements. As a result of their combined work, roads minister Robert Goodwill has branded the A47 (and the A12) as being in the “premier league” of the big road schemes being considered for investment. (The [EDP press article](#) provides further information). The A47 has been added to a shortlist of six feasibility studies for which officials in Whitehall have asked the Highways Agency to develop a detailed business case.

There are two sets of studies currently ongoing for the A47 which are aimed at making the case for improvements to the road. Both sets of studies are being managed and developed by the Highway Agency and their consultants with support from the Local Authorities along the route.

Route Based Strategies are the first of these studies, announced by Government in 2013. The studies are area based, and include the A47 as part of an East of England strategy. Each Strategy is to be developed in two phases; Phase 1 looks at evidence and Phase 2 will address solutions based on the evidence. The Phase 1 reports can be viewed on the Highways Agency website from the following link:

<http://www.highways.gov.uk/publications/route-strategies-evidence-reports>

In February 2014, the Highways Agency launched a consultation on the Route Based Strategy for the East of England allowing the local Councils to comment on the report. The need for improvements to the A47 in Fenland has been pressed, including the A47 roundabouts and the duelling of the whole A47 from Peterborough to Great Yarmouth in support of the work of the A47 Alliance. Officers will continue to work with the Highways Agency throughout Phase 2 of the study.

**LONG TERM ACTION No 8 –
Led by Graham Hughes (CCC) and Gary Garford (FDC)**

In 2013, the Government also announced that the A47 is to be the subject of one of six feasibility studies which will effectively fast track some of the Route Based Strategy work. The Highways Agency has commissioned consultants to develop the feasibility study and the local Councils are supporting by providing additional evidence and information. FDC has also provided data from the Wisbech Traffic Model so that the consultants can undertake more detailed modelling work on the A47 junctions in and around Wisbech, which in turn will support more local work for the delivery of the Local Plan.

The outcome of both studies will assist the Government to make decisions about spending on trunk roads in the Autumn 2014 Statement.

Rail network

A variety of reports assessing the viability of the Wisbech to March rail connection have been carried out. These include:

- Stage 1 – [Rail Service and Revenue](#)
- Stage 2 – [Capital Costs](#)
- Stage 3 – [Wider Economic Benefits](#)

Reports for all 3 Stages are finalised and are available to view on the County Council website from the link below. A further comprehensive study (a Grip 2 report) will now be undertaken to develop a scheme in more detail.

http://www.cambridgeshire.gov.uk/info/20006/travel_roads_and_parking/68/transport_funding_bids_and_studies/3

In early July 2014, Government announced the Local Growth Fund allocations for the Local Enterprise Partnerships. For Greater Cambridgeshire, Greater Peterborough Area, this includes funding for transport projects in Wisbech.

**LONG TERM ACTION No 8 –
Led by Graham Hughes (CCC) and Gary Garford (FDC)**

The funding allocated for 2015/16 includes £1 million for feasibility study work to look at improving transport in and around Wisbech. This includes consideration of the possible re-opening of the Wisbech-March rail line (GRIP 2 Study), Freedom Bridge, a new link road and river crossing and Wisbech Bus Station. Future funding earmarked for 2016-2021 includes a further £10.5 million for transport improvements for Wisbech, subject to the outcome of the various feasibility studies.

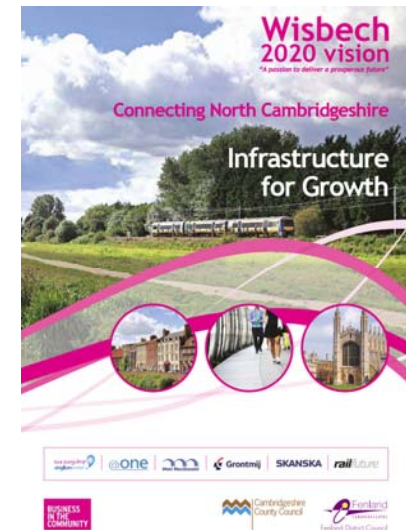
Infrastructure for Growth

To further promote the Wisbech to Cambridge rail link, an 'Infrastructure for Growth' document has been produced and circulated to transport related groups in the region as well as adjacent Local Authorities, the LEP and other core organisations that can help drive the economic case for the proposal.

The document was produced by a unique partnership involving Anglian Water and their local supply chain companies along with FDC and CCC and was launched at a specific event in November 2014.

In addition the document has been used to lobby Government with the help of Steve Barclay MP. To see the document in full, please go to:

<http://www.wisbech2020vision.co.uk/CHttpHandler.ashx?id=10966&p=0>



Wisbech – A Great Place to Live

ACTION No 9 – Led by Gary Garford (FDC) and Graham Hughes (CCC)

We will investigate opportunities to improve the appearance of **derelict buildings**. Our primary focus will be putting in place a redevelopment scheme for Constantine House.

UPDATE:

Constantine House

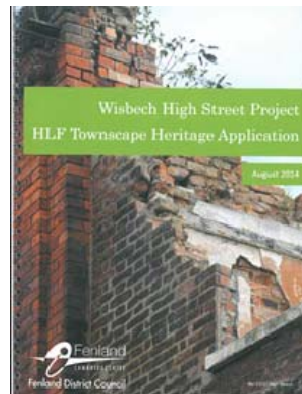
A Section 215 notice has been served on the owner of Constantine House (the old Belfast Building). The owner has responded by appointing a designer and contractor to help bring the building back into use. Following a road closure back in August 2014, site clearance and scaffolding was carried out.

This has been followed by regular progress on site including reinstatement of internal floors, rebuilding of upper floor external walls and commencement of the roof installation.

Progress has been and will continue to be monitored by FDC.



High Street Heritage Lottery Funding (HLF) bid



A wider initiative of promoting the repairs and improvements of dilapidated/heritage properties in Wisbech is being pursued, including coordinated enforcement if required.

There is currently a specific focus on the High Street (including the key properties of 11/12 and 24) in Wisbech and FDC are leading a Heritage Lottery Fund (HLF) bid for the sustained improvement of the area, as well as mainstreaming property maintenance and heritage throughout the town. A bid of £2m has been worked up, involving local groups, and was submitted on 31 August 2014. Partner support in terms of the proposal of the project has been encouraging and funding has been pledged, including £230,000 from FDC, £200,000 from CCC, £25,000 from

Wisbech Town Council and £25,000 from the Wisbech Society.

The bid consists of physical repairs to 23 properties to improve the heritage character and bring

	<p>them back into positive use, along with a community focused activity schedule to educate and mainstream heritage issues within the town.</p> <p>It is anticipated that HLF notification of whether the bid has been successful will be released and shared mid February 2015. If a positive response is received, work will then be undertaken to prepare a further bid for the next round of the process.</p> <p>FDC property enforcement FDC prepared and adopted a proactive approach to improving dilapidated properties across the District.</p> <p>As a result, FDC are continuing to work with local property owners to improve buildings and shop fronts in the Wisbech area through its Renaissance project. In addition where such negotiations are not progressing, relevant enforcement action has been initiated.</p> <p>Such an approach has been successful with 37 properties being completed or works in progress in Wisbech, resulting in improvements to the visual appearance of empty buildings and vacant sites.</p>
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ACTION No 10 – Led by Gary Garford (FDC)	
<p>We will continue to work with the developer to encourage the delivery the Cromwell Park Retail Development</p>	<p>UPDATE: The new Tesco superstore, located in Cromwell Road, was opened on 20 February 2014. This is the centrepiece of a wider regeneration area for the town, developed and enabled by FDC and Tesco. A comprehensive Section 106 agreement with Tesco is currently under development, which will help to regenerate the town and improve infrastructure.</p> <p>Cromwell Park hosts an impressive leisure offering. The Frankie & Benny’s Restaurant, Giraffe Restaurant, Prezzo Restaurant and The Light multi-screen cinema are now all open and have been well received and used by the local community, along with providing additional jobs and skills to the town.</p>

Demolition of the old Tesco site on the opposite side of the road commenced at the end of February 2014 and construction was completed in Autumn 2014. Tenants already in place include Poundworld, Iceland, Brantano, Sports Direct and Pets at Home.

Part of the Tesco development included a package of contributions to the town. Tesco's total contribution under the Section 106 Agreement is about £680,000, which has now been received by the Council following the successful completion and opening of the new store.



The key elements include:

- £108,000 towards key town projects, including the High Street Heritage Lottery bid preparation, Wisbech 2020 Vision and major transportation projects contained within the Wisbech transport strategy.
- £97,000 "regeneration" contribution to help with projects such as the Heritage Lottery Fund bid and town centre improvements.
- £54,000 "joint community contribution" for projects to be agreed with Wisbech Town Council
- £380,000 "community transport contribution" to help improve public transport links within the town, providing better connections to employment and the hospital.
- £43,000 for improved traffic light systems within the town

Work on delivering these projects has already commenced. There is a period of 5 years to spend the S106 monies, and the results will provide positive benefits to Wisbech.

This action is now complete.

ACTION No 11 – Led by Gary Garford (FDC)

We will actively encourage the development of the **Nene Waterfront sites**.

UPDATE:

FDC and CCC have jointly improved the appearance of the Nene Waterfront Sites and the adjacent highways.

FDC have agreed sale terms with a local developer for the former gas works site at the rear of the area, which will see a large area of land positively transformed.

GB Construction is planning to build out 70 housing units on the site, including 24 affordable housing properties in partnership with Circle Anglia. Work on site is expected to commence Spring 2015.

Positively, there has been additional interest in other sites. Appraisal and marketing options for these sites are now being developed to continue to attract additional developers.

A 50-metre long herb garden has been created along a bank near the Boathouse. Volunteers from the town's In Bloom and Street Pride groups spent a whole day with horticultural apprentices from Delamore Young Plants creating the new garden, designed by Perry Smithson, one of the apprentices. The garden features about 2,000 herbs, including rosemary, thyme, coriander, tarragon, parsley and chives. All the plants were donated by Delamore and local people have been encouraged to pick the herbs for their own use.



Poppies and wildflower seeds have been sewn on one of the vacant sites in commemoration

ACTION No 11 – Led by Gary Garford (FDC)

of the World War I centenary campaign. A mix of Streetpride and Wisbech in Bloom volunteers, along with Councillors, local residents and Royal British Legion representatives planted the seeds.

Action continues to be taken to encourage the sale of the Nene Waterfront Sites, and progress will be reported in future updates.

ACTION No 12 – Led by Mike Hills (Police) and Mike Soper (CCC)

We will further **improve cohesion** in the town

UPDATE:

A community mapping exercise of Wisbech has been completed. The information this provided has given us a base line and better understanding of the diverse groups of people that make up the Wisbech "community."

This information formed a base for effective consultation with minority groups, as well as the local population, with regard to our existing actions and their effectiveness. It has also helped us identify how we need to take things forward.

The Diverse Communities Action Plan 2013/14 is successfully being delivered and clearly demonstrates the progress that has been made during the last 10 months. It is regularly scrutinised to monitor its impact and updated to reflect the identified challenges that emerge during the year.

A new refreshed plan for the 2015/16 financial year is already been developed and will be in place for the next financial year.

To enhance our cohesion work, and underpin its actions, a Tension Monitoring Group has been developed and established. Examples of their effective work include successful negotiation and engagement with organisers of the Gypsy Light & Light Evangelical convention held in

ACTION No 12 – Led by Mike Hills (Police) and Mike Soper (CCC)

June 2014 at Wisbech St Mary. Effective controls were put in place at the convention which meant that there was good understanding of issues on both sides and minimised impact on the local settled community. The Council's Traveller & Diversity Manager also visited the site several times during the day and evening to monitor the situation, minimise any issues and update/coordinate the actions of partners.

The convention was there for just over a week. It ran peacefully and its impact on the settled community was also minimised. Community Support Police Officers had a high profile in the village, surrounding areas and Wisbech itself, where many of these visitors used the shops, restaurants and fast food outlets. This gave a number of people reassurances and minimised the impact of over 150 caravans in one location.

The group has also been supported the implementation of other successful cohesion projects such as ESOL classes and community translation (see Action 21) along with the impacts of exploitation as part of Operation Pheasant and Endeavour (Action 15).

All partners who helped deliver Operation Pheasant were recognised nationally when the initiative won 2 Municipal Journal (MJ) awards in June 2014. The award entries for Operation Pheasant were judged to be clear winners in both the 'Delivering Better Outcomes' and 'Trading Standards & Environmental Health' categories. For further information, please go to <http://awards.themj.co.uk/finalist.aspx>

There are a number of other cohesion projects in the pipeline which are still being developed and will need to embed into partners working practices. For example, Wisbech now has a number of Romanians starting to move into the town. Many of these people have low levels of literacy and little aspiration. The situation will be monitored, and the necessary measures will be put in place to mitigate any negative impact.

ACTION No 13 – Led by Gary Garford (FDC)

We will launch the **Coalwharf Road Demonstration Project** to provide a landmark and high quality designed building on a key gateway to the town.

UPDATE:

The Coalwharf Road 'design, acquire & build' competition was launched in the summer of 2013. It challenged Architects & Developers to submit a vision for a high-quality development scheme that was viable, but most importantly, deliverable and would meet the needs of the town.

A total of 13 expressions of interest were received from across the country, and 7 design concepts were submitted at Stage 1. After much deliberation, the 7 concepts were shortlisted down to 4; these were invited to 'work-up' their proposals to include a development appraisal to demonstrate viability and deliverability.

The competition winner was announced at the annual Fenland Building Design Awards in December 2013. The winning design was produced by B M Design Consultancy from Peterborough. Together with their development partner, Postland Developments Limited, the winning team intend to construct 11 residential dwellings on the site, providing a combination of 1no. 4 bedroom house; 5no. 3 bedroom houses; 1no. 2 bedroom house and 4no. 1 bedroomed apartments.



FDC officers are finalising the land transfer and are working alongside the winning design team to assist in bringing forward the delivery of the scheme.

As the competition has been successfully delivered, and the building of the structure is in train, this action will be marked as completed.

**ACTION No 14 – Originally led by Mike Davey (CCC)
but new theme lead is currently being identified**

We will explore the possibilities of developing a **jointly commissioned translation service** to provide an efficient and effective service to the community

UPDATE:

The FDC Migrant Population Advisors (MPS's) translation approach is both cost effective and efficient. MPS's provide an effective service in the Wisbech 'Fenland @ your service' shop and assist the migrant population with enquiries regarding council tax, housing and other services delivered by the Council and its partners.

Translation and interpretation services are predominately provided through an ESPO Public Sector Procurement Policy, which is due for renewal at the end of January 2015. The existing contract and community initiatives have ensured that translation services are available on demand, and meet the large and varying nature of language requirements. The current contract consists of Face to Face Interpretation, Telephone Interpretation, Written Translation and Sensory Impairment Interpretation and Translation.

It is hoped that a suitable provider will ensure the standard of translation to be maintained, but in a more cost effective way. The new contract should be in place by mid-February.

Other services may wish to explore the possibility of providing a similar service to FDC's MPS's in their own area of work.

Although a jointly commissioned translation service has not evolved, the provision of translation services is embedded in individual organisations delivery plans. Therefore, this action will not be taken forward.

ACTION No 15 – Led by Mike Hills (Police)

We will deliver a Multi Agency Strategy, building on Operation Pheasant, to ensure residents in houses in multiple occupancy (HMO's) are safe and have good access to information, with a positive impact on the local community.

UPDATE:

Operation Pheasant has become embedded into daily business within Cambridgeshire Constabulary and Fenland District Council. Other agencies continue to support the operation and its objectives around improving conditions of overcrowded houses in the private sector and the associated exploitation of the occupants.

The intelligence gained from the operation has identified serious organised criminality involved in the exploitation of workers. These criminal networks are now under investigation assisted by county wide police resources.

FDC have successfully bid for central government funding of £178,000 to help initiate a selective licensing scheme to manage the private rented sector within Wisbech and improve standards.

UK Border Agency have identified a dedicated post that will in part be allocated to Wisbech and support Operation Pheasant work to deal with any immigration related matters that operational practitioners identify.

Kings Lynn Area Resettlement Service have doubled the engagement they offer with extra funding supplied by the police. This includes many occupants of overcrowded houses.

Operation Endeavour was activated in October 2013 to arrest several criminal suspects for their part in exploitation of workers that included the mis-management of them within overcrowded houses. Multiple overcrowded houses under the control of these criminal networks were visited by multi agency teams, and 83 migrants taken into a reception centre to support them into "normal" environments.

Since January 2014, the following outcomes have been recorded as part of Operation Endeavour:

- 490 property inspections

ACTION No 15 – Led by Mike Hills (Police)

- 270 notices under housing and planning legislation
- 213 Category 1 hazards removed
- 257 Category 2 hazards removed
- 356 fire safety assessments
- 9 premises closed
- 205 people no longer illegally housed
- 53 people voluntarily repatriated
- 216 cases of gangmaster activity discovered
- 11 cases of human trafficking uncovered, including 5 cases of sham marriages
- 1378 information packs distributed about rights and responsibilities to tenants
- 159 benefit offences uncovered

All partners who helped deliver Operation Pheasant were recognised nationally when the initiative won 2 Municipal Journal (MJ) awards in June 2014. The award entries for Operation Pheasant were judged to be clear winners in both the 'Delivering Better Outcomes' and 'Trading Standards & Environmental Health' categories. For further information, please go to <http://awards.themj.co.uk/finalist.aspx>

ACTION No 16 – Led by Dan Horn (FDC)

We will work with local schools to ensure that all eligible families are claiming **free school meals**

UPDATE:

A legal route has been secured through using Children's act powers for FDC to share the backlog of families who should be benefitting from Free School Meals but are not doing so with CCC. In Fenland, this amounts to 466 households & 674 Children (August 2013). At £900 per child, this represents a potential £606,600 per annum inward investment into Fenland schools.

Since August 2013, CCC have been engaging with families on that list through locality teams and Children's Services. In April 2014, the Council commenced re-running the data extract to see how successful the engagement has been with the families. CCC are exploring whether

ACTION No 16 – Led by Dan Horn (FDC)

they can share the data with schools using the Education Act as a pathway to legally do so. The learning has been shared with other districts in Cambridgeshire through the Children's Trust and Children & Young People Area Partnerships.

In April 2014, the new list of households who should receive Free School Meals but are not doing so was generated by FDC. Of the 466 households from August 2013, 128 households are now not on the list (27%). Despite this significant reduction the number of households who should be receiving Free School Meals but are not has gone up to 503 households and 809 children.

Next steps:

- The new updated list was sent to CCC on 30 April 2014.
- CCC has put additional resource through the Free School Meal team to commence targeted 1 to 1 engagement. The new approach undertaken has delivered improved response rates from the families affected. However we will not know the full impact until the next data set is run by FDC in April 15
- Alongside this, work continues to improve information sharing through exploring software enhancements to speed up the flow of information from a new benefit applicant, administered by FDC to the FSM team at CCC.
- Although a solution to enable sharing of the data with schools has not yet been found, this continues to be explored.

As this work is embedded in the service delivery of FDC, CCC and the wider East Cambs and Fenland Children and Young People Area Partnership, this action will now be marked as completed.

ACTION No 17 – Led by Richard Cassidy (FDC)

We will work with the local community to keep Wisbech clean through:

- regular litter picks of public spaces
- support of community clean up events
- organising events to promote litter awareness

ensuring that areas identified by the local community (such as Wisbech Park, Tillery Field, St Peter's Garden and Wisbech General Cemetery) receive focus for education and enforcement action in 2013

UPDATE:

Street Scene Summary for 2014

Street Scene Officers work closely with the community to focus on tackling important issues from Wisbech residents. They do this by:

- Attending Wisbech Street Pride meetings bi monthly.
- Taking part in Safety Zone sessions aimed at teaching children to be responsible with their waste and recycling.
- Monitoring and responding to community forum Shape Your Place.
- Carrying out a total of 1,226 hours of patrol in Wisbech and surrounding areas to tackle environmental issues before they cause concern to the public. They dealt with 113 littering matters, including overflowing bins and excess litter. Patrols take place from 7.30am – 6pm Monday to Saturday (Apr 2014 - Dec 2014).
- Carrying out a total of 308 cleansing inspections in Wisbech and the surrounding areas. Monitoring the cleansing standards and reporting areas of concern direct to our cleansing team (a total of 5 inspections out of 308 failed).
- Working with our partners and providing them with delegated powers to issue Fixed Penalty notices for Littering on our behalf.
- Carrying out a total of 35 hours joint PCSO and Street Scene Officer patrols in Wisbech Park, Tillery Field, St Peters Garden and Wisbech General Cemetery. During these patrols there were 7 instances of alcohol seizures, 2 referrals for assistance with alcohol management and 2 litter pick requests. Patrols take place at varying times and on a Saturday.
- From May to December 2014, officers have also carried an additional 185 hours of enforcement patrols in these areas and Wisbech Town Centre targeting littering and dog control order offences. Ten fixed penalty notices have been issued in Wisbech.



ACTION No 17 – Led by Richard Cassidy (FDC)

One male has been prosecuted for non-payment of his fixed penalty notice and found guilty by the magistrate's court. The man was sentenced to a fine of £200, with costs of £100 and a Victim Surcharge of £20, a total of £320.

As part of raising awareness surrounding litter, Officers have publicised enforcement updates and any prosecutions in the local press on 2 occasions. A total of 22 new Tidy Fenland signs have been placed in litter hotspots in the town in the last 3 months.

Officers have also assisted with compiling data relating to alcohol related litter and its source, helping to shape both FDC and our partners patrol patterns as well as being able to link into alcohol licence issues for problem business premises.



Local Voluntary Groups Update:

Wisbech Street Pride and other voluntary groups have been busy helping to keep Wisbech clean over the past 12 months. Updates include:

- 14 litter picks / 15 work parties (maintenance of projects) conducted by Wisbech Street Pride
- Litter pick with The Wisbech Grammar School
- Pictures put up on hoardings at the old Nimax site, West Parade and near The Boathouse to enhance the sites
- Both Wisbech General Cemetery friends group and Wisbech Street Pride utilised marketing opportunities from festive events by having decorated Christmas trees on display at Peckover House and St Augustines Church Parish Centre, respectively, to promote the work they do
- Images placed in 2 shop windows (North Street & High Street) to improve the visual amenity of the area
- Street Pride volunteers worked in conjunction with the Street Scene Team to spray dog

ACTION No 17 – Led by Richard Cassidy (FDC)

fouling in Wisbech Park

- Wisbech General Cemetery friends group, Wisbech Society and FDC worked in partnership to create a new entrance / driveway into the cemetery
- Various community groups across Wisbech participated in the centenary poppy campaign
- 1 additional flower bed has been enhanced by Street Pride / In Bloom in St Peters Car Park
- Wisbech Street Pride and In Bloom are working in partnership with The National Trust to enhance land at the entrance to Chapel Road Car Park. Members of staff from the new Tesco worked together on a team building opportunity to clear the site in preparation for planting and Wisbech Lions erected a fence separating the land from the adjacent building. Volunteers have completed phase 1 of planting with additional planting to follow.
- Students enrolled on the governments National Citizen Service scheme held a work party at the General Cemetery to complete enhancement works in conjunction with the 'Friends' group and Wisbech Society.



ACTION No 17 – Led by Richard Cassidy (FDC)

As FDC is continuing to support active Street Pride and 'In Bloom' groups in the area, this action will be marked as complete.

ACTION No 18 – Led by John Onslow (CCC) and Father Paul West (St Peter & St Paul's Church)

We will improve and diversify the **Arts and Culture offer** in the town (parts of this action will be completed in the short term, but other parts will be completed after 2014).

UPDATE:

1. Artists Colony

- Arts Council England (ACE) agreed funding for a curatorial expert to work with Father Paul West to write a funding application to Lottery Grants for the Arts fund (GftA).
- The successful funding bid for the Artists in Residence programme enabled artists to work in Wisbech for 3 weeks in September 2014. This was a short-term project to test the water. A total of £19,000 investment has been brought in from Arts Council and Cambridgeshire County Council. The project was entitled 'The Frontier Zone' and was hosted at St Peter's Lodge in the historic museum quarter and curated by artist-led group Aid & Abet. The project was enabled through support in kind including accommodation for three artists at St Peter's Lodge and the use of the Wisbech Institute and Social Club as a studio space. The Wisbech and Fenland Museum provided project support and a venue for the final event. Other venues included Wisbech Castle, Wisbech Masonic Lodges and Evison shop.
- The project was met with a high level of enthusiasm and support. The existing infrastructure served the purpose of this residency well and could be developed with subsequent projects. The residency was previewed through an in-depth article by Artists Newsletter. Comments included: "My first time in Wisbech. What a fantastic event, what a fantastic town, you really should not hide your light under a bushel!"
<http://aidandabet.co.uk/>

2. Gallery & Workshop space

- Artists space - St Peter's Lodge is up and running as a studio/home for artists and projects

ACTION No 18 – Led by John Onslow (CCC) and Father Paul West (St Peter & St Paul’s Church)

are underway through the Archbishops’ Arts Project. Foster’s Property Management enabled an excellent renovation of the property for arts projects.

- The physical limitations of the Castle for artists will initially mean that the use of it is limited. The Castle hosted a successful talk for the Frontier Zone. The Institute generously made available excellent studio space for visiting artist fellows.
- There may be possible short term use of the Castle by artists if in parallel with other accessible space. Investigations to adapt the Castle are underway, e.g. costs, likely funders and physical possibilities for the longer-term use of a large part of the Castle.

3. Festival

- It was not possible to link the Artists in Residence project with the May 14 Festival (timing did not allow). The aim instead was to link with Heritage Open Days, on 11-14 September. The Heritage open weekend allowed access for the artists to many ‘hidden’ spaces in and around Wisbech.
- The four Town Councils are organising events and FDC is compiling a brochure of activities.
- There are opportunities to further ‘grow’ the Festival by strengthening links with other initiatives, if this is seen as appropriate.

4. Attract Visitors and develop the cultural offer:

- Two members of the Tourism Board are on the Arts Festival Board. FDC Tourism’s promotion includes cultural events.
- The new Performing Arts Space in Thomas Clarkson Community College was programmed and managed by Angles Theatre for one year. This contract is completed and there were 6 events. For the coming year (2014/15), the school aims to develop community use of the space and will be promoting this. A meeting to take this forward has not yet happened.

Other projects

- A small pilot project, ‘Arts Alive in Libraries’ was successfully completed, and the project

ACTION No 18 – Led by John Onslow (CCC) and Father Paul West (St Peter & St Paul's Church)

informed a successful funding application by the Library Service to develop work in 8 libraries, Wisbech being one. The new activities will build community recognition and involvement with the "Community Hub" vision for libraries and the involvement of new partners. The programme will begin in Spring 2015.

- Heritage Lottery Funding enabled an arts and traditions project with Orchards Primary School, during September 2013 to July 2014. The "Enid Porter's Folk" project ran successfully with Orchards primary and paraded from the school to perform in Museum Square as part of Rose Fair. Please go to <http://www.enidporterproject.org.uk> for more information.
- CCC and FDC officers are working with The Bridge organisation and other partners. They have developed the Young Fenland Cultural Consortium (YFCC) to develop cultural opportunities for young people in Fenland. YFCC will deliver Arts Award and Arts Mark training and achievement.
- CCC officers are working with Arts & Minds and Public Health to deliver Arts on Prescription courses. Wisbech sessions ran from 27 March to 26 June at the Rosmini Centre. The Exhibition was at the Octavia Hill Birthplace Museum from 26 June to 8 July 2014.
- A three-year project to develop arts participation in Fenland will commence in Spring 2015. Consultation on the Business Plan was held during July to December 2014. The Business Plan was agreed by Arts Council in January 2015 and the next steps are to recruit to 2 posts and continue with community consultation and programme planning.
- The Light Cinema opened in May; it has eight screens and includes live screenings and use of foyer space by local groups and schools.
- The Heritage Lottery-funded Wideskies project, run through Wisbech Museum, left a valuable legacy: an increased core of volunteers trained to deliver learning activities and a booklet with advice for Fenland Museums on preparing for the new curriculum. The Evaluation and Toolkit is available on request.
- The Library Service delivered 'Waterlees Words', which included a book festival at the Oasis Centre. It also included 'Read Easy' for adults which is expanding and volunteers are being trained on a rolling basis. Initially the focus was on residents from Waterlees, but the project has been expanded to include residents across Wisbech. The three

ACTION No 18 – Led by John Onslow (CCC) and Father Paul West (St Peter & St Paul’s Church)

patchwork quilts in Wisbech Library have been re-framed and re-hung in the library and complement the existing metal art work.

As the improvement of the Arts and Culture offer in the town is embedded in service delivery plans, this action is now classed as complete. However, it is anticipated that the Wisbech 2020 Vision project will be able to assist with positive publicity and the attraction of further funding in the future.

**LONG TERM ACTION No 19 –
Led by Christopher Smith (Roddons Housing Association)**

We will deliver 120 new affordable homes by April 2016

UPDATE:

As part of our ongoing commitment to delivering the Housing Stock Transfer promise of 500 new homes by March 2016, Circle Housing Roddons continues to build new homes in Wisbech.

The following have now been completed and let:

Wisbech

Railway Road – 30 homes , completed April 2011

Apple Drive (formerly known as Black Bear Lane) – 2 homes, completed June 2014

Coldhorn Crescent – 3 homes , completed June 2014

Lime Avenue – 3 homes, completed July 2014

Acacia Avenue – 30 homes , completed August 2014

Mount Pleasant Road – 2 homes, completed November 2014

Total homes – 70

Wisbech Villages

**LONG TERM ACTION No 19 –
Led by Christopher Smith (Roddons Housing Association)**

Main Road & John Peck Close, Parson Drove – 12 homes, completed May 2014
 Poppy Close, Newton – 12 homes, completed November 2014
Total homes – 24

Due for completion in 2015/16:

Wisbech

Napier Court – 24 homes, estimated completion May/June 2015
 Chase Street – 24 homes, start on site April 2015, estimated completion July 2016
Total homes – 48

Wisbech Villages

The Dale, Elm – 21 homes , estimated completion April/May 2015
Total homes – 21

LONG TERM ACTION No 20 – Led by Alan Pain (Fenland District Council)

We will provide support to property owners to bring empty properties back into use

UPDATE:

FDC Community Support staff have received training and development (with support from Peterborough City Council) to assist them in engaging with owners of empty homes. The FDC website has been revamped to help signpost opportunities for owners of empty properties and how they can be brought back into use.

A target database of properties has been developed for those that have been empty for 6 months and more. Upon investigation, 134 properties previously identified as being empty were

LONG TERM ACTION No 20 – Led by Alan Pain (Fenland District Council)

not. A total of 477 empty properties will be targeted across Fenland, including 58 in Wisbech.

A three-stage “Prevention, Intervention and Enforcement [PIE]” process was implemented in December 2013 with owners of empty properties. Since then, 26 properties have been brought back into use; 9 in the Wisbech 2020 area.

**LONG TERM ACTION No 21 –
Led by David Bailey (Diverse Communities Forum Core Group)**

We will provide support to communities to improve their English skills to improve **integration and communication** in the town, including ESOL courses and identification of multi lingual teachers to support better English skills in schools

UPDATE:

Volunteers have been identified, recruited and undertaken training to deliver a Community Translation/ Interpretation Service. This process is ongoing and it is hoped that they can build up a large enough “bank” of translators to make this a practical everyday service. The Volunteers training has covered a wide range of issues like safeguarding, domestic violence, interpreting, guidance and information advice. The service is now operational, working in the Wisbech area, and is being promoted within the community and with partners. Progress is monitored quarterly.

The Volunteers have recently undertaken translations as at a community sports club, together with others in the statutory and third sector.

In addition, ESOL courses are being run weekly and are well attended. Venues include the Rosmini Centre, Community Café Octavia View, and the Oasis Centre, all of which are community hubs and are able to promote these courses to all of the community. It is hoped that the good practice developed in Wisbech can be both embedded and extended to the other market towns in Fenland. Discussion about how this can be achieved is ongoing, and Wisbech Schools Head Teachers have highlighted the invaluable work going on, and would like this expanded.

Teachers and Teaching Assistants from Central/Eastern European communities have been

**LONG TERM ACTION No 21 –
Led by David Bailey (Diverse Communities Forum Core Group)**

recruited and are supporting integration into the Thomas Clarkson Academy. The team understands the cultural and language issues faced by the students and their parents in sending young people to school. Communication with parents has been enhanced by communicating with them by text messaging in their own language. As a result, ongoing meaningful interaction with them has increased. Discussion is now occurring with primary and nursery schools in Wisbech as to how this good practice can be shared across the Wisbech Schools Partnership.

Presentations of this work have been made to Wisbech Town Council, and other schools within the town. Feedback received indicated that more of this work was needed and discussion are taking place to determine how this can be assimilated in their working practices.

LONG TERM ACTION No 22 – Led by Jeremy Smith (CCC)

We will investigate opportunities to improve key junctions and routes around the town in line with those identified in the **Market Town Transport** Strategy

Wisbech Market Town Transport Strategy

UPDATE:

The Wisbech Market Town Transport Strategy (MTTS) was adopted by the County Council Economy and Environment Committee 11 November 2014. The adopted strategy can be found on the County Council website at:

http://www.cambridgeshire.gov.uk/info/20006/travel_roads_and_parking/66/transport_plans_and_policies/3

The Local Growth Funding mentioned in the Section 8 update above includes funding for feasibility study work, which will enable a more detailed assessment of the opportunities to improve key junctions and routes in Wisbech. This study work known as the Wisbech Access Strategy will provide additional information that can be used to help with the delivery of the Wisbech Market Town Transport Strategy.

LONG TERM ACTION No 22 – Led by Jeremy Smith (CCC)

It is intended for the Wisbech MTTs to be endorsed by FDC Cabinet at its meeting on 26 February 2015.

LONG TERM ACTION No 23 – Led by Jeremy Smith (CCC)

We will investigate opportunities to **improve public transport connections** within and to the town, which will link to the existing Market Town Transport Strategy and the Cambridgeshire Future Transport Project.

UPDATE:

Investigations are being carried out into extending/improving the town bus service route 66. Improvements would be funded through developer contributions. Funding has been provided by Tesco through the planning agreement for the new Tesco Extra Store on Cromwell Road. This agreement will see the delivery of a new bus service for Wisbech that will link with the existing 66 service. The new service will service the Tesco Store, the bus station and other businesses on Cromwell Road, Weasenham Lane and Elm High Road. Work is currently ongoing to procure an operator for the new service and it is expected that this new service will commence in Spring 2015.

A bid to the Department for Transport for the Local Sustainable Travel Fund has been successful. This bid is aimed at sustainable travel and travel for work. . This will include bus, walking and cycling facilities. This will involve working with public transport operators and other interested groups in order to have a real impact on the way people travel. These specific details of the project are currently being developed ready for the start of the project. The project is expected to commence from April 2015. The County Council have agreed that the Fenland Transport and Access Group, through FDC, will deliver part of this project for Wisbech. This will enable a local approach to be delivered that builds on the local knowledge, skills and experience of the members of this group.

Further information about the rail line between March and Wisbech can be found under Long Term Action 8.

LONG TERM ACTION No 24 – Led by Jeremy Smith (CCC)

We will provide **safer walking and cycling routes** throughout the town (including better signposting) which will link to the existing Market Town Transport Strategy and Wisbech Area Transport Study – (links to action 27)

UPDATE:

A cycle path has been added to Weasenham Lane. This has improved opportunities for cyclist in Wisbech. In addition, the pedestrian crossing on Weasenham Lane has been upgraded to a puffin crossing improve safety for pedestrians.

Please see Long Term Action 23 which includes further details about the Local Sustainable Transport Fund.

LONG TERM ACTION No 25 – Led by Gary Garford (FDC)

We will create a **town masterplan** to ensure there is a long term and planned approach for a vibrant town centre.

UPDATE:

In May 2014, following extensive consultation, FDC adopted a new Local Plan for the District. This sets out housing and economic growth proposals and policies for Wisbech and the rest of Fenland.

Options and opportunities for masterplanning are intrinsically linked to the proposals for local heritage (HLF bid for High Street), transport outlined in other actions i.e. A47 and rail connection to Cambridge along with local transport network improvements.

In addition, the Local Plan identified specific areas for growth, which are being considered in a coordinated way by land owners, agents and the Council for comprehensive masterplans of these areas. Currently, Wisbech East and West housing developments are under consideration together with a business and housing enterprise park to the south of the town, which includes potential links to the future railway station site associated with the rail connection.

All of the above initiatives will combine to help define the future of the town.

LONG TERM ACTION No 26 – Led by Lorraine Lofting (CCC) and Alan Pain (FDC)

We will support families through the **'Together for Families'** projects including:

- Working with partners to identify families who meet the Government and local criteria for being troubled families
- Developing a co-ordinated response to these families through a Lead Professional
- Implement a workforce development strategy to support these families more effectively in the future
- Providing a shared building for community activities in North Wisbech
- Preparing options for the future of the Queen Mary Centre, followed by community consultation

UPDATE:

Key progress points

- identified 1246 families, 314 of which are Fenland
- Claimed for 545 of which 149 are Fenland
- Continue to aim for 805 claims by May this year to meet government target
- Have met performance thresholds to be early adopter for PHase II
- Think Family training has been running since March which wide range of partners attending
- Think Family clinical supervision is now on offer and evidence of impact already available
- A report by York Consulting showed that the project is starting to impact on culture and practice in organisations

Phase II will involve

- 5 year programme from 2015/16
- Expanded eligibility criteria
- Requirement to develop a TF outcomes framework
- Much greater expectation in terms of data sharing at a cohort level
- Much greater expectation around progress data, and proving impact
- Likely target of 2800 families for Cambridgeshire
- Possible total income of around £6m subject to meeting family progress outcomes and progress in collation of data and evidence of cost effectiveness
- Continued focus on changing culture and practice across partner organisations towards Think Family approach

Criteria

To be eligible for the expanded programme, each family must have at least **two of the following six problems** (it is expected we will use all criteria and not just focus on a small number):

- Parents and children involved in crime or anti-social behaviour
- Children who have not been attending school regularly
- Children who need help
- Adults out of work or at risk of financial exclusion and young people at risk of

LONG TERM ACTION No 26 – Led by Lorraine Lofting (CCC) and Alan Pain (FDC)

worklessness

- Families affected by domestic violence and abuse
- Parents and children with a range of health problems

Our Place Programme

A bid to the Our Place programme was submitted and funding has been awarded to develop an operational plan. Throughout the process of development, it became clear to partners that the Our Place Operational Plan wouldn't deliver most of the anticipated outcomes, not least because no additional funding would be available to deliver the aspirations. Therefore concentration is now being focused on LEP funding streams using the information and data gleaned from the Our Place process.

Provision for Young People

In respect of provision for young people, Youth Service Providers have been holding an ongoing drop in session at the Community House since 2013, with approximately 50 sessions being held. These sessions have provided positive activities for young people some of whom have been known to cause ASB in town (65% of young people identified as ASB have supported these sessions).

Additionally, the Waterlees Youth Forum began in Autumn 2014. The Youth Forum was set up for young people to give them a voice within their diverse community. It offers local young people the chance to make decisions and support their local area as well as acting as an advocate for a broad audience of young people.

Queen Mary Centre

A lease was awarded to the Ferry project for 5 years to develop the use of the Queen Mary centre into a community facility. The lease has been extended for a further five years to assist the Ferry project to secure major grant funding for enhancing the QMC. Use of the facilities for the provision of youth work is part of the lease. Consequently, a programme of activities has been devised which includes youth clubs and a youth café. The facility is also used by young people workers with their clients whilst doing 1-1 work, such as cooking, sports, playing pool,

LONG TERM ACTION No 26 – Led by Lorraine Lofting (CCC) and Alan Pain (FDC)

completing Award Scheme Development and Accreditation Network (ASDN) awards books, delivering baby-sitting courses, first aid courses and many other activities that are able to support clients' growth and development towards semi independence during adolescence.

Wisbech – A Great Place to Visit

LONG TERM ACTION No 27 – Led by John Onslow (CCC)

We will improve **brown signs** in and around the town, including key routes wherever possible, to highlight existing attractions and advertise forthcoming events (also links to action 24).

UPDATE:

A full survey of all existing tourist signing in Wisbech has been completed. Officers identified a large gap in the signing where there was no Town entrance sign at Cromwell Road when approaching from the A47. A sign was designed and installed in 2013 to match the other existing Town entrance signs to provide uniformity.

Reviewing the survey has identified the lack of continuity across the signing in town. The current Tourism sign policy allows for attractions to pay for new signs providing that they meet the required criteria. This has happened several times in the last few years which then led to new sign installations across the town. Ideally signs would be on one unit to reduce clutter and improve legibility but this isn't always possible when adding new premises onto the signing. Creating new signs incorporating several existing ones onto one installation will improve visibility of the signs and reduce maintenance costs.

Another area for improvement that has been identified is the tourist sign destinations. Some of the signed attractions don't have car parking facilities and isn't therefore ideal for members of the public who aren't familiar with the area. Officers have been working with Fenland District Council to identify an improved situation. Attractions that do not have parking facilities will now be signed to appropriate nearby Fenland District Council car parks. This will require some new pedestrian signs to guide members of the public once they have parked their vehicles.

The Project working group has met to discuss the destination locations of the agreed

	<p>attractions. As originally planned, destinations without car parking facilities will be signed to the closest Fenland District Council car park and appropriate pedestrian signing will be provided. Locations with car parking facilities will of course be signed in the normal manner.</p> <p>Work to install the new signs will be undertaken in Quarter 4 of the 2014/2015 financial year.</p>
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<p style="text-align: center;">LONG TERM ACTION No 28 – Led by Fenland Tourism Board (supported by Alan Pain of FDC)</p>	
<p>We will deliver a marketing campaign to attract additional visitors and promote Wisbech including:</p> <ul style="list-style-type: none"> • Major attractions • Restaurants, pubs and cafes • Accommodation • Transport and accessibility • Visitor attractions • Events, festivals and fairs • Heritage and culture e.g. walks <p>(Also links to action 4)</p>	<p>UPDATE: Tourism Strategy and Action Plan</p> <p>In 2013, the Fenland Tourism Board (FTB) developed a Tourism Strategy and Action Plan (which highlights outcomes). It set out the Vision for Tourism within Fenland with an adjoining rolling action plan, with a focus on marketing Fenland to attract additional visitors, increase visitor spend, length of stay and raise the profile of Fenland. The Fenland Tourism Board (FTB) meets every 6 weeks to review the progress on the Action Plan, monitors progress and identifies new opportunities and issues that have arisen.</p> <p>Promotional Events:</p> <p>The Council attended a two day Group Leisure Travel and Trade Show promoting The Cambridgeshire Fens (including Wisbech) at Birmingham during September 2013. The event successfully brought together hundreds of group organisers, travel buyers and exhibitors ranging from attractions, tourists boards and accommodation providers to ticketing agencies, coach companies and tour operators. A total of 122 organisers were spoken with and information was taken away.</p> <p>In addition, the Council attended the 2014 Tourism and Leisure show in Essex to promote the Cambridgeshire Fens as a perfect destination to visit. The event showcased great ideas for short breaks and days out in the East of England. A total of 150 organisers were spoken with and information was taken away.</p>

**LONG TERM ACTION No 28 –
Led by Fenland Tourism Board (supported by Alan Pain of FDC)**

Both of these events provided an opportunity to showcase Fenland and speak with organisations that organise trips/visits for groups of people. Following these events, Fenland has received a number of group enquiries although a definitive number is hard to calculate as the booking can go directly to the attractions/accommodation providers within Fenland. A database of these connections has also been developed, and the contacts receive regular information about events and activities in Fenland.

In 2014, Fenland was pleased to take part in the national Heritage Open Days event which Celebrates England's fantastic architecture and culture by offering free access to places that are usually closed to the public or normally charge for admission. Every year for four days in September, buildings of every age, style and function throw open their doors. It is a once-a-year chance to discover architectural treasures and enjoy a wide range of tours, events and activities that bring local history and culture to life. Working with each market town, Fenland produced a brochure for the four days activities planned which can be viewed at <http://www.visitcambridgeshirefens.org/hod> .

Publications

FDC produced and published an annual 'Welcome to Cambridgeshire Fens' Visitor and Accommodation Guide. This is distributed nationally and provides the reader with a snapshot of Fenland, which encourages them to explore further. A total of 11,000 copies (higher than previous years) were distributed in 2014 at a national level and a further 3,000 copies were distributed at trade shows attended, through enquiries received and through other avenues.

A number of promotional adverts have been placed in group travel magazines to promote Fenland (including Wisbech) as a place to visit. To date, 35 direct enquiries from these adverts have been received by FDC, and some enquiries may off gone directly to stakeholders. All enquiries have been followed up and group visits are ongoing.

**LONG TERM ACTION No 28 –
Led by Fenland Tourism Board (supported by Alan Pain of FDC)**

An advert was placed in East Life Magazine to promote Fenland (including Wisbech) as a perfect destination to visit for a relaxing break, short break or day trip. The Magazine has a print run of 50,000 copies that are distributed with East Magazine. Take One media distribute to London Kings Cross and Euston Stations, London Community Centres, Car Rental Agencies, Arts Centres including Barbican Arts Centre, Hospital Trusts including Guys & St Thomas's. Travel and Ticket Agencies, Libraries, Court Buildings including Temple Law Society, Conference Centres etc. Distribution also includes 20 Rail Stations, and all the East of England Tourist information Centres.

In addition, January 2013 saw the launch of the new tourism and branding and website to effectively promote Fenland.

FDC publishes a monthly What's on guide, promoting all events in Fenland and uses social media to gain extra exposure of all Fenland events:

- Facebook: <https://www.facebook.com/visitcambridgeshirefens.org> - currently 196 followers
- Twitter: <https://twitter.com/@CambridgeshireF> – currently 285 followers

Future projects for the Fenland Tourism Board in 2015:

Mini Guide

The FTB are currently designing a leaflet to be distributed (in February 2015) at service stations etc on major trunk roads within an hour or so of the catchment area. The leaflet is aimed to promote Fenland annual events, to encourage visitors into Fenland with a print run of 30,000 copies.

The leaflet will be distributed through the Tourist Information Centre ordering service for Norfolk, Suffolk, Essex, Cambs, Herts, and Beds. Potential locations include:

**LONG TERM ACTION No 28 –
Led by Fenland Tourism Board (supported by Alan Pain of FDC)**

- Chapelfield Norwich stand which is a central premium high footfall site in Norfolk, including railway stations for Norwich, Cambridge, Ely, Clacton, Colchester, Chelmsford, Shenfield, Rayleigh, Southend Victoria, Wickford, Harlow, Witham, Stansted Express, Bury St Edmunds, and bus stations in Norwich and Bury St Edmunds
- Motorway services and Little Chefs, to cover Herts and Beds, Toddington, Newport Pagnell, Peterborough, Cambridge, Birchanger Green, South Mimms, Baldock, and Little Chefs on the A1 corridor

Leisure Travel and Show

The Council are attending the 2015 Tourism and Leisure show in Essex to promote the Cambridgeshire Fens (including Wisbech) as a perfect destination to visit. The event showcased great ideas for short breaks and days out in the East of England.

Annual Welcome to Cambridgeshire Fens, Visitor and Accommodation Guide

The FTB/FDC will be producing the annual Welcome to Cambridgeshire Fens Visitor and Accommodation Guide. This is distributed nationally and provides the public with a snapshot of Fenland, which encourages them to explore further. It is likely to be launched at Easter.

New Website

During 2015, the Fenland Tourism Board will be launching a new Tourism website to increase new business through the website, provide tourist information in a fresh, dynamic way and to attract new customers

**LONG TERM ACTION No 29 –
Led by Cllr David Oliver and Cllr Samantha Hoy, Wisbech Town Council**

We will promote/**devise new events** e.g a local food festival, with the support of local farmers, food processing industries and the local community to compliment existing events. We will investigate the potential to link culture events into a festival programme.

UPDATE:

A multi-cultural festival was held on 1 June 2014 which was well attended. Other festivals are currently being organised.

Wisbech 2020 vision

“A passion to deliver a prosperous future”

TOURISM

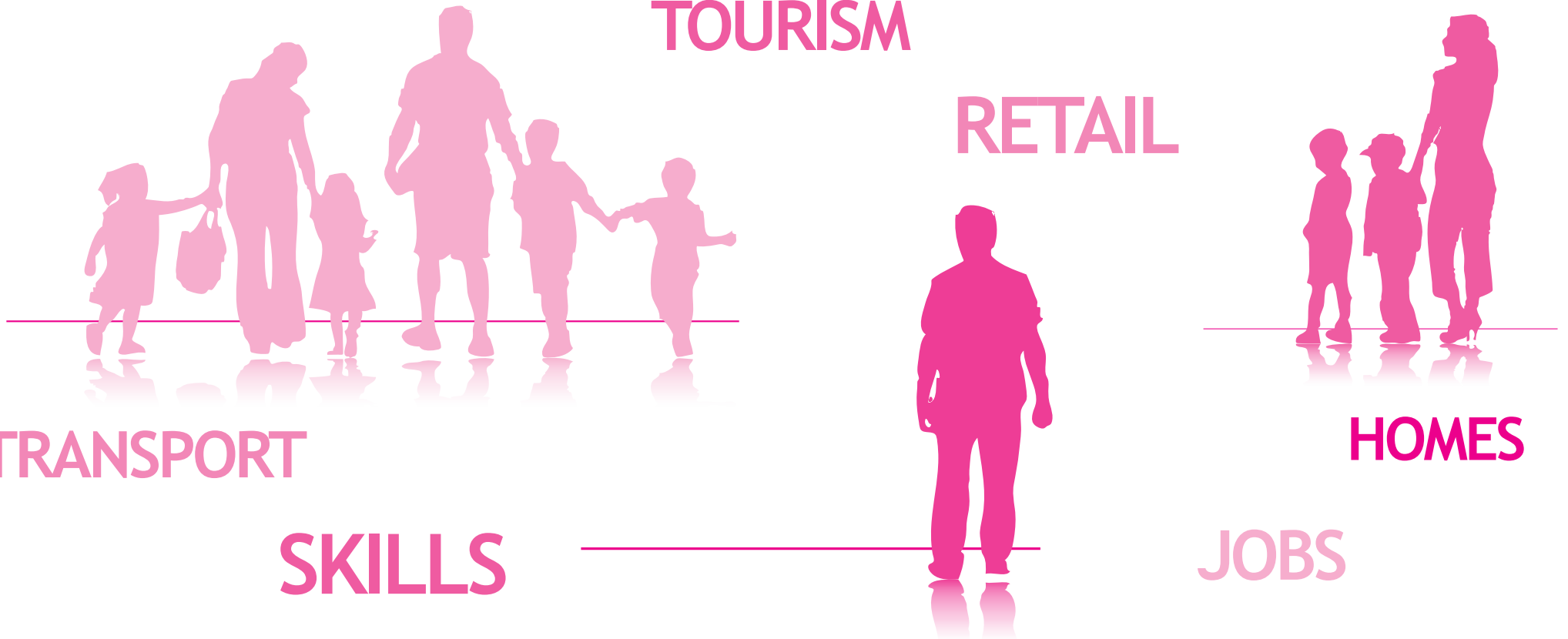
RETAIL

HOMES

JOBS

TRANSPORT

SKILLS





ON PLACE

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Introduction

Since April 2012, when we launched this project, we have come a long way.

We have looked at the Wisbech 2020 Vision through the lens of eight key themes. We have held stakeholder workshops for each of these themes, attended by over 200 people. We've had a really encouraging and successful public engagement exercise, with over 600 responses through our survey and our days spent at Wisbech Market Place.

This project has also been successful in building the links that will be an important part of Wisbech's future. Many local and national organisations have pledged their support, including the University of Cambridge, NIAB (the National Institute of Agricultural Botany), local councils, local businesses and community groups. All of these have seen what Wisbech has to offer and are committed to help build a bright future for the town. The Greater Cambridge Greater Peterborough Local Enterprise Partnership has also been closely involved in the project – looking particularly at options and opportunities for the future Wisbech economy.

One of the changes we have seen already is that people are talking about Wisbech in a different way. There has always been passion here, but now it seems that we are seeing a real belief in what Wisbech can become. People from the town, and from outside, are starting to talk and think more positively about Wisbech, which is a real success in itself.

Many actions have been started, delivered or accelerated even before the formal launch of the Vision, including:

- Building work has now been completed on the £7.2 million Technology Centre at the College of West Anglia, part funded by Cambridgeshire County Council and Fenland District Council. The new Technology Centre provides state-of-the-art workshop facilities for engineering, motorsports, motor vehicle engineering and electrical programmes.
- The £6.5 million Cambridgeshire County Council building, named Awdry House following a public competition is now in use and brings critical public services closer to Wisbech residents.
- A new horticultural skills centre has been set up by Delamore Ltd in Wisbech St Mary with apprentices already employed. This was made possible with Growing Places funding secured from the Greater Cambridge Greater Peterborough Local Enterprise Partnership.
- Improvements to the highways and land around the Nene Waterfront and the Boathouse have been completed to maximise the investment and development potential of this important new quarter to the town.
- The Community Navigator Scheme has been launched in Wisbech which, like other areas of the county, is providing crucial support to help older people in the community to access the best possible services.
- The Centenary Green Project has been jointly funded by

Fenland District Council, Octavia Hill Birthplace Trust and National Trust, and has removed a derelict site on South Brink, replacing it with a memorial garden.

- An expert study on the viability of Wisbech rail connectivity was commissioned – recognising the importance that the transport network has for the future of the town. As part of the A47 Alliance, Wisbech 2020 partners have recently met the Transport Minister, Stephen Hammond MP, to urge him to back the campaign and improve this vital link road.

This is not an exhaustive list, but outlines the increased momentum that is being created by the Wisbech 2020 Vision.

So much has been achieved already with the greater focus the Wisbech 2020 Vision work has brought. However, we do not want to stop here. We are committed to delivering an even better future for Wisbech, but we cannot do it alone. Only with the support of residents, businesses, and community groups from across the local area, as well as support and funding from central government, the Local Enterprise Partnership and other national and regional agencies, will it be possible for us to realise the true potential of the town. Through the delivery of this Vision we are all looking forward to securing a prosperous future for this unique town.



Councillor Steve Count,
Leader of
Cambridgeshire County
Council



Councillor John Clark,
Leader of
Fenland District Council



Stephen Barclay MP
for
North East
Cambridgeshire

Delivering a prosperous future for Wisbech: Executive Summary

The Wisbech 2020 Vision is a plan to address the current and future challenges facing Wisbech and to maximise the opportunities available to the town. The Vision has been promoted and steered by the leaders of the county and district councils and the local MP. This document is the result of a series of workshops and events delivered over 6 months through a collaboration between local councils, residents, businesses, academia and other key organisations. This document details the ideas, outcomes and proposals that emerged from that process.

Significant investments and developments are already underway in Wisbech. The £7.2 million Technology Centre at the College of West Anglia is now complete, and Cambridgeshire County Council are now using their new £6.5 million building. Investments were also secured for a new horticultural skills centre at Delamore Ltd; improvements to the highways and land around the Nene Waterfront; the Community Navigator Scheme; and the Centenary Green Project.

The key outcomes and actions to emerge from this process include:

Wisbech - a great place to work

Growing new and existing business sectors will be achieved by building on the key strengths of the Port and the agriculture and horticulture sector. We will be exploring the potential for growth from the renewables sector (particularly related to Wisbech Port) and building relationships with the University of Cambridge and the National Institute of Agricultural Botany (NIAB) as part of a wider Cambridge-Norwich axis on agri-tech and the exploitation of innovations in crop science. We will also

seek to more strongly link education and skills provision to employer needs so that local people can access local jobs.

Marketing and promoting Wisbech as a commercial and business location will be enhanced by exploring the opportunities to establish a Business Improvement District (BID) or alternative business engagement, promoting high speed broadband access and use, and marketing the town so that employers can attract the skilled candidates that they need.



Securing resources and long-term commitment will help to deliver the many ideas and active projects in the pipeline that can help the vision succeed. We will explore the supply chain opportunities from the plant sciences/horticulture sector, as well as pushing for improvements to the A47 and rail services.

Wisbech - a great place to live

Mapping out the future will involve creating a town masterplan to ensure there is a long term and planned approach for a vibrant town centre. We will actively encourage the development of the Nene Waterfront sites, aiming to provide affordable as well as market housing, and deliver a minimum of 120 new affordable homes by April 2016. We aim to bring derelict properties in the town centre back into use, as well as to encourage the further success of new developments such as Cromwell Park Retail Development. We will work with local communities to improve the appearance of the town by activities such as regular litter picks and clean-up events.

Improving communities and services will help to improve community cohesion, housing and social services to residents. A key workstream will be our 'Together for Families' project. We will provide support to communities to improve their English language skills, and support multi-lingual teachers. We will work with local schools to ensure that all families entitled to free school meals receive this support.

Wisbech - a great place to visit

We intend to attract more visitors by significantly improving the signage in and around the town to highlight existing attractions and advertise events, and also deliver a marketing campaign. We will develop and promote new events, such as a local food festival. We will improve and diversify the arts and culture offer in the town, using new and existing facilities, such as the performance space at the Thomas Clarkson Academy and Wisbech Castle.

To better connect Wisbech we will explore opportunities to improve key junctions and routes, and strengthen public transport links. We will provide safer walking and cycling routes throughout the town.

The confidence and passion to succeed

During this process, we have collaborated to build success. The Wisbech 2020 Vision has engaged with over 200 people, including local residents and businesses, as well as some leading national and international businesses and organisations such as the University of Cambridge and the National Institute of Agricultural Botany (NIAB).

Everyone – residents and visitors alike - is starting to talk and think more positively about Wisbech as a result of the 2020 Vision work. This is a real success in itself and can be built on.

Through the Wisbech 2020 Vision approach, we have identified a number of challenges and key opportunities for the future and have put in place ideas and plans to deal with these. We can face the future with a lot more confidence and we are determined to succeed.



The story so far - The Wisbech 2020 Vision

What is the Wisbech 2020 Vision?

Wisbech is home to a quarter of all Fenland's residents, which is over 20,000 people. It is renowned for its elegant Georgian architecture and its residents are justly proud of its history and traditions. But today the town is also facing many tough challenges.

In April 2012, Councillor Alan Melton, the then Leader of Fenland District Council and Councillor Nick Clarke the then Leader of Cambridgeshire County Council, came together with Stephen Barclay, MP for North East Cambridgeshire, and expressed their joint resolve to tackle these challenges. They committed themselves and their authorities to work together to improve the lives of all who live and work in the town.

Thus the Wisbech 2020 Vision was born. Its aim is to create a bold but realistic plan for the future success of the town and all its communities and to agree a route map of how to secure it. As its name suggests, this is not something that can be achieved overnight. Nor can it be delivered by politicians or local authorities acting on their own. Neither is it an attempt to replace existing groups or initiatives. Instead, it is a long-term ambition, encompassing many strands - economic, social, environmental, cultural and educational. Its success relies on the joint efforts and insights of the whole community, including individual residents, businesses, voluntary groups and charities, as well as support from central government, national and regional agencies.

The Wisbech 2020 Vision is broken down into three elements - **making Wisbech a great place to work, a great place to live, and a great place to visit**. In this Vision document you will find a narrative explaining what each of these elements of the Vision means, and a set of actions that will be delivered to achieve the Vision.

What has happened so far?

Since the launch of the Wisbech 2020 Vision there has been significant engagement with Wisbech residents, businesses and partner agencies to identify the great assets Wisbech has which we can build upon even further and to consider how to proactively tackle the challenges the town faces. This engagement included exploring these key issues in the following eight themed workshops:

- The Future Economic Role of the Town
- Transport and Infrastructure
- Stronger Families
- Housing
- Education, Skills and Aspirations
- Cohesion
- Pride, Reputation and Image
- Leisure, Culture, Cycling and Tourism

Outcomes from the workshops were posted on the Shape Your Place website (<http://wisbech.shapeyourplace.org/>) to enable wider engagement on the emerging ideas and actions.

Two public engagement sessions were also held on Wisbech Market Place which provided an opportunity for the public to talk about the project and comment on emerging ideas. Alongside these face-to-face sessions, an online and paper-based survey was distributed widely across the town asking residents what they wanted Wisbech to be in 2020 and beyond. A dedicated Wisbech 2020 Vision website (<http://www.wisbech2020vision.co.uk>) was also launched and stakeholders discussed and voted on emerging ideas on the discussion forum on Shape Your Place.

Through the public engagement that has taken place, the top 8 issues to be addressed were identified as:

- 1 - Improve the appearance of derelict buildings in Wisbech (see action 9)
- 2 - Improve public transport in and around Wisbech (see actions 8, 22 and 23)
- 3 - Improve the visitor experience in Wisbech by encouraging more retailers, restaurants and cafés in an enhanced town centre and market place (see actions 2 and 25)
- 4 - Encourage more employers into the area (see actions 3, 4, 5, 6 and 7)
- 5 - Reduce antisocial behaviour in Wisbech (see actions 12 and 17)



- 6 - Promote Wisbech locally and nationally to attract more visitors and businesses
(see actions 7, 27, 28 and 29)
- 7 - Improve links between education and courses and access to local jobs (see actions 1 and 21)
- 8 - Improve the gateways or entrances to Wisbech as well as promoting the Port, river and yacht harbour to encourage tourists and businesses
(see actions 5, 10 and 28)

This engagement culminated in the Wisbech 2020 Vision Summit which gave elected members and stakeholders the opportunity to listen to the feedback so far and comment on the emerging vision for Wisbech, leading to the Vision launch in January 2013.

What happens now?

The Wisbech 2020 Vision highlights the actions that will be delivered to make Wisbech an even better place to work, live and visit. The actions are both short term (achievable by 2014) and long term (achievable by the year 2020 and beyond) and will be delivered by partner agencies, community groups and the public working together. It is essential that all parties are committed to working together to shared objectives, in order to achieve the actions, in order to improve the lives of Wisbech residents.

How will we know when we have succeeded?

Progress will be closely monitored and stakeholders will be invited to revisit the Vision on an annual basis to ensure it continues to reflect our aspirations for the town.

It is up to the communities of Wisbech to work together to deliver this Vision, but also hold to account those that have a responsibility to deliver these actions.

Action Plan: Wisbech - a great place to work, a great place to live, a great place to visit

Wisbech - a great place to work

Wisbech has a strong track record of attracting businesses to set up in the town, particularly in relation to the agriculture and logistics sectors. We want to build upon this to ensure we retain and grow our existing businesses and enable them to recruit staff from the local area, as well as attract new industries and sectors to set up in the town. For example:

- We have already started to build relationships with key agencies such as the University of Cambridge and National Institute of Agricultural Botany (NIAB) to see how the skills and supply chain in Wisbech can link to the knowledge and skills they can provide for mutual benefit.
- We are also starting to explore how the growing renewables sector can link in to the future of the Port and influence the skills provision within the College of West Anglia and other skills providers.



By 2020 our Vision for Wisbech is of a town that has developed a strong and unique local economy, offering a wide range of opportunities to local people. We have explored how Wisbech Port can play an increased role in the supply chain for clean-tech renewables and marine engineering. It will also play a part in the growing plant-science sector, with the intention of providing a base in the Wisbech area for translating the world-class research and development along the Norwich-Cambridge axis into real results on the ground, on what is the UK's premier region for agriculture, horticulture and food production. These aspects of Wisbech's economy add to existing sectors, offering a wide range of employment opportunities.

The following actions will also be delivered through the 2020 Vision:

SHORT TERM ACTIONS Achievable by 2014					
No.	ACTION	WHY?	ESTIMATED COST	POTENTIAL FUNDING SOURCE	LEAD ORGANISATION AND SUGGESTED PARTNER SUPPORT
1	We will assess information currently held in relation to local skills audits to ensure a better match between education/courses on offer and the needs of local businesses	<ul style="list-style-type: none"> To improve access to local jobs To create the skills to meet local business need 	Staff time	<ul style="list-style-type: none"> Existing partner budgets 	<ul style="list-style-type: none"> College of West Anglia (David Pomfret) Fenland District Council Cambridgeshire County Council Thomas Clarkson Academy Princes Trust in Cambs, Beds and Herts
2	We will explore the feasibility of establishing a Business Improvement District (BID) or alternative business engagement to fund a range of improvements to the town, including a Town Centre Manager (full or part time)	<ul style="list-style-type: none"> To coordinate the marketing and promotion of the town centre To provide leadership for the vision of the town Funding could help to deliver a range of other improvements to the town 	Initially nil. Further funding arrangements to be identified.	<ul style="list-style-type: none"> Most effective use of business rates 	<ul style="list-style-type: none"> Wisbech Business Consultation Team Cambridgeshire County Council Fenland District Council Horsefair Shopping Centre Wisbech Town Council Wisbech Town Team Wisbech Area Regeneration and Development Trust (WISARD) Community groups University of Cambridge

SHORT TERM ACTIONS Achievable by 2014

No.	ACTION	WHY?	ESTIMATED COST	POTENTIAL FUNDING SOURCE	LEAD ORGANISATION AND SUGGESTED PARTNER SUPPORT
3	We will further promote the provision and use of high speed broadband in Wisbech through a dedicated marketing campaign	<ul style="list-style-type: none"> To aid business growth and retention To make the town a more attractive business location 	Nil	Part of a county wide Superfast Broadband initiative	<ul style="list-style-type: none"> Cambridgeshire County Council (Sarah Marsh) Fenland District Council
4	We will deliver a marketing pack to attract key workers to Wisbech (also links to action 28)	<ul style="list-style-type: none"> To help businesses attract the skilled candidates they need To help with recruitment of teachers and other professionals to the area To help attract families to local schools and colleges Aligns with the Fenland Strategic Partnership action 	To be determined	To be determined	<ul style="list-style-type: none"> Fire & Rescue Service (Rick Hylton) Cambridgeshire County Council Thomas Clarkson Academy Fenland District Council College of West Anglia
5	We will investigate opportunities for the future of Wisbech Port, including providing additional support for the clean-tech supply chain hub and marine engineering	<ul style="list-style-type: none"> To build value added business activities and jobs To develop additional training and skills opportunities To build a sector specific business hub To build partnerships with neighbouring authorities with links to this field 	Sector analysis/ business assessment needed Links to Cambridge University Study on future economic role of Wisbech	<ul style="list-style-type: none"> Existing partner budgets initially to build business case Rent/rates payable from related businesses once established 	<ul style="list-style-type: none"> Fenland District Council (Gary Garford) College of West Anglia Local businesses
6	We will produce a report providing an economic and spatial analysis of the future economic role of Wisbech	<ul style="list-style-type: none"> To guide actions flowing from the Wisbech 2020 Vision To enable targeted promotion of the town to key sectors To improve the tailoring of skills programmes to meet current and future employer needs 	£20,000	<ul style="list-style-type: none"> Cambridgeshire County Council - £7k Fenland District Council - £3k Cambridge University - £10k 	<ul style="list-style-type: none"> Cambridge University (Dr Nicky Morrison) Cambridgeshire County Council Fenland District Council Local Enterprise Partnership

LONGER TERM ACTIONS Achievable by the end of 2020 and beyond

No.	ACTION	WHY?	ESTIMATED COST	POTENTIAL FUNDING SOURCE	LEAD ORGANISATION AND SUGGESTED PARTNER SUPPORT
7	We will investigate opportunities to establish a National Institute of Agricultural Botany (NIAB) related supply chain hub for the promotion of plant science/horticulture sector	<ul style="list-style-type: none"> • To build value added business activities and jobs • To build a sector specific business hub (plant sciences/horticulture) • To increase business confidence and awareness • Brand association with Wisbech • To improve access to business skills and support 	<p>Currently nil as yet to be scaled up to meet aspirations</p> <p>Potentially £200k over 3 years</p>	<ul style="list-style-type: none"> • Existing partner budgets • Industry contributions 	<ul style="list-style-type: none"> • Cambridgeshire County Council (Dan Thorp) • National Institute of Agricultural Botany (NIAB) • Fenland District Council • Local businesses
8	We will continue to investigate the viability and lobby for key infrastructure projects (such as improved links to the rail system and A47 improvements) which will have significant economic benefits for Wisbech	<ul style="list-style-type: none"> • Key infrastructure projects have the ability, if viable, to have significant impact on Wisbech's economic future • Expert study on the viability of Wisbech rail connectivity has been commissioned 	<p>£ - several thousand on feasibility studies.</p> <p>Further resource from those that lobby on behalf of Wisbech</p>	<ul style="list-style-type: none"> • Existing Cambridgeshire County Council budget 	<ul style="list-style-type: none"> • Cambridgeshire County Council (Graham Hughes) • Fenland District Council (Gary Garford) • Local Enterprise Partnership • Kings Lynn and West Norfolk Borough Council • Norfolk County Council • Other neighbouring Local Authorities • Central Government • Ministers/Civil Servants • Wisbech Town Council • The Bramley Line



Wisbech - a great place to live

There are a number of exciting developments in the town which will be happening as this Vision is launched:

- The performance space at the Thomas Clarkson Academy is now open, and provides excellent performing arts facilities. Not only is it a great facility for students but it also acts as a community theatre for a variety of touring acts, along with a facility for use by local people.
- The Technology Centre at the College of West Anglia (CWA) was finished in time for the start of the new academic year in September 2013, and provides an exciting array of engineering courses.
- The 'Together for Families' project will be supporting families who need that extra bit of help from public services.
- Local authorities are already working with a local credit union to help address issues around illegal money lending.
- Several projects will also be providing information and assistance for landlords, tenants and first time buyers to help address issues around deposits, homelessness, letting/renting of properties and improving financial confidence.
- Works have been carried out in the Nene Waterfront area, including improvements to streets and development sites.

An issue which was raised in many of the workshops and through public engagement was the number and condition of derelict buildings currently in Wisbech. It is recognised that this is a key issue which needs to be addressed to improve the visual appearance of the town and make it more attractive to residents, businesses and visitors. Much work has already taken place behind the scenes, such as liaising with the property owners and providing advice and guidance as to the next steps which might be taken. Unfortunately, this can be a very lengthy process, hindered further by the current economic climate. Investigating the opportunities to improve the appearance of derelict buildings and enhance the entrances to the town is a longer term action (due to the complexities of the processes involved) to achieve full resolution. However, in the short term, Fenland District Council and Cambridgeshire County Council in particular are redoubling their efforts to explore all possible avenues to improve the appearance of these buildings and ultimately bring them back into use. This work includes applying for external funding bids, working with the Police to trace absent owners, conducting viability studies and exploring all other legal avenues available. The importance of resolving these issues is fully understood and appreciated. By 2020 our vision for Wisbech is one of a vibrant and thriving town. There will be fewer long-



term derelict buildings, and more affordable housing for the needs of residents. Wisbech will be a town served by better public transport, and movement around the town as a driver, cyclist or pedestrian, will be easier. Communities in Wisbech will be healthier, and get on better together thanks to good communication between the people of the town.

The following actions will also be delivered through the 2020 Vision:

SHORT TERM ACTIONS Achievable by 2014					
No.	ACTION	WHY?	ESTIMATED COST	POTENTIAL FUNDING SOURCE	LEAD ORGANISATION AND SUGGESTED PARTNER SUPPORT
9	We will investigate opportunities to improve the appearance of derelict buildings. Our primary focus will be putting in place a redevelopment scheme for Constantine House.	<ul style="list-style-type: none"> To improve the visual appearance of the town To increase pride in the area To bring properties back into use To ensure the public are aware of actions being undertaken Links to Fenland District Council Regeneration Project Group 	To be developed as the scheme progresses	<ul style="list-style-type: none"> Fenland District Council/ Cambridgeshire County Council funding Heritage Lottery funds 	<ul style="list-style-type: none"> Fenland District Council (Gary Garford) Cambridgeshire County Council (Graham Hughes) Wisbech Town Council Property owners
10	We will continue to work with the developer to encourage the delivery of the Cromwell Park Retail Development	<ul style="list-style-type: none"> To provide additional retail and leisure facilities To regenerate a key site in the town To improve the appearance of town 	Nil	<ul style="list-style-type: none"> Existing budgets 	<ul style="list-style-type: none"> Fenland District Council (Gary Garford) Cambridgeshire County Council Developer
11	We will actively encourage the development of the Nene Waterfront sites	<ul style="list-style-type: none"> To provide additional market and affordable housing To regenerate a key site in the town and increase business and employment activity To improve the appearance of the area around the Boathouse conference centre 	Initially nil	<ul style="list-style-type: none"> Homes and Community Agency (HCA) Grant Private Sector Funds Affordable Housing Funds Existing budgets 	<ul style="list-style-type: none"> Fenland District Council (Gary Garford) Cambridgeshire County Council Local developers Registered Providers

SHORT TERM ACTIONS Achievable by 2014

No.	ACTION	WHY?	ESTIMATED COST	POTENTIAL FUNDING SOURCE	LEAD ORGANISATION AND SUGGESTED PARTNER SUPPORT
12	We will further improve cohesion in the town	<ul style="list-style-type: none"> • A mapping exercise will help us to better understand the make up of the Wisbech community • To understand more fully where services need to be delivered • To provide an increased ability to address specific issues existing between local communities • To deliver services in a more efficient way • To monitor tensions in the local community 	<p>To be determined (County Research Team)</p> <p>Links to Diverse Communities Forum project</p>	<ul style="list-style-type: none"> • Existing budgets 	<ul style="list-style-type: none"> • Cambridgeshire County Council (Mike Soper) • Police (Chief Inspector Mike Hills) • Fenland District Council • Fire & Rescue Service
13	We will launch the Coalwharf Road Demonstration Project to provide a landmark and high quality designed building on a key gateway to the town	<ul style="list-style-type: none"> • To provide a quality building design in prominent location 	£ thousands	<ul style="list-style-type: none"> • Land receipts from project 	<ul style="list-style-type: none"> • Fenland District Council (Gary Garford)
14	We will explore the possibilities of developing a jointly commissioned translation service to provide an efficient and effective service to the community	<ul style="list-style-type: none"> • To improve the quality/efficiency of service • To improve access to the service • Actions will link to the Diverse Communities Action Plan annual refresh to ensure our actions are relevant and appropriate 	To be confirmed	<ul style="list-style-type: none"> • Pooled existing resources 	<ul style="list-style-type: none"> • Cambridgeshire County Council • Fenland District Council (David Bailey) • Police • Thomas Clarkson Academy • College of West Anglia
15	We will deliver a Multi Agency Strategy, building on Operation Pheasant, to ensure residents in houses in multiple occupancy (HMOs) are safe and have good access to information, with a positive impact on the local community	<ul style="list-style-type: none"> • To improve access to information for tenants • To improve tenants ability to address concerns • To improve community cohesion 	To be confirmed	<ul style="list-style-type: none"> • Existing budget 	<ul style="list-style-type: none"> • Police (Chief Inspector Mike Hills) • Central Government • Fenland District Council • Local Landlords • Gangmasters Licensing Authority (GLA) • Community Safety Partnership

SHORT TERM ACTIONS Achievable by 2014

No.	ACTION	WHY?	ESTIMATED COST	POTENTIAL FUNDING SOURCE	LEAD ORGANISATION AND SUGGESTED PARTNER SUPPORT
16	<p>We will work with local schools to ensure that all eligible families are claiming free school meals</p>	<ul style="list-style-type: none"> • To help the estimated 419 families (and 699 children) claim the free meals they are entitled to • To help improve nutritional intake for children • To help schools receive additional income 	To be confirmed	<ul style="list-style-type: none"> • Options are currently being explored 	<ul style="list-style-type: none"> • East Cambs and Fenland Children and Young People's Strategic Partnership project - led by Fenland District Council (Dan Horn) • Cambridgeshire County Council • Local schools
17	<p>We will work with the local community to keep Wisbech clean through:</p> <ul style="list-style-type: none"> • Regular litter picks of public spaces • Support of community clean up events • Organising events to promote litter awareness • Ensuring that areas identified by the local community (such as Wisbech Park, Tillery Field, St Peter's Garden and Wisbech General Cemetery) receive focus for education and enforcement action in 2013 	<ul style="list-style-type: none"> • To improve the appearance of the town • To discourage residents or visitors from dropping litter • To encourage residents to report litter 'hot spots' so that action can be targeted • To assist local Street Pride groups and 'Friends of' groups to improve the appearance of the town 	To be confirmed	<ul style="list-style-type: none"> • Existing budget 	<ul style="list-style-type: none"> • Fenland District Council (Richard Cassidy)

SHORT TERM ACTIONS Achievable by 2014

No.	ACTION	WHY?	ESTIMATED COST	POTENTIAL FUNDING SOURCE	LEAD ORGANISATION AND SUGGESTED PARTNER SUPPORT
18	We will improve and diversify the Arts and Culture offer in the town (parts of this action will be completed in the short term, but other parts will be completed after 2014)	<ul style="list-style-type: none"> • To attract new, aspiring and professional artists (of all disciplines) to the town through the creation of an Arts Foundation (Artist's Colony) • To provide residential, gallery and workshop space in the town from which artists can work, create, express, exhibit and share their work with school children, community groups and residents (short term - St Peters Lodge, longer term - Wisbech Castle and/or other properties in Wisbech Square/The Crescent) • To compliment and add to the Arts Festival offer in the town by working with partners at the Thomas Clarkson Academy (TCA), Angles Theatre and College of West Anglia (utility of additional performance space at TCA) • To attract greater visitor numbers to the town through an improved Arts and Culture offer (local and national) 	To be confirmed	<ul style="list-style-type: none"> • Arts Council • Lottery Grants and Funding • Patrons or Sponsorship 	<ul style="list-style-type: none"> • Cambridgeshire County Council (John Onslow) • St Peter & St Paul's Church (Father Paul West) • Arts Council • Cambridge University • College of West Anglia • Thomas Clarkson Academy • Angles Theatre • Fenland District Council

LONGER TERM ACTIONS Achievable by the year 2020 and beyond

No	ACTION	WHY?	ESTIMATED COST	POTENTIAL FUNDING SOURCE	LEAD ORGANISATION AND SUGGESTED PARTNER SUPPORT
19	We will deliver a minimum of 120 new affordable homes by April 2016	<ul style="list-style-type: none"> To improve access to affordable homes 	To be determined	<ul style="list-style-type: none"> Circle Business Plan Homes and Communities Agency (HCA) Grant 	<ul style="list-style-type: none"> Roddons Housing Association (Christopher Smith) Fenland District Council
20	We will provide support to property owners to bring empty properties back into use	<ul style="list-style-type: none"> To bring empty buildings back into use To reduce local demand for housing To improve the appearance of local streets 	Initially staff time within existing resources	<ul style="list-style-type: none"> Homes and Communities Agency (HCA) Grant Lottery funding 	<ul style="list-style-type: none"> Fenland District Council (Alan Pain) Registered Providers
21	We will provide support to communities to improve their English skills to improve integration and communication in the town, including ESOL courses and identification of multi lingual teachers to support better English skills in schools	<ul style="list-style-type: none"> To improve integration and communication between communities To improve the level of written English skills throughout the local community To improve English skills in local schools 	Initially through partners' time and existing grant resources	<ul style="list-style-type: none"> To be supported by grant funding 	<ul style="list-style-type: none"> Diverse Communities Forum Core Group (David Bailey) Cambridgeshire County Council Fenland District Council Thomas Clarkson Academy College of West Anglia Wisbech Town Council
22	We will investigate opportunities to improve key junctions and routes around the town in line with those identified in the Market Town Transport Strategy	<ul style="list-style-type: none"> To reduce congestion To improve bottlenecks in the transport network To remove unnecessary street clutter To enable housing and economic growth 	£1m	<ul style="list-style-type: none"> To be determined 	<ul style="list-style-type: none"> Cambridgeshire County Council (Jeremy Smith) Fenland District Council
23	We will investigate opportunities to improve public transport connections within and to the town, which will link to the existing Market Town Transport Strategy and the Cambridgeshire Future Transport Project.	<ul style="list-style-type: none"> To provide better access to employment/hospital/other services To improve access to and from the rural hinterland 	To be determined	<ul style="list-style-type: none"> Local Transport Plan Section 106 contributions 	<ul style="list-style-type: none"> Cambridgeshire County Council (Jeremy Smith) Fenland District Council Voluntary sector

LONGER TERM ACTIONS Achievable by the year 2020 and beyond

No	ACTION	WHY?	ESTIMATED COST	POTENTIAL FUNDING SOURCE	LEAD ORGANISATION AND SUGGESTED PARTNER SUPPORT
24	We will provide safer walking and cycling routes throughout the town (including better signposting) which will link to the existing Market Town Transport Strategy and Wisbech Area Transport Study – (links to action 27)	<ul style="list-style-type: none"> • To reduce congestion • To improve the health of local residents • To promote local attractions on walking/cycling routes 	To be determined	<ul style="list-style-type: none"> • To be determined 	<ul style="list-style-type: none"> • Cambridgeshire County Council (Jeremy Smith) • Fenland District Council • Local walking and cycling groups • Local schools
25	We will create a town masterplan to ensure there is a long term and planned approach for a vibrant town centre	<ul style="list-style-type: none"> • To ensure a coordinated approach to the future development of the town 	£100k	<ul style="list-style-type: none"> • Section 106 contributions 	<ul style="list-style-type: none"> • Fenland District Council (Gary Garford) • Cambridgeshire County Council
26	<p>We will support families through the 'Together for Families' projects including:</p> <ul style="list-style-type: none"> • Working with partners to identify families who meet the Government and local criteria for being 'troubled families' • Developing a co-ordinated response to these families through a Lead Professional • Implementing a workforce development strategy to support these families more effectively in the future • Providing a shared building for community activities in North Wisbech • Preparing options for the future of the Queen Mary Centre, followed by community consultation 	<ul style="list-style-type: none"> • To provide suitable buildings for youth activities and other community events • To deliver more joined-up working for the benefit of both the community and the organisations involved • To help to deliver and sustain the aims of the 'Together for Families' initiative • To improve the use of community facilities/ public sector assets 	£100,000	<ul style="list-style-type: none"> • Existing budgets • Funding from 'Together for Families' initiative • 'Reaching Communities' bid 	<ul style="list-style-type: none"> • Cambridgeshire County Council (Lorraine Lofting) • Fenland District Council (Alan Pain) • Roddons Housing Association • Police • Thomas Clarkson Academy • Local GPs

Wisbech - a great place to visit

Wisbech has many significant tourist destinations and events especially connected to its history and heritage. The town's stunning Georgian architecture, museums, National Trust property, Rose Fair and historic connections to national figures like Octavia Hill and Thomas Clarkson make the town a potential prime location for visitors. The following will also help encourage more visitors to the area:

- With the new Fenland Tourism Board and 'Welcome to the Fens' brochures, the town is being marketed to a local, regional and national audience.
- The town also has a Tourist Information Centre which is a mine of information of what is going on in the town.

By 2020, our Vision for Wisbech is a town that is firmly on the map for domestic and international visitors. This will have been achieved by making the most of what has existed in the town for a long time and helping local people to get involved and take part in local activities and events. Better marketing and promotion will have raised awareness of Wisbech's tourist attractions.

The following actions will also be delivered through the 2020 Vision:

LONGER TERM ACTIONS Achievable by the year 2020 and beyond

No	ACTION	WHY?	ESTIMATED COST	POTENTIAL FUNDING SOURCE	LEAD ORGANISATION AND SUGGESTED PARTNER SUPPORT
27	We will improve brown signs in and around the town, including key routes wherever possible, to highlight existing attractions and advertise forthcoming events (also links to action 24).	<ul style="list-style-type: none"> • Improved economic vitality and business confidence • Increased visitor spend/stays • Raised profile of the area 	c. £25,000	<ul style="list-style-type: none"> • Cambridgeshire County Council budget 	<ul style="list-style-type: none"> • Cambridgeshire County Council (John Onslow) • Fenland District Council • Highways Agency

LONGER TERM ACTIONS Achievable by the year 2020 and beyond

No	ACTION	WHY?	ESTIMATED COST	POTENTIAL FUNDING SOURCE	LEAD ORGANISATION AND SUGGESTED PARTNER SUPPORT
28	<p>We will deliver a marketing campaign to attract additional visitors and promote Wisbech, including:</p> <ul style="list-style-type: none"> • Major attractions • Restaurants, pubs and cafés • Accommodation • Transport and accessibility • Visitor attractions • Events, festivals and fairs • Heritage and culture, e.g. walks <p>(Also links to action 4).</p>	<ul style="list-style-type: none"> • To attract more businesses and visitors • To increase visitor spend and length of stays • To increase local pride and participation in the area • To raise the profile and image of the area 	<p>£20k per year or more if scaled up to larger campaigns</p>	<ul style="list-style-type: none"> • Existing budgets from all partners • Industry contributions 	<ul style="list-style-type: none"> • Fenland Tourism Board (Officer Support - Alan Pain) • Cambridgeshire County Council • Wisbech Town Council • Wisbech Town Team • Local community groups • English Heritage
29	<p>We will promote/devise new events, e.g. a local food festival, with the support of local farmers, food processing industries and the local community, to compliment existing events. We will investigate the potential to link culture events into a festival programme.</p>	<ul style="list-style-type: none"> • To increase visitor numbers and spend • To raise the profile of the town • To increase local pride in the town • To increase participation by local residents • To help address cohesion issues 	<p>To be determined</p>	<ul style="list-style-type: none"> • To be determined 	<ul style="list-style-type: none"> • Wisbech Town Council (Cllr David Oliver and Cllr Ms Sam Hoy) • Fenland District Council • Cambridgeshire County Council • Wisbech Town Council • Horsefair Shopping Centre • Local businesses • Local farmers and food producers

Conclusion

Wisbech 2020 is a bold vision, but one that requires collaboration amongst partners and stakeholders, and lobbying to central government and external funders. Funding will be a major challenge and it is only by working together that we can build a sustainable economic future for the town.

If you have any questions about the Wisbech 2020 Vision or would like some more information about how you can get involved, please visit www.wisbech2020vision.co.uk or discuss your views and ideas at www.wisbech.shapeyourplace.org.uk

You can also email: wisbech2020vision@fenland.gov.uk







Wisbech 2020 vision

"A passion to deliver a prosperous future"