

**WISBECH 2020**

*To:* **Communities and Partnership Committee**

*Meeting Date:* **5 July 2018**

*From:* **Adrian Chapman, Service Director: Communities and Safety**

*Electoral division(s):* **All**

*Forward Plan ref:* **Not applicable**      *Key decision:* **No**

*Purpose:* To provide the Communities and Partnership Committee with:

- a) An overview of the Wisbech 2020 Vision programme
- b) An opportunity for the Committee to determine ways in which the Council can support the Wisbech 2020 Vision programme to achieve its objectives.

*Recommendation:*

- 1. To agree the role of the Communities and Partnership Committee to oversee the County Council's strategic and practical contribution to the Wisbech 2020 Vision. ensuring it remains a high priority for delivery and action.
- 2. To request that the proposed cross-party working group to lead on the development of a social mobility strategy (separate Committee report refers) specifically considers issues and opportunities in Wisbech as part of its work, in order for the Council to support the Wisbech 2020 Vision priorities.
- 3. To support investment towards a dedicated Wisbech 2020 Vision programme manager / programme team in order to escalate delivery momentum

<b><i>Officer contact:</i></b>	<b><i>Member contacts:</i></b>
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<b>1.</b>	<b>BACKGROUND</b>
<b>1.1</b>	The Wisbech 2020 Vision was launched in 2013 by the Leaders of Fenland District Council and Cambridgeshire County Council, and the MP for North East Cambridgeshire, with the aim of making Wisbech a great place to work, live and visit.
<b>1.2</b>	The Vision has adapted and evolved since 2013, and the aims have also been developed. In 2015, a greater focus on infrastructure and growth, town centre, skills and education, health and wellbeing and communication were agreed, reflecting the evolution of circumstances in Wisbech and recognising that a greater focus was needed on social issues.
<b>1.3</b>	<p>In 2017, the original 2013 vision was formally refreshed, and the programme is now focussed on achieving four key themes:</p> <ul style="list-style-type: none"> <li>• Education and skills</li> <li>• Health, wellbeing and cohesion</li> <li>• Infrastructure and the built environment</li> <li>• Local economy</li> </ul> <p>The 2017 Vision document is attached at appendix 1.</p>
<b>1.4</b>	The Wisbech 2020 Vision programme is now a systems-wide collaboration led by a group of partnership organisations including Fenland District Council, Cambridgeshire County Council, Wisbech Town Council, the Cambridgeshire and Peterborough Combined Authority, the MP for North East Cambridgeshire, Anglian Water, and Thomas Clarkson Academy. A steering group made up of senior representatives from this group of partners is co-ordinating the work, whilst a Core Vision Group, comprising the Leaders of Wisbech Town Council, Fenland District Council and Cambridgeshire County Council and the MP for North East Cambridgeshire, are ensuring the strategic direction is maintained.
<b>2.</b>	<b>MAIN ISSUES</b>
<b>2.1</b>	<p>A number of important and significant achievements have already been delivered since the Wisbech 2020 Vision was first published. These are described in the 2017 Vision document at appendix 1, and include:</p> <ul style="list-style-type: none"> <li>• Agreeing a deal with a local developer to re-start the Nene Waterfront scheme</li> <li>• Becoming part of the national Healthy High Streets programme</li> <li>• Approval of £300million investment for A47 improvements, including the Guyhirn Roundabout</li> <li>• Constantine House being made wind and weather-proof</li> <li>• Receipt of a £2million grant from the Heritage Lottery Fund to improve buildings on Wisbech High Street</li> <li>• The possibility of a Wisbech Garden Town which could deliver 8,000-10,000 new homes, better transport links, jobs and improved educational facilities</li> </ul>

2.2	<p>More recently, officers from several organisations have started to work together on the Local Government Association (LGA) 'Prevention At Scale' programme. The LGA will provide 20 days of expertise to the programme, plus additional training, up until September 2018. This will help achieve a focus on prevention and intervention initiatives to tackle health-related conditions or situations in the Wisbech area.</p>
2.3	<p>Additionally, Wisbech (along with Blackpool) has been designated a Business in the Community (BiTC) Pride of Place area (see <a href="https://www.bitc.org.uk/campaigns-programmes/communities/community-transformation/PrideofPlace/Wisbech">https://www.bitc.org.uk/campaigns-programmes/communities/community-transformation/PrideofPlace/Wisbech</a> for more information).</p> <p>BiTC will be working with the Wisbech 2020 Vision Steering Group in considering the area as a whole, which marks a change from BiTC's previous approach to support smaller programmes in multiple areas across the Country. They are aiming to help activate relevant campaigns and a programme to create long-term strategic interventions in partnership with local stakeholders to achieve measurable impacts.</p> <p>BiTC held a showcase event in May 2018 to showcase successful businesses who are tackling some of the most pressing local social and environmental issues, whilst helping to build sustainable communities.</p>
2.4	<p>The Wisbech 2020 Vision is an ambitious one, and one that cannot be delivered by one organisation alone. It requires a systems-wide approach, and a commitment from across that system including from the wider public sector, businesses, communities and voluntary and faith organisations. The County Council has maintained a long-standing commitment to the programme since its launch; the creation of the Communities and Partnerships Committee provides a further opportunity now to strengthen that commitment even further.</p>
2.5	<p>The Committee is therefore asked to formally define and agree its role as the lead Committee overseeing our general input to and commitment towards the Wisbech 2020 programme, and to make this recommendation to the General Purposes Committee. This is in line with the Committee's responsibility for partnership working, although it is recognised that some aspects of the delivery programme (i.e. major infrastructure projects) will need to be overseen by other relevant Committees.</p>
2.6	<p>It is also recommended that the Committee agrees a series of practical measures, activities and interventions it can take to support the current Wisbech 2020 Vision priorities, and that this is achieved via a dedicated focus for discussion at the cross-party social mobility working group which is being proposed in a separate report to this Committee. The key priorities to focus this work are as follows:</p> <p><b><u>Theme 1: Education and skills</u></b></p> <ul style="list-style-type: none"> <li>a) Equip schools in Wisbech to attract the very best teaching talent</li> <li>b) Place schools and libraries at the centre of community life</li> <li>c) Build better links between schools and regional businesses</li> </ul>

	<p><b><u>Theme 2: Health, wellbeing and cohesion</u></b></p> <p>a) Deliver new initiatives and pilot new ideas to improve health &amp; wellbeing  b) Shape new and improved health facilities in Wisbech  c) Support the community to grow together and address areas where there is a lack of cohesion</p> <p><b><u>Theme 3: Infrastructure and the built environment</u></b></p> <p>a) Reduce journey times between Wisbech - Cambridge and Wisbech - Peterborough and reduce the perceived distance  b) Redouble efforts to secure improved national road connectivity  c) Accelerate development at existing allocations and undeveloped sites  d) Secure further investment in Wisbech's outstanding built heritage and leave a positive legacy for future generations</p> <p><b><u>Theme 4: Local economy</u></b></p> <p>a) Position the agri-food cluster at the centre of the Wisbech economy and help it to thrive  b) Increase engagement with businesses to help them flourish and help grow the economy  c) Restore the image of Wisbech as the proud economic and social Capital of the Fens</p>
<b>2.7</b>	The Wisbech 2020 Vision programme is currently being co-ordinated by Fenland District Council, with officer input wherever possible and relevant from the County Council and the other partners previously mentioned. However, there is no dedicated Wisbech 2020 Vision programme manager or delivery team; instead, the work forms part of the wider role of a number of officers.
<b>2.8</b>	Alongside more clearly defining the Committee's responsibilities to support the Wisbech 2020 Vision, and identifying ways in which the County Council can actively contribute to the overall delivery programme by, for example, bending existing activity towards the Wisbech 2020 Vision, the Committee is asked to consider contributing towards a staff resource to sit within Fenland District Council and to help drive the programme forwards. It is generally agreed by both the Core Vision Group and the Steering Group that momentum needs to be developed and that greater pace is now needed to drive positive outcomes for Wisbech, Fenland and the whole County. Without a dedicated Wisbech 2020 Vision programme manager / programme team, the ability for the partnership to achieve this is significantly limited.
<b>2.9</b>	The Wisbech 2020 Vision significantly aligns to the Committee's responsibility to lead partnership working on behalf of the County Council, and to address issues associated with community resilience, deprivation and social mobility. The recommendations described above – to establish the Committee as the lead committee for the programme, to identify practical ways the county council can support the programme, and to invest in dedicated programme resources – will directly support the Committee's aspirations to reduce inequalities and address some of the key challenges faced by many of our communities.

<b>3.</b>	<b>ALIGNMENT WITH CORPORATE PRIORITIES</b>
<b>3.1</b>	<b>Developing the local economy for the benefit of all</b>
	Economic development is a fundamental priority within the Wisbech 2020 Vision, and enhancing the county council's support towards the programme will directly help achieve the programme's objectives.
<b>3.2</b>	<b>Helping people live healthy and independent lives</b>
	There is significant evidence that suggests residents in Wisbech are sometimes more excluded and vulnerable to health and other issues than other parts of the county. Agreeing a re-energised contribution towards the Wisbech 2020 Vision will help address these challenges.
<b>3.3</b>	<b>Supporting and protecting vulnerable people</b>
	As above, evidence suggests there are higher levels of vulnerability in Wisbech compared to many other places across Cambridgeshire. The county council has a unique opportunity, through the work of the Committee, to help eradicate these inequalities and vulnerabilities.
<b>4.</b>	<b>SIGNIFICANT IMPLICATIONS</b>
<b>4.1</b>	<b>Resource Implications</b>
	Alongside redirecting existing resources towards the Wisbech 2020 Vision, and bending existing delivery towards the programme, this report requests that the Committee considers a financial contribution towards programme delivery resources.
<b>4.2</b>	<b>Procurement/Contractual/Council Contract Procedure Rules Implications</b>
	There are no significant implications for this category.  Any resulting procurement activity resulting from the proposals would require to be undertaken in accordance with the County Council's Contract Procedure Rules.
<b>4.3</b>	<b>Statutory, Legal and Risk Implications</b>
	There are no significant implications for this category.
<b>4.4</b>	<b>Equality and Diversity Implications</b>
	The focus of this report is on ensuring that residents and communities in Wisbech are able to integrate and to access opportunities available to the whole population.
<b>4.5</b>	<b>Engagement and Communications Implications</b>

	It is fundamental to the success of the proposals in this report that the Committee engages with Fenland District Council (as the lead agency) and with the other partners and communities associated with the programme.
<b>4.6</b>	<b>Localism and Local Member Involvement</b>
	The proposed cross-party task and finish group, and the role of the Fenland Area Champion, will be fundamental to the success of the recommendations in this report.
<b>4.7</b>	<b>Public Health Implications</b>
	Public Health are already very actively engaged with the Wisbech 2020 Vision programme, and the recommendations contained within this report seek to build upon those.

<b>Implications</b>	<b>Officer Clearance</b>
<b>Have the resource implications been cleared by Finance?</b>	Yes Name of Financial Officer: Martin Wade
<b>Have the procurement/contractual/ Council Contract Procedure Rules implications been cleared by Finance?</b>	Yes Name of Financial Officer: P White
<b>Has the impact on statutory, legal and risk implications been cleared by LGSS Law?</b>	Yes Name of Legal Officer: Fiona McMillen
<b>Have the equality and diversity implications been cleared by your Service Contact?</b>	Yes Name of Officer: Adrian Chapman
<b>Have any engagement and communication implications been cleared by Communications?</b>	Yes / No Name of Officer : <b>Matthew Hall 25/6/18 - chased 26/6/18</b>
<b>Have any localism and Local Member involvement issues been cleared by your Service Contact?</b>	Yes Name of Officer: Adrian Chapman
<b>Have any Public Health implications been cleared by Public Health</b>	Yes Name of Officer: Stuart Keeble

<b>Source Documents</b>	<b>Location</b>
None	