



IPSWICH COASTAL COMMUNITY TEAM

ECONOMIC PLAN – Update March 2017

No.	Heading	Detail	Information
Key Information			
1	Name of CCT	N/A	The Ipswich Vision Board
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	Paul Clement, Chief Executive Ipswich Central, The Master's House, 19 Lower Brook Street, Ipswich T: 07802 806079 E: paul@centralmanagementltd.com
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	Ipswich Central (BID Company) New Anglia Local Enterprise Partnership Suffolk Chamber of Commerce Ipswich Borough Council Suffolk County Council University Campus Suffolk Ben Gummer MP
3 (b)	CCT Membership	Other partners and/or stakeholders to be involved.	The organisations above feed information to their business members and residents so that the community as a whole is engaged
4	Accountable Body	Local Authority Contact name & details	Suffolk County Council (attn. Holly Field) The Accountable Body does have representation on the CCT (Council Leader and Chief Executive)
5	Local Area	Provide brief geographical description of the locality and a brief history if relevant.	The Ipswich Vision Board was formed in 2014, after the award of Coastal Communities funding. The area covers the wider town centre. The project has been to bring all key stakeholders together as one and to unite behind a series of initiatives aimed at a transformation of the town centre, and anchored around its waterfront location
6	Context – community	Description of local community	Ipswich has a population of circa 130,000 and a catchment of circa 350,000. It is

	(suggested maximum 300 words)	with demographics.	the county town of Suffolk, a rural location. Originally developed around a port, the Vision project has allowed the town to rediscover its historic roots and to proudly brand itself as 'East Anglia's Waterfront Town Centre'. The scale of the developments now taking place in the town, and those proposed but yet to start, are shining Ipswich in a new light and optimism, investment, occupancy, footfall and dwell times have all noticeably increased.
7	Context – economy (suggested maximum 400 words)	Local economy, e.g. business, tourism, manufacture, etc, 'Starting point'	The town centre area includes shopping, leisure, employment, learning and associated cultural facilities. With the town now noticeably improving after a difficult recession, visitor numbers are increasing and, consequently, the leisure economy is undergoing growth. Particular specialisms amongst the business sector are the design and creative sectors and financial services
8	Related initiatives	What else is going on in the community of economic importance, e.g. BID, LEP, CIC, CCF, CRF	The town centre is covered by a BID, called Ipswich Central. The prospect of the Vision process saw the BID achieve the highest aggregate renewal result so far in the UK in 2012. The New Anglia LEP has been a driving force behind the creation of the Vision Board that now manages the project. The BID, in conjunction with the Vision Board, is currently establishing a Destination Management Organisation (DMO) to increase visitor numbers
CCT Plan			
9	Ambition	A positive statement of the aims and objectives of the plan and a description of what it will achieve. Description of 'what success will look like'.	The Ipswich Vision project is an ambitious project to rejuvenate an entire town centre area around a stunning waterfront location. The Vision Board has published a detailed document that sets out the proposals and revised key projects to be completed in the period 2015 to 2020 (http://ipswichcentral.com/the-vision-for-ipswich/). Success will be improved perceptions of Suffolk's County Town, new developments, increased investment and a new-style 'experiential' town centre along a north-south axis between the

			commercial core and the historic and now booming waterfront area
10	Needs of the community and intentions of the team to meet them.	Identify the socio-economic needs of the community and the opportunities to meet them. Each element should be Specific, Measureable, Achievable, Realistic and Timed.	See Appendix A (updated)
11	Analysis	Describe the strengths, opportunities, weaknesses and threats in meeting the needs at 10 above.	The major strength of the project that all partners, irrespective of political and other differences, have agreed to collaborate on the project and, as such, have agreed together one Vision. The Vision Board continues to meet every 6 weeks and a working sub-group to progress initiatives between meetings meets fortnightly. The commitment to the project has not only been sustained, it is growing.
12	Data – <i>while an essential element of the plan, it could be included in a ‘daughter’ document.</i>	Provide evidence to support the intentions of the plan. This will include statistical data but broader data should also be included. Data used should be specific, relevant and transparent. It is sufficient to reference evidence held elsewhere.	Shortly after publishing the Vision document, the Ipswich Vision Board commissioned a brief study by Aecom into the likely impact of delivering various aspects of the Vision (downloadable from http://ipswichcentral.com/the-vision-for-ipswich/).
Delivering the Plan			
13	Key projects and/or bodies of work.	High level description of discrete pieces of work showing CCT role, indicative partners and	See Appendix A (updated)

		timescales.	
14	Short term goals/actions	What will the team achieve in the next 6 months? Should demonstrate 'quick wins'.	Key priorities for the next 6 months are: 1 – bring forward proposals to improve the retail and market offer 2 – progress the DMO 3 – complete a redevelopment proposals for a dilapidated section of the waterfront (using Coastal Revival Fund grant) 4 – receive a car parking strategy for the town, including park & ride 5 – complete the redevelopment of the main Cornhill Square and seek necessary approvals to commence work 6 - complete station forecourt transformation (work underway) 7 – start to bring forward proposals for 2,000 new homes in the town centre 8 – progress work with the Upper Orwell River Crossing
15	Performance measures	For first 6 months – to be SMART	As above
16	Medium term goals/actions	For 6mths to 5 years	The remainder of the key projects (see Appendix A, updated)
17	Performance measures	For 6mths to 5 years – to be SMART	As Appendix A (Updated)
18	Long term goals and actions Optional	Strategic plans beyond 5 years – include performance measures where appropriate.	The key projects are due to be completed by 2020, leading to a major transformation of Suffolk's county town. It is likely that the work of the Vision Board will continue beyond, with new projects and priorities to be agreed
19	Barriers	Identify any barriers to delivering the plan and if you have contingencies to manage them.	It is not felt that lack of ambition, creativity or joint working will be a barrier, perhaps the most likely in a project of this scale. Uncertain economic circumstances could potentially affect delivery if the current upturn and associated optimism were to stall
20	Resources	Who and what will be required to deliver each element of the plan. Include 'in kind' services,	The Vision partners have entered into a memorandum of understanding which records that they will work together and, where necessary, pool funding to deliver the project. All partners give of their time at no cost. They have collaborated to

		volunteers, etc. demonstrate how local expertise will be utilise and/or grown.	identify funding to re-appoint a Vision Coordinator to manage the project day-to-day. New Enterprise Zones in and around Ipswich will contribute funding in the longer term, meaning that the Vision is sustainable. It has been agreed that applications for external funding will always now be applied for in the name of the Vision Board to demonstrate the joint commitment to any project
21	Costs	Detail of costs of each element of plan.	The entire cost of the Vision project, which includes private sector investment, is likely to be in excess of £250 million
22	Value	What is the value of the plan to the local economy?	See Aecom impact report (downloadable from http://ipswichcentral.com/the-vision-for-ipswich/)
23	Funding	Identification of funding streams and how costs of project(s) will or could be met.	See Q20
24	Maximising resources and costs	Describe how this will be minimised, e.g. shared services, use of technology, avoidance of bureaucracy, etc.	See Q20
Communications			
25	Consultation	Describe existing results of consultations and planned consultation exercises.	The Vision project started with widespread consultation, led by the BID, including businesses, residents, visitors and non-visitors. This led to an impression of the type of town centre that Ipswich needed to evolve into. The progress towards the Vision was presented to a mixed audience of 200 in November 2015. Consultations are held on major projects (e.g. Cornhill, Upper Orwell River Crossing etc.)
26		Describe plans to involve and inform partners and other bodies, including accountable body, CCA and DCLG.	The Vision Board invites the editor of East Anglia's newspaper group to attend their meetings as an observer and for him to publish a progress report to the wider community every 6 months. A communication plan has resulted in widespread coverage of all aspects in local, regional and national media. The

			Accountable Body is one of the partners. DCLG have been very involved in helping establish the project in its initial stages and representatives have attended a number of the key meetings, including the update session in November 2015. All partners have committed to updating their members and constituents of progress.
27	Communication with community	How will the community and stakeholders be involved and informed of progress and outcomes	See Q26
CCT Logistics			
28	Management of team	How the team will operate, frequency of meetings, centrality of team to projects, etc. How the team is representative of the community.	The Vision Board is chaired by the LEP and meets every 6 weeks, with subgroups every fortnight
29	Support structure	Network of support built to enable CCT to deliver the economic plan	Through the memorandum signed by all partners (see Q20), it has been agreed that they will collectively support the delivery of the project in whatever way is needed
30	Costs	Running costs of CCT itself	Covered in full by the partners
31	Sustainability	Long term plan for team and how this will be managed.	Partner contributions and Enterprise Zone funding will sustain the project
32	Areas of Specific Interest	Provide areas of on which you would wish to join a working group or network (virtual or otherwise), e.g. arts, tourism, housing, piers, sport, transport, heritage, marketing, etc.	We would be happy to join any networks relevant to the delivery of the Vision

Appendix A

Whilst the work of improving the town centre includes multiple projects delivered collaboratively by the partners, the Ipswich Vision Board originally committed to 21 key projects which have been updated as follows:

Theme	Commitments
Regeneration	1 To publish a site development prospectus for key vacant, undeveloped, underused and redundant sites (July 2016)
	2 To publish a redevelopment plan for the area between Stoke Bridge and St Mary-at-Quay (July 2016)
	3 To publish a residential development strategy, creating at least 2,000 new homes (December 2016)
	4 To complete the Princes' Street office corridor redevelopment (2020)
Better Transport	5 To publish a parking strategy for Ipswich, including town centre car parks, Park & Ride, and advanced customer information and payment systems (August 2016)
	6 To publish measures for the improvement of major routes into the town (October 2016)
	7 To publish a walking, cycling and public transport strategy (March 2017)
	8 To publish design concepts for the remodelling of the Star Lane Gyratory and Novotel Roundabout (December 2018)
	9 To complete construction of a new Crown Street Car Park (November 2017)
	10 To complete construction of a Wet Dock Crossing (2021)
	11 To complete remodelling of the Star Lane Gyratory (2022)
Better Shopping	12 To publish a retail development plan for key properties and vacant sites in the town centre (October 2016)
	13 To publish a strategy for markets (December 2016)
	14 To run a pilot scheme for a digital high street (2017) *NEW*

Improving Our Public Spaces and Public Buildings	15	To publish a strategy for the improvement of town centre streets and public spaces (January 2017)
	16	To publish opportunities for visitor attractions in the town (March 2017)
	17	To complete construction of an Innovation Centre in the UCS West Building (July 2016)
	18	To complete renovation of the station and station forecourt (October 2016)
	19	To complete renovation of the Cornhill (2018)
	20	To complete construction of a Heritage Centre on the Waterfront (2019)
	21	To complete renovation of Ipswich Museum (2020)
	22	To complete renovation of all town centre streets (2020)
	23	To complete renovation of the Town Hall and Corn Exchange (2021) *NEW*
Funding the Vision	24	To publish a funding plan for the delivery of the Vision (July 2016)