

Agenda Item No:	8	
Committee:	Cabinet	
Date:	14 September 2017	
Report Title:	Wisbech 2020 Vision Update	

Cover sheet:

1 Purpose / Summary

- To consider and approve the refreshed Wisbech 2020 Vision strategy and agree to FDC and its partners progressing delivery of actions contained therein.

2 Key issues

- The Wisbech 2020 Vision is regularly refreshed to ensure that it is fit for purpose and reflects the feedback received through annual Wisbech 2020 Vision Summit meetings.
- The latest refresh of the Wisbech 2020 Vision has included intensive research, consultation and analysis to review and rebuild the vision document.
- The refreshed Wisbech 2020 Vision strategy now includes four interrelated themes which provide a framework for a comprehensive series of actions. The themes are:
 - Education and Skills
 - Health, Wellbeing and Cohesion
 - Infrastructure and the Built Environment
 - Local Economy
- Overview and Scrutiny provided a helpful overview of the document at its meeting of 31 July 2017

3 Recommendations

- Cabinet are asked to note and approve the refreshed Wisbech 2020 Vision strategy and agree to FDC and its partners progressing delivery of actions contained therein.

Wards Affected	All Wisbech wards and surrounding rural Wisbech wards
Forward Plan Reference	
Portfolio Holder(s)	Cllr John Clark - Leader of the Council
Report Originator(s)	Gary Garford - Corporate Director Ross Ingham - Ingham Pinnock Associates

Contact Officer(s)	Paul Medd - Chief Executive Gary Garford - Corporate Director Carol Pilson - Corporate Director Richard Cassidy - Corporate Director
Background Paper(s)	<ul style="list-style-type: none">• Refreshed Wisbech 2020 Vision (appendix A)• Wisbech 2020 Baseline Report (appendix B)

1 The original Wisbech 2020 Vision strategy (2012)

- 1.1 The Wisbech 2020 Vision originally emerged from a meeting in 2012 of the then Leaders of FDC and CCC and the MP for North East Cambridgeshire.
- 1.2 The original idea to pay particular attention to issues in Wisbech in response to the release of information that highlighted acute issues of deprivation, poor transport infrastructure and the poor condition of many prominent buildings. It was recognised that across a number of indicators, Wisbech performs worse, and in some cases significantly worse, than other towns and villages in Fenland which in turn are below the performance of the majority of the rest of Cambridgeshire.
- 1.3 A series of thematic workshops and public consultation exercises were held in 2012 in order to develop the content of the first version of the Wisbech 2020 Vision strategy. The resultant document was launched in January 2013.
- 1.4 This first version of the Wisbech 2020 Vision strategy contained 29 actions divided between three themes of live, work and visit. Many of these actions related to eight key issues that emerged from the workshops and consultation.

2 The second version of the Wisbech 2020 Vision strategy (2015)

- 2.1 At the start of 2015, the Wisbech 2020 Vision strategy was updated. The update provided a new structure for the programme and a smaller number of actions. The original three themes of live, work and visit were replaced with infrastructure and growth, town centre, skills and education, health and wellbeing and communications.
- 2.2 In response to new data and feedback at the Wisbech 2020 Summit in 2015, the updated strategy deliberately placed greater emphasis on social issues such as skills and education and health and wellbeing.

3 Achievements

- 3.1 Many of the actions contained in the first two versions of the strategy have been delivered, some are ongoing and others have fallen away as the situation has changed around them.
- 3.2 Examples of success include:
 - Improvements to dilapidated buildings across the town, including the former Belfast site on Nene Quay
 - Successful £1.9 million Heritage Lottery fund to regenerate Wisbech High Street
 - Investment in skills training for young people, including the £7.2million Technology Centre opened at the College of West Anglia
 - Weekly Job Cafes and annual Job Fairs supporting employment and skill development opportunities
 - Infrastructure for Growth campaign, investigating a Wisbech to Cambridge rail link, route options and costings for A47 Thorney to Wisbech. Recent Combined Authority approval for A47 and M11/A47 link feasibility funding at a cost of £1.75m
 - Wisbech Access Study £1m design & £10.5m infrastructure to remove transport impediments to growth
 - The 'big idea' of Wisbech Garden Town – 10,000 new homes. Combined Authority recently allocated £6.5m to complete a full business assessment of the proposals
 - New affordable & private housing on the Nene Waterfront site

- Adoption of a masterplan for South Wisbech industrial zone and the development of East Wisbech housing site (1550 dwellings)
- Approval by FDC to promote an Enterprise Zone via the Greater Cambridge and Greater Peterborough Local Enterprise Partnership for south Wisbech employment area
- Continually expanding and thriving Cromwell Road development improving economic offer, jobs and leisure opportunities
- Improvements to living conditions and tackling rogue landlords through projects such as Operation Pheasant
- Introduction and promotion of new high speed broadband for businesses and residents
- Opening of new Tesco bus service route 68 in the town
- New brown signs and further promotion of Wisbech as an ideal tourism destination
- £6m Government Opportunity Area Funding (Fenland and East Cambs) for education improvements to local schools
- Recent promotion of Wisbech related transport improvement schemes to the DfT National Productivity Investment Fund (NPIF)

4 The current version of the Wisbech 2020 Vision strategy (2017)

- 4.1 As part of an ongoing process of review and in order to keep pace with change, at the start of 2016, Fenland District Council and Cambridgeshire County Council along with Wisbech Town Council, the Greater Cambridge Greater Peterborough Local Enterprise Partnership and Anglian Water resolved again that more focus was needed to take the 2020 Vision strategy to the next level.
- 4.2 As a result, over the course of 2016 and early 2017, high levels of research, consultation and analysis were carried out to review and rebuild this iteration of the Wisbech 2020 Vision strategy. Specific activities undertaken include:
- Education and Skills thematic workshop
 - Health and Wellbeing thematic workshop
 - Local economy thematic workshop
 - Infrastructure and built environment workshop
 - Public consultation event in the market place
 - Primary research undertaken by CCC and Ingham Pinnock Associates
 - One-to-one consultations
 - Wisbech Member Workshop (all FDC, CCC and WTC Members were invited)
- 4.3 Based on the results of the above, the 2017 strategy is designed around four inter-related themes that provide a framework for a comprehensive series of actions that can support the regeneration and growth of Wisbech:
- Education and skills
 - Health, wellbeing and cohesion
 - Infrastructure and the built environment
 - Local economy

- 4.4 All of the themes are underwritten by a new Charter whereby the partners will be asked to agree to work better together to deliver the various actions.
- 4.5 Within each theme, the strategy contains transformational actions based on evidence of demand and need and fresh thinking such as the Beyond 2020 report. These actions are deliberately bold but they are also deliverable. It is these actions that the partners involved in the Wisbech 2020 Vision will strive to achieve.
- 4.6 The refreshed draft Wisbech 2020 Vision strategy is now at its final stage to be put to the Core Vision Group for adoption (please see appendix A). This document is designed for public use and summarises the broad aims and objectives of the strategy as follows:

		Partners at the centre of the Wisbech 2020 Vision will:
Cross-cutting theme: Working better together	Theme 1: Education and skills	a) Equip schools in Wisbech to attract the very best teaching talent
		b) Place schools and libraries at the centre of community life
		c) Build better links between schools and regional businesses
	Theme 2: Health, wellbeing and cohesion	a) Deliver new initiatives and pilot new ideas to improve health & 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
	Theme 3: Infrastructure and the built environment	a) Reduce journey times between Wisbech and Cambridge 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
	Theme 4: Local economy	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.		

- 4.7 The main Wisbech 2020 Vision strategy is accompanied by Appendix B - Wisbech 2020 Baseline Report which provides a summary of the primary research underpinning the refreshed strategy.
- 4.8 In order to manage the project a Wisbech 2020 Vision Delivery Matrix provides more detailed descriptions of the actions and assigns overall responsibility to specific partner organisations. This document will be updated quarterly and is intended as a project management tool for members of the Steering Group
- 4.9 A performance management framework has also been produced to monitor progress with individual actions. This framework will be reviewed at each meeting of the regular Wisbech 2020 Steering Group.
- 4.10 In addition a communications strategy has been produced to highlight the need to engage with the community on the Wisbech 2020 programme and individual projects, share information with relevant stakeholders and promote the profile of the town. It is intended to hold a launch event of the refreshed strategy on 20th October 2017 to which stakeholders will be invited.

- 4.11 At its meeting of 31 July 2017, the Overview and Scrutiny Committee provided a helpful overview to the refreshed Wisbech 2020 document.

5 Management and governance

- 5.1 The Wisbech 2020 Vision is overseen by the Core Vision Group. This group comprises the Leaders of Wisbech Town Council, Fenland District Council and Cambridgeshire County Council and the MP for North East Cambridgeshire.
- 5.2 On a day-to-day level, the actions in the strategy are managed by a Steering Group that was established at the start of 2016 and meets monthly. The Steering Group provides joined-up senior level leadership from across local agencies and co-ordinates action to ensure delivery of the actions in the Wisbech 2020 Vision. It represents an unprecedented level of collective action and corporate focus from the member agencies which include FDC, CCC, Wisbech TC, GCGP LEP, Anglian Water, Thomas Clarkson Academy, Wisbech primary schools and Wisbech Schools Partnership.
- 5.3 The Steering Group is supported by FDC and Ingham Pinnock Associates who were previously involved in the Wisbech High Street Project.

6 Effect on corporate objectives

- 6.1 The ongoing delivery of the Wisbech 2020 Vision strategy will have a positive impact on a large number of the objectives in FDCs Business Plan (2017-18). Specifically:

Communities

- Support vulnerable members of our community
- Support our ageing population and young people
- Promote health and wellbeing for all

Environment

- Work with partners and the community on projects that improve the environment and our streetscene
- Work with partners to keep people safe in their neighbourhoods by reducing crime and anti-social behaviour and promoting social cohesion

Economy

- Attract new businesses, jobs and opportunities whilst supporting our existing businesses in Fenland
- Promote Fenland as a tourism and visitor destination
- Promote and enable housing growth, economic growth and regeneration across Fenland
- Promote and lobby for infrastructure improvements across the District

7 Conclusions

- 7.1 This report outlines the continual review of the Wisbech 2020 Vision and how it aims to address issues of deprivation, economy and poor transport in the Wisbech area.
- 7.2 The revised Wisbech 2020 Vision document has already been approved by CCC and Wisbech Town Council and will be shared with all Members, wider stakeholders and the community once approved by Cabinet.



Wisbech 2020 Vision

Fenland District Council, Cambridgeshire County Council, Wisbech Town Council, Greater Cambridge & Greater Peterborough LEP, Thomas Clarkson Academy, Anglian Water, the MP for North East Cambridgeshire and the Mayor of the Cambridgeshire and Peterborough Combined Authority.



Contents

1. Wisbech Charter for working better together
2. Evolution of the Vision
3. What we know about Wisbech
4. The refreshed strategy



1. Wisbech Charter for working better together



1 Wisbech Charter for working *better together*

Only by working together more closely to capitalise on opportunities and overcome challenges will we be able to deliver the social, economic and environmental regeneration of Wisbech. We are committed to providing resource and working in partnership to achieve this.

Wisbech Town Council

Council Leader:

Town Clerk:

Fenland District Council

Council Leader:

Chief Executive:

MP For North East Cambridgeshire

Cambridgeshire County Council

Council Leader:

Chief Executive:

Greater Cambridge Greater Peterborough Local Enterprise Partnership

Chairman:

Chief Executive:

Cambridgeshire & Peterborough Combined Authority

Mayor:

Chief Executive:

Anglian Water

Chief Executive:

2. Evolution of the Vision



2 Evolution of the Wisbech 2020 Vision

Where did the Vision come from?

The idea of the Wisbech 2020 Vision emerged in 2012. It was borne out of discussions between the two political leaders of Fenland District and Cambridgeshire County Council and the MP for North East Cambridgeshire. All three figures agreed that the challenges faced by Wisbech were greater than those elsewhere in their constituencies, and in response, public bodies and private sector partners needed to think differently about what to do.

The idea of local organisations working harder in Wisbech coincided with the onset of public sector austerity and shrinking local government budgets that continue to this day. Therefore, simply throwing resource at the problem was not, and is not, an option for the future.

The approach taken was therefore to bring together a group of public, private and third sector representatives and create a shared framework that allowed everyone to contribute and work smarter. As a result, the first Wisbech 2020 Vision strategy was launched in 2013.

As time passed the first strategy was updated. The original three themes of *live, work and visit* were replaced with *infrastructure and growth, town centre, skills and education, health and wellbeing and communication* (2015). These changes reflected the evolution of circumstances in Wisbech and the recognition that greater emphasis was needed on social issues.

Many of the actions contained in the first two versions of the strategy have been delivered, some are ongoing and others have fallen away as the situation has changed around them.

As time has passed, other major initiatives have emerged which are progressing in parallel to the Wisbech 2020 Vision, linking up where appropriate; this includes the possibility of Wisbech receiving Garden Town status and securing an allocation for over 10,000 new homes and associated infrastructure (see below); and, local government devolution which could radically re-shape how public services are funded and delivered.

As part of a healthy ongoing process of review and in order to keep pace with change, at the start of 2016, Fenland District Council and Cambridgeshire County Council along with Wisbech Town Council, the Greater Cambridge Greater Peterborough Local Enterprise Partnership (GCGP LEP) and Anglian Water who were now at the table, resolved again that more focus was needed to take the Wisbech 2020 Vision strategy to the next level. As a result, over the course of 2016 unprecedented levels of dedicated research, consultation and analysis were carried out to review and rebuild this iteration of the Wisbech 2020 Vision strategy.

How does this link to the Garden Town proposal?

The Wisbech Garden Town proposal is a bold and ambitious response to central Government's drive to deliver new homes and support economic growth. A Working Group has been formed, made up of a wide range of specialists and stakeholders to develop a proposal for Wisbech that would create over 10,000 new homes and deliver major benefits for existing residents. It is a big idea, potentially even a 'game changer' for the town that has attracted Ministerial support. A prospectus has been prepared for the Department of Communities and Local Government in 2017 who will decide on whether or not the proposal should be progressed. The Wisbech 2020 Vision must stand regardless of the outcome

of the bidding process and so the two exercises are progressing in parallel but are not reliant upon one another.

What has it achieved so far?

A lot has already been achieved. The Wisbech 2020 Vision has led and supported numerous projects since it was set up. Just a few of the major successes are illustrated on the timeline below.



What's next?

The 2017 Wisbech 2020 Vision is designed around four inter-related themes that provide a framework for a comprehensive series of actions that can support the regeneration and growth of Wisbech:

1. Education and skills
2. Health, wellbeing and cohesion
3. Infrastructure and the built environment
4. Local economy

All of the themes are underwritten by the Charter at section 1 whereby the partners agree to work *better together* to deliver the various actions. This pledge has been adopted by each of the respective bodies.

Within each theme, the Wisbech 2020 Vision contains transformational actions based on evidence of demand and need and fresh thinking such as the Beyond 2020 report. These actions are deliberately bold but eminently deliverable. It is these actions that the partners involved in the Wisbech 2020 Vision will strive to achieve.

The Wisbech 2020 Vision will continue to be overseen by the Core Vision Group which comprises the Leaders of Wisbech Town Council, Fenland District Council and Cambridgeshire County Council and the MP for North East Cambridgeshire.

On a day-to-day level, the actions contained in the Wisbech 2020 Vision will be managed by a Steering Group that has been up and running since the start of 2016. The Steering Group provides joined-up senior level leadership from across local agencies and co-ordinates action to ensure delivery of the Wisbech 2020 Vision. It represents an unprecedented level of collective action and corporate focus from the member agencies and is a landmark initiative for the town.

The role of the Steering Group is set out in a separate Terms of Reference document which includes a commitment to regular engagement with the local community and stakeholders and coordinating input from relevant professionals across the public and private sector to galvanise action.

3. What we know about Wisbech



3 What we know about Wisbech

An unprecedented programme of engagement, research and consultation was undertaken during 2016. This work sought to identify objective and empirical data that highlighted trends in Wisbech, some negative, but some also very positive.

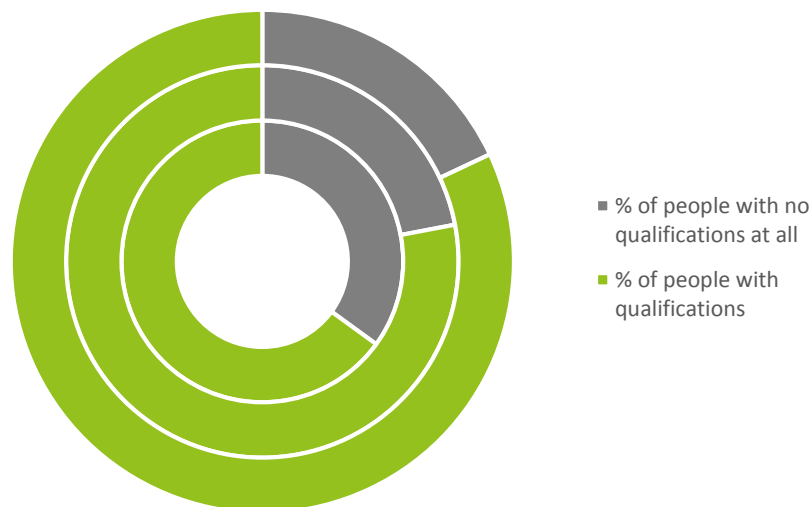
The research confirmed a lot of what we know from working in Wisbech every day and paints a challenging picture. However, it also offers some fantastically positive stories and opportunities that can be built upon. A comprehensive gazetteer of the data is provided in an accompanying report but a few snapshots are provided below to give the reader a sense of Wisbech in 2017.

Wisbech has one of the highest concentrations of Listed buildings and structures in the East of England. The North Brink is described by one of the 20th Century's great authorities on historic buildings as "one of the finest brick streets in England".

Listed buildings in Fenland towns:



35% of people in Wisbech (inner ring) have no qualifications at all. The equivalent picture across England is 22% (middle ring) and Cambridgeshire is 18% (outer ring).

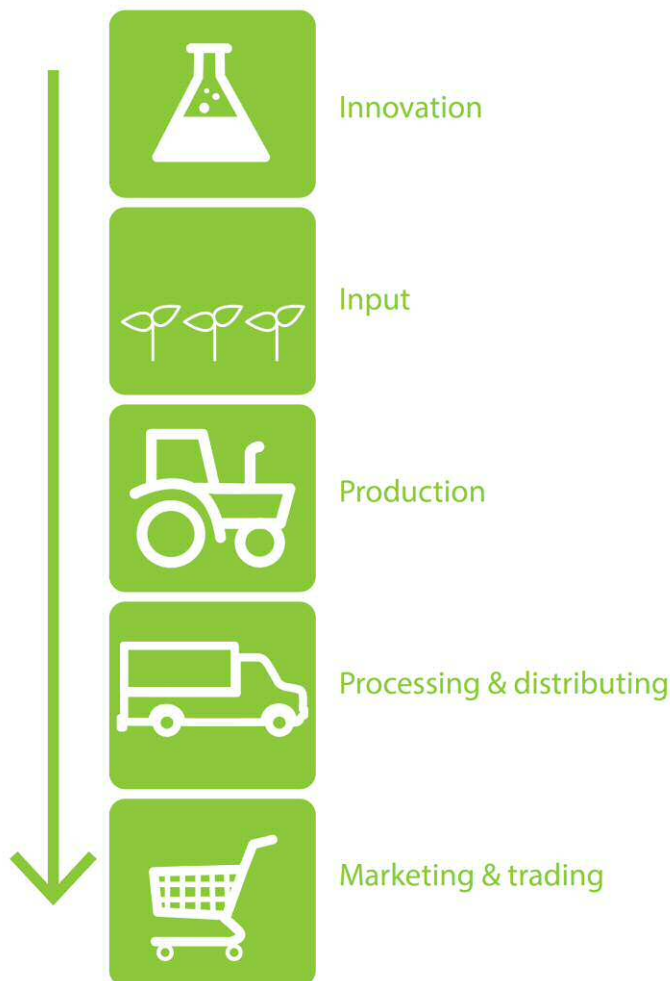


A typical new three-bedroom house in Cambridge today might sell for over £700,000. Similar properties in Wisbech, where they are being built, are being sold for around £170,000. This makes property in Wisbech hugely affordable compared to a city only 40 miles away but is also highlights a weak property market, which is a symptom of many of the issues noted in this strategy.

Typical price of a new 3-bedroom home:



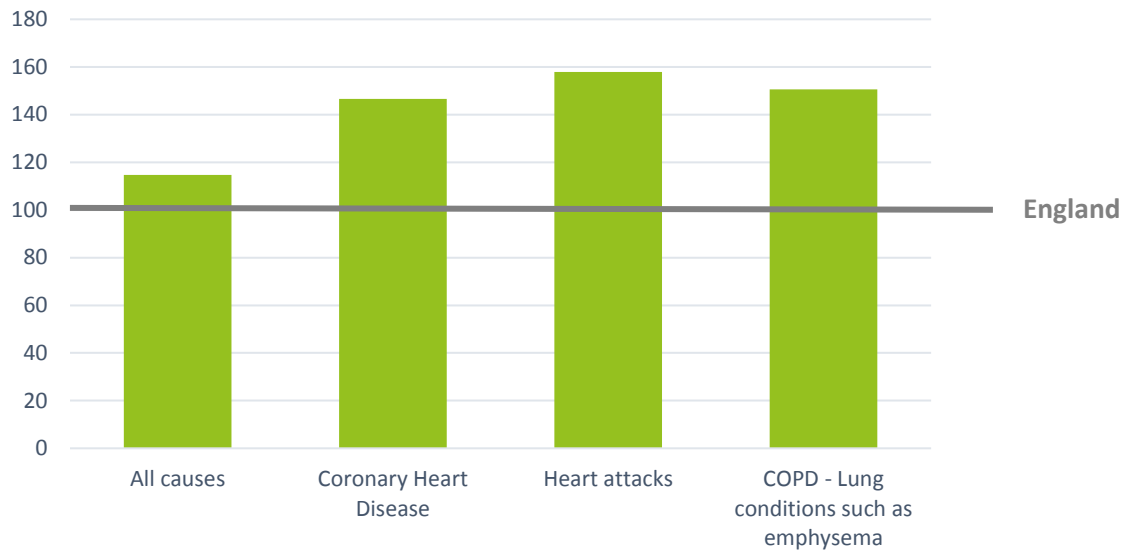
Wisbech has a very high concentration of economic activity engaged in the ‘agri-food’ sector. The range of activities taking place and the importance of this grouping means that it operates as a cluster, just as hi-tech does in Cambridge. This doesn’t just mean Wisbech has lots of growers, it means that it has all of the related services that allow this cluster to thrive.



“This is a key centre for growing produce and all the support industries you need are here too. For machinery and chemical inputs there are local companies to provide all the inputs needed on tap”

“The quality of the land is the main thing. There is strong demand for what we grow. There is a known brand name for our produce”

Rates of emergency hospital admissions related to lifestyle factors such as smoking are significantly higher in Wisbech than across England. This shines a light on the lifestyles of residents in the town and suggests low levels of utilisation of preventive care.



4. The refreshed strategy



4 The refreshed Wisbech 2020 Vision strategy

As research and consultation progressed over 2016 a refreshed strategy started to emerge from the previous documents and new thinking. Discussions with partner agencies, Councillors and the community helped to shape emerging ideas and have helped to prioritise particular issues.

Reflecting on previous versions of the Wisbech 2020 Vision it was clear that actions in this document need to be sharper, more ambitious and more active than in the past. But ultimately they must also be deliverable; actions are therefore designed deliberately to form the basis of funding applications, Council resolutions, lobbying efforts and real projects. Some actions will take many years to fully deliver, others can be achieved within months, but what is important is that they are based on evidence of demand and need and can make a difference.

A summary of the refreshed strategy is provided below.

		Partners at the centre of the Wisbech 2020 Vision will:
Cross-cutting theme: Working better together	Theme 1: Education and skills	a) Equip schools in Wisbech to attract the very best teaching talent
		b) Place schools and libraries at the centre of community life
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	Theme 3: Infrastructure and the built environment	a) Reduce journey times between Wisbech and Cambridge and reduce the perceived distance
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	Theme 4: Local economy	a) Position the agri-food cluster at the centre of the Wisbech economy and help it to thrive
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Theme 1: Education and skills

Issues relating to education and skills are truly multi-faceted and at the very core of what is holding Wisbech back from realising its full potential.

Low-levels of achievement, for example, mean that many residents are employed in low-skilled and low-wage jobs with limited disposable income to reinvest in the economy and limited ability to set up a new business. The international nature of the community often means that language barriers challenge the effectiveness of education services on parents and children, leaving them with a narrower spectrum of choices for work. Negative OFSTED reviews of our schools drive aspirational parents to enrol their children elsewhere which can leave Wisbech schools with the children of those families without the means go elsewhere; this drives falling attainment and impacts OFSTED reports which (alongside broader perception issues) deters aspiring young families from moving to Wisbech which has a stifling effect on demand for new housing and inward investment. And so the cycle continues.

But Wisbech does have the infrastructure and inspiring people to turn this around. The Thomas Clarkson Academy was entirely redeveloped a few years ago and has some of the best teaching facilities in the region; The College of West Anglia provides a diverse range of technical courses from brand new facilities and has links to campuses elsewhere; our primary schools provide safe environments that nurture young children; we have one of the only Grammar Schools in the County and the teaching staff and public bodies care passionately about making a difference. Most recently, alongside East Cambridgeshire, Fenland was awarded Opportunities Area Funding by the Department for Education to improve teaching and leadership capacity and provide the best start in life for young people entering education.

The challenge for the Wisbech 2020 Vision is to take stock of this landscape and identify targeted modifications that make the system work better. The partners at the centre of the Wisbech 2020 Vision will therefore:

a) Equip schools in Wisbech to attract the very best teaching talent

This action will ensure that Wisbech schools can provide the very best learning environment in the area. It will mean our schools become an asset for the town, inspiring and educating our young people.

b) Place schools and libraries at the centre of community life

This action will break down barriers and build positive, trusting relationships between schools, libraries and their communities. It will ensure that parents, as well as children, are comfortable and confident visiting these sites and ensure that they play a more active role in the life of all of their community.

c) Build better links between schools and regional businesses

The action will help to raise the aspirations of young people by giving them tangible examples of career paths and employment opportunities. It will also create a dialogue between supply and demand to ensure that students are given the right skills and training to easily enter the labour market when their studies have been completed.

Theme 2: Health, wellbeing and cohesion

The community of Wisbech experiences higher rates of poor health and income deprivation than communities elsewhere across the County and England. This is driven by a complex mixture of social and economic factors such as low levels of education achievement, lifestyle trends and cultural habits.

By and large, the town has all the facilities it needs to look after its community and this could be greatly enhanced by proposals to develop an entirely new North Cambridgeshire Hospital. The challenge is to help people make different choices about their lifestyle and ensure that they make the most of services on offer.

The community of Wisbech has changed over the past few years with new people from European countries coming to settle in the area rather than just visiting for seasonal work. Certainly, there are issues when the composition of a community changes in a relatively short space of time but this is the case wherever new arrivals spring up and settle into local life.

That the community of Wisbech has changed is now a given; classes of school children are made up of students from half a dozen European countries but they find delight and humour in their differences and work together as a group. The challenge is to take this openness of spirit and engender it across the community as a whole.

To address these challenges, the partners at the centre of the Wisbech 2020 Vision will:

a) Deliver new initiatives and pilot new ideas to improve health and wellbeing

This action will seek to make use of existing measures and powers available to the Wisbech 2020 Vision partners that can directly and indirectly benefit the overall health and wellbeing of the local community, including giving children the best start in life and making sure they are ready to start school.

b) Shape new and improved health facilities in Wisbech

This action will seek to make the best for the community of the facilities that Wisbech already has and any new facilities that might be delivered. It will ensure that the community know about, engage with, and access health services rather than relying upon emergency admissions.

c) Support the Wisbech community to grow together and address areas where there is a lack of cohesion

This action will seek to provide a range of measures that help to ease the integration of recent in-movers with the existing community.

Theme 3: Infrastructure and the built environment

Wisbech suffers from an infrastructure deficit; road and rail links to the regional and national network are poor and the town and its community suffer in a multitude of ways as a result.

However, the fundamentals of Wisbech's location in the East of England are a huge opportunity. For example, it has Cambridge on its doorstep, one of the engines of the UK economy and a global centre for the hi-tech bio-tech industries as well as home to one of the worlds' leading universities. And, Wisbech is at the centre of a cross roads between the major regional towns and cities of Kings Lynn - Cambridge (north – south) and Norwich – Peterborough (east – west).

The property market in Wisbech is fragile. In many cases, the cost of building new homes or business premises is greater than the end value of those buildings, resulting in stalled developments and derelict brownfield sites.

Yet, Wisbech has some of the most beautiful historic buildings, streets and spaces in the south of England. Other than Cambridge, nowhere else in the region can compete with the sheer concentration and quality of Listed buildings that are located Wisbech. The North Brink and The Crescent are iconic and rate alongside views of Ely Cathedral and Kings Parade.

To address the challenges related to infrastructure and the built environment in Wisbech, the partners at the centre of the Wisbech 2020 Vision will:

a) Reduce journey times between Wisbech and Cambridge and reduce the perceived distance

This action will promote securing a rail link to March and through a range of other measures enable Wisbech to benefit from the success of its near neighbour and relieve some of the pressures that have resulted from Cambridge's boom.

b) Redouble efforts to secure improved national road connectivity

This action will enable Wisbech and places to the east, such as Norwich, to benefit from improved access to the A1 and the national motorway network.

c) Accelerate development at existing allocations and undeveloped sites

This action will kick-start stalled development projects at a number sites around Wisbech and unlock the development of new homes and business premises.

d) Secure further investment in Wisbech's outstanding built heritage and leave a positive legacy for future generations

This action will build on the success we have already had with conserving our unique heritage buildings. It will ensure that Wisbech's wealth of important historic architecture is protected, conserved and enhanced.

Theme 4: Local economy

The economic success of Wisbech is held-back by issues cutting across all four themes; the infrastructure deficit mentioned above turns-off inward investors, the weak property market rules out speculative development, skill levels remain low due to a business base that is not moving up the value-chain and aspirations are undermined by the creation of an unfair image of the town as a troubled place.

Despite this, we know that the town contains the ingredients that others would look upon with envy. For example, unemployment in Wisbech remains relatively low and the dynamic nature of the community means that it is full of young, energetic people with a drive to succeed and contribute. Looking further back in time, one of the legacies of Wisbech's strong history in international agriculture and trade is that it is the home to a handful of large global employers such as Nestle Purina, Princes Foods and Del Monte.

The fundamental competitive advantages that drove the early success of Wisbech's economy have not changed; it is surrounded by some of the highest quality agricultural land in the Country which attracts growers and manufacturers and it is located at the centre of an axis of major regional towns and cities (King's Lynn, Norwich, Cambridge and Peterborough). Today, to this list can be added its proximity to Cambridge as a global centre for research and development and Norwich as a powerhouse in environmental science.

The challenge for Wisbech is finding ways to capitalise on its original competitive advantages and forge links with places that are at the forefront of the global economy to help the local community see the opportunities and go on to thrive. To address these challenges, the partners at the centre of the Wisbech 2020 Vision will:

a) Position the agri-food cluster at the centre of the Wisbech economy and help it to thrive

This action will take economic development in Wisbech back to basics focussing on the fundamentals of its historic prominence. But, our approach will be to grow added value and create higher value, higher skilled opportunities for our community.

b) Increase engagement with businesses to help them flourish and help grow the economy

This action will ensure that we build our economy from the bottom up, working with the impressive cast of businesses already located in the town. These businesses are in Wisbech for a sound commercial reason and are committed to its future. They must represent opportunities for increasing growth and therefore prosperity.

c) Restore the image of Wisbech as the proud economic and social Capital of the Fens

This action will ensure that the image of Wisbech speaks for itself. It will turn-around the image of Wisbech so that people and businesses have a positive image of the place and treat it as a serious option as a place to set up home or locate a business.

If you would like to receive a copy of the report in an alternative format or for further information please contact us via w2020vision@fenland.gov.uk





Wisbech 2020 Vision

Baseline Data Report



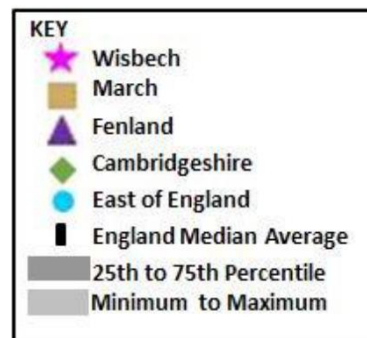
Education & skills



Qualifications (Census, 2011)

Indicator	Wisbech Number	Wisbech	England Statistic		England Range
% No qualifications	6580	35.1 %	22.5	%	
% Level 1 qualifications	2781	14.9 %	13.3	%	
% Level 2 qualifications	2901	15.5 %	15.2	%	
% Apprenticeship	566	3.0 %	3.6	%	
% Level 3 qualifications	1511	8.1 %	12.4	%	
% Level 4 qualifications and above	2217	11.8 %	27.4	%	
% Other qualifications	2167	11.6 %	5.7	%	

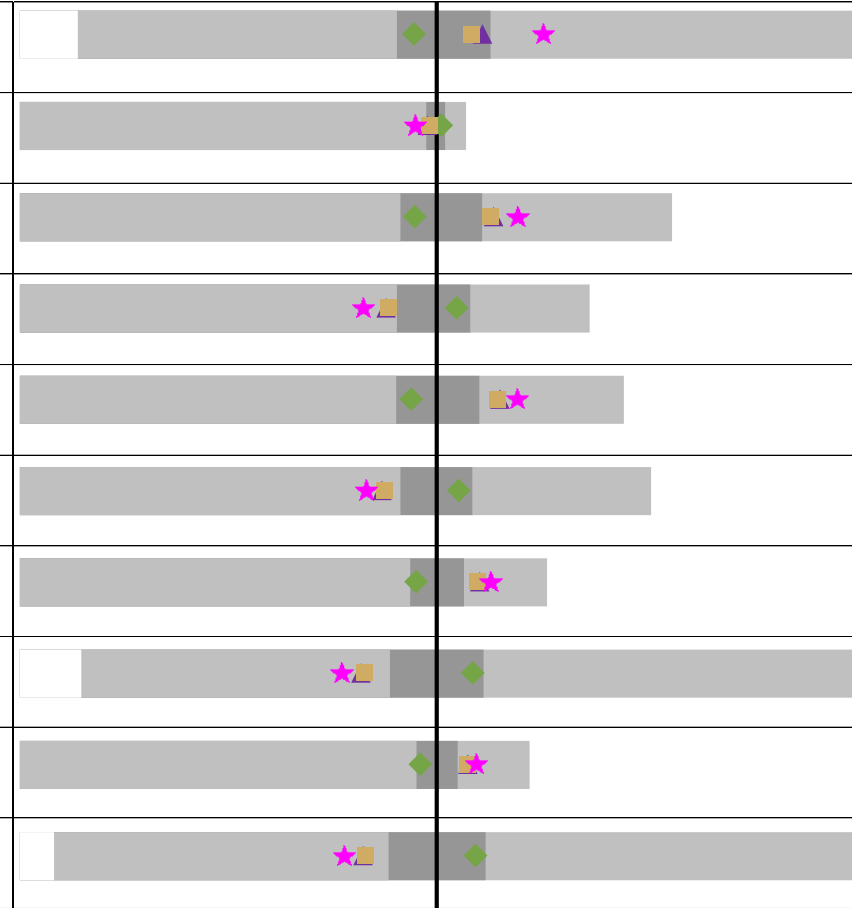
Highest Qualification Level



Skills for life (BIS Skills for Life Survey, 2011)

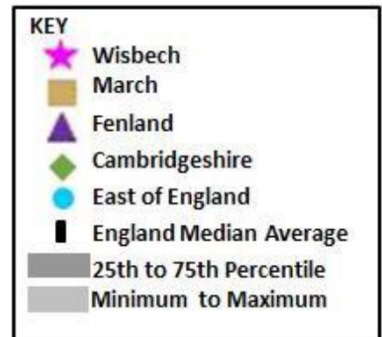
1.8	% of population estimated to have skills at Entry level and below for: Literacy	NA	19.1 %		0.0 %
1.9	% of population estimated to have skills at L1 and above for: Literacy	NA	80.9 %		0.0 %
1.10	% of population estimated to have skills at Entry level and below for: Numeracy	NA	56.4 %		0.0 %
1.11	% of population estimated to have skills at L1 and above for: Numeracy	NA	43.6 %		0.0 %
1.12	% of population estimated to have skills at Entry level and below for: IT- Email	NA	55.6 %		0.0 %
1.13	% of population estimated to have skills at L1 and above for: IT- Email	NA	44.4 %		0.0 %
1.14	% of population estimated to have skills at Entry level and below for: IT- Wordprocessing	NA	76.0 %		0.0 %
1.15	% of population estimated to have skills at L1 and above for: IT- Wordprocessing	NA	24.0 %		0.0 %
1.16	% of population estimated to have skills at Entry level and below for: IT- Spreadsheets	NA	78.6 %		0.0 %
1.17	% of population estimated to have skills at L1 and above for: IT- Spreadsheets	NA	21.4 %		0.0 %

Skills for Life



GCSE attainment (DfE, 2015) and IMD skills sub-domains (IMD, 2015)

Category	Indicator	Unit	Value	Comparison	Value	Comparison	Value	Visual Representation
GCSEs	1.18 % of pupils achieving 5+ A*-C or equivalents including A*-C in both English and mathematics GCSEs - 2015	NA	27.0 %	57.1 %	0.0 %			Visual representation of GCSE attainment data with markers for Wisbech, March, Fenland, Cambridgeshire, and East of England, and shaded regions for England Median Average, 25th to 75th Percentile, and Minimum to Maximum.
Deprivation	1.19 Education, Skills and Training Score	NA	62.376		0.006			Visual representation of Education, Skills and Training Score data with markers for Wisbech, March, Fenland, Cambridgeshire, and East of England, and shaded regions for England Median Average, 25th to 75th Percentile, and Minimum to Maximum.
	1.20 Adult Skills Sub-domain Score	NA	0.474		0.031			Visual representation of Adult Skills Sub-domain Score data with markers for Wisbech, March, Fenland, Cambridgeshire, and East of England, and shaded regions for England Median Average, 25th to 75th Percentile, and Minimum to Maximum.



Occupation of residents (Census, 2011)

Occupations	Count	Local %	Comparison %	Delta %	Visual Data
1.21 % Managers, directors and senior officials	720	6.9 %	10.9 %	2.0 %	Visual representation of 6.9% vs 10.9% with a 2.0% delta. Includes a vertical line at 10.9% and various colored markers.
1.22 % Professional occupations	685	6.6 %	17.5 %	2.2 %	Visual representation of 6.6% vs 17.5% with a 2.2% delta. Includes a vertical line at 17.5% and various colored markers.
1.23 % Associate professional and technical occupations	718	6.9 %	12.8 %	0.0 %	Visual representation of 6.9% vs 12.8% with a 0.0% delta. Includes a vertical line at 12.8% and various colored markers.
1.24 % Administrative and secretarial occupations	766	7.4 %	11.5 %	0.0 %	Visual representation of 7.4% vs 11.5% with a 0.0% delta. Includes a vertical line at 11.5% and various colored markers.
1.25 % Skilled trades occupations	1300	12.5 %	11.4 %	2.0 %	Visual representation of 12.5% vs 11.4% with a 2.0% delta. Includes a vertical line at 11.4% and various colored markers.
1.26 % Caring, leisure and other service occupations	968	9.3 %	9.3 %	0.0 %	Visual representation of 9.3% vs 9.3% with a 0.0% delta. Includes a vertical line at 9.3% and various colored markers.
1.27 % Sales and customer service occupations	764	7.3 %	8.4 %	0.0 %	Visual representation of 7.3% vs 8.4% with a 0.0% delta. Includes a vertical line at 8.4% and various colored markers.
1.28 % Process, plant and machine operatives	2283	21.9 %	7.2 %	0.0 %	Visual representation of 21.9% vs 7.2% with a 0.0% delta. Includes a vertical line at 7.2% and various colored markers.
1.29 % Elementary occupations	2211	21.2 %	11.1 %	0.0 %	Visual representation of 21.2% vs 11.1% with a 0.0% delta. Includes a vertical line at 11.1% and various colored markers.

Yacht Harbour 

Health & wellbeing

North Brink

Peckover House 

Octavia Hill Museum

Toilets Information

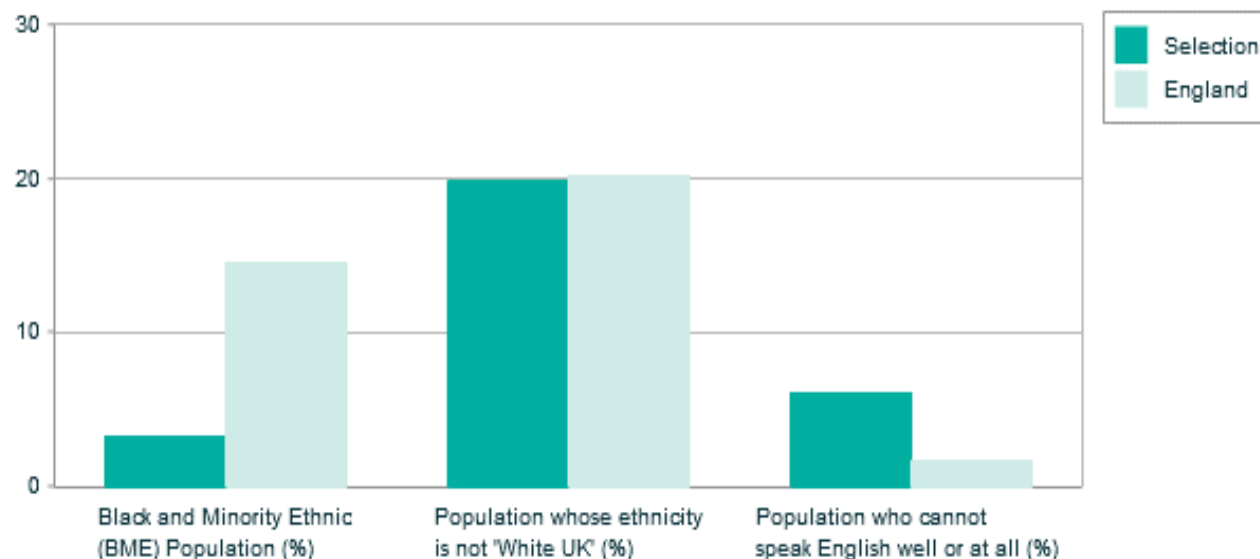
Museum

Ethnicity & Language indicators, 2011, %

Indicator	Selection	Lower Tier Local Authority (Fenland)	Upper Tier Local Authority (Cambridgeshire)	England
Black and Minority Ethnic (BME) Population (%)	3.3	2.8	7.4	14.6
Population whose ethnicity is not 'White UK' (%)	19.8	9.6	15.5	20.2
Population who cannot speak English well or at all (%)	6.1	2.1	1.1	1.7

Source: ONS Census

Ethnicity & Language indicators, 2011, %, Selection



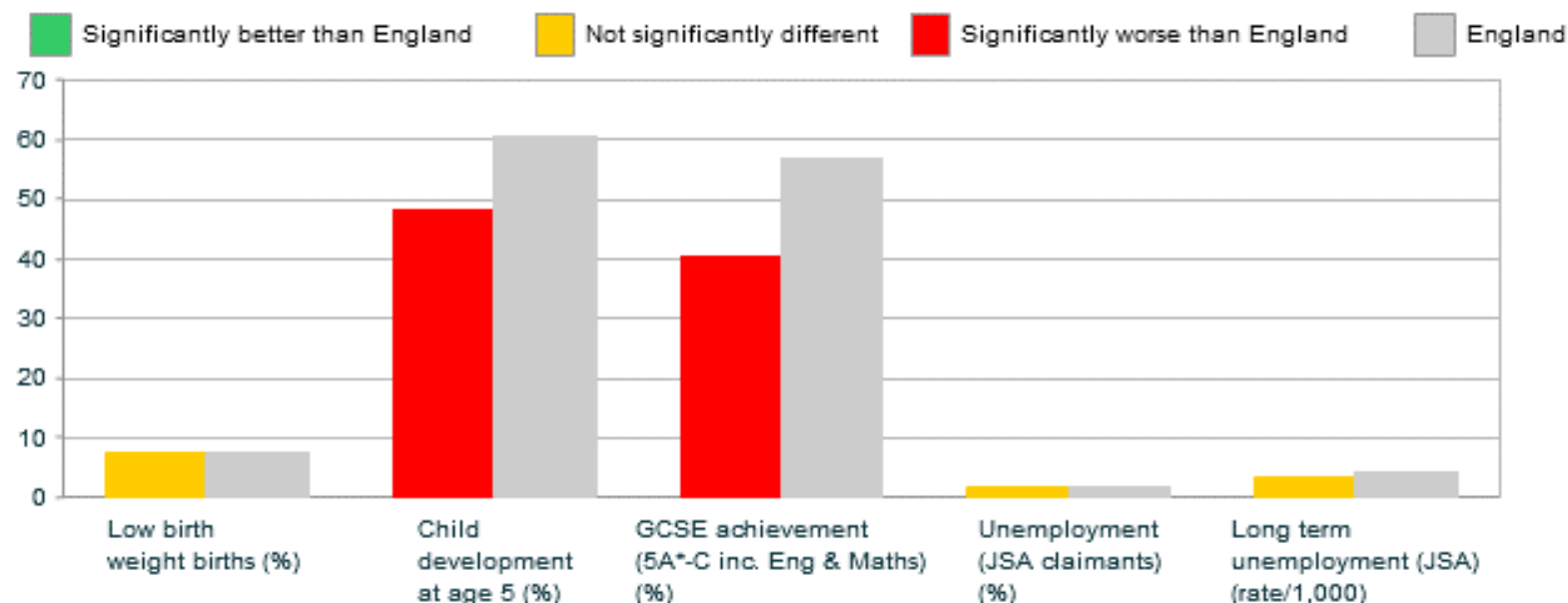
Source: ONS Census

Child development, education and employment indicators, values (estimated from MSOA level data)

Indicator	Selection	Lower Tier Local Authority (Fenland)	Upper Tier Local Authority (Cambridgeshire)	England
Low birth weight births (%)	7.5	7.3	6.5	7.4
Child development at age 5 (%)	48.2	53.5	61.3	60.4
GCSE achievement (5A*-C inc. Eng & Maths) (%)	40.4	48.7	56.4	56.6
Unemployment (JSA claimants) (%)	1.8	1.2	0.7	1.8
Long term unemployment (JSA) (rate/1,000)	3.3	1.9	1.1	4.3

Source: Public Health England, ONS, NOMIS, DfE

Child development, education and employment indicators, Selection (comparing to England average)



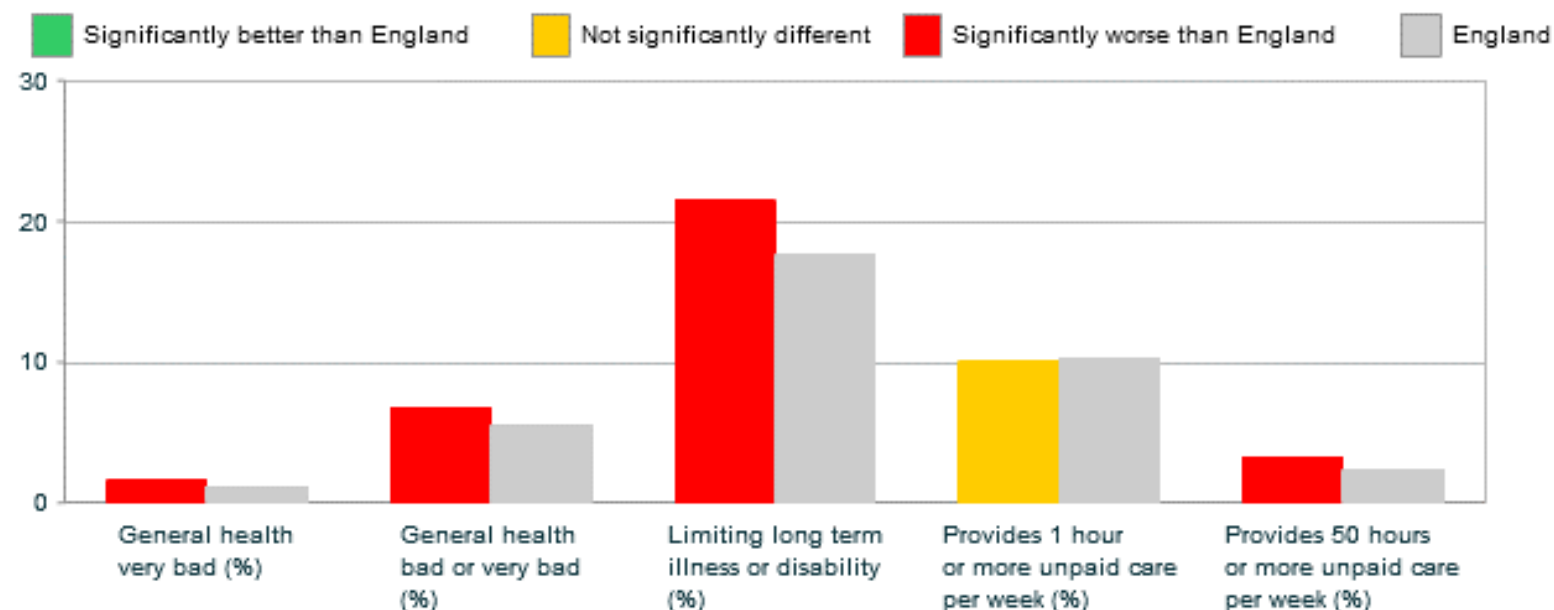
Source: Public Health England, ONS, NOMIS, DfE
www.localhealth.org.uk

Health and care indicators, 2011, %

Indicator	Selection	Lower Tier Local Authority (Fenland)	Upper Tier Local Authority (Cambridgeshire)	England
General health very bad (%)	1.6	1.4	0.9	1.2
General health bad or very bad (%)	6.8	6.2	4.1	5.5
Limiting long term illness or disability (%)	21.5	21	15.3	17.6
Provides 1 hour or more unpaid care per week (%)	10.1	11.1	9.7	10.2
Provides 50 hours or more unpaid care per week (%)	3.3	3.1	1.9	2.4

Source: ONS Census

Health and care indicators, 2011, %, Selection (comparing to England average)



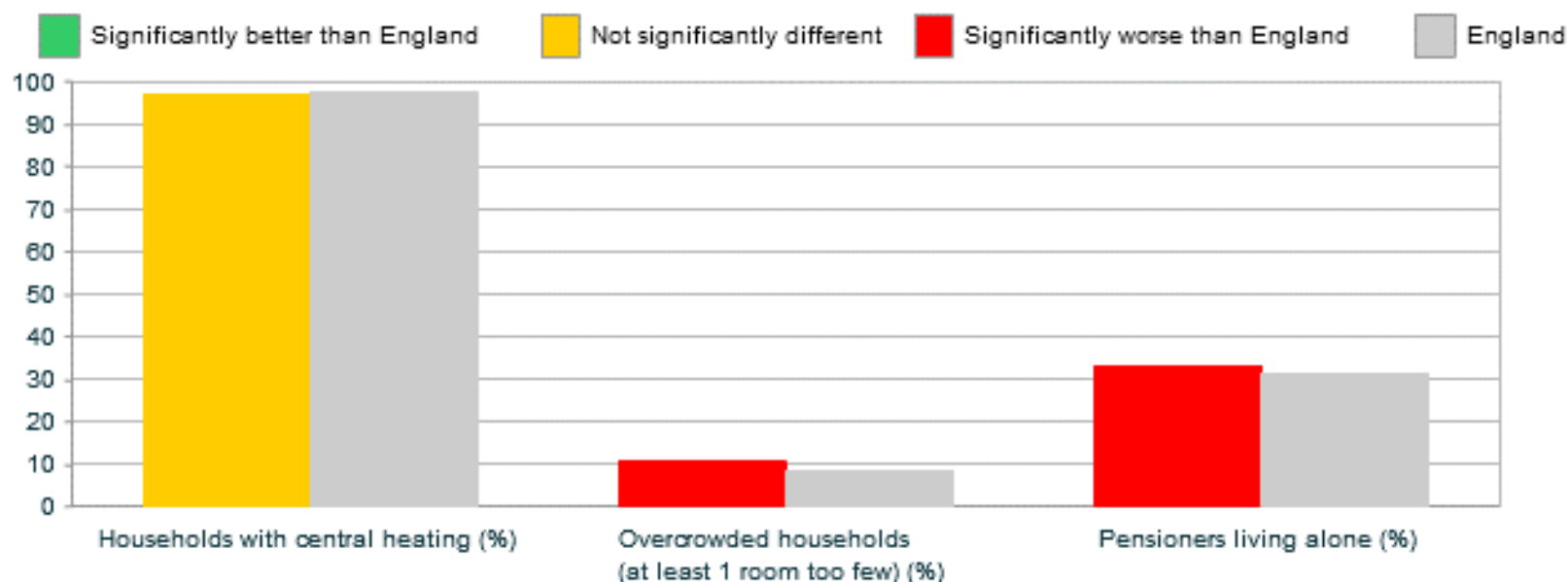
Source: ONS Census
www.localhealth.org.uk

Housing and living environment indicators, 2011, %

Indicator	Selection	Lower Tier Local Authority (Fenland)	Upper Tier Local Authority (Cambridgeshire)	England
Households with central heating (%)	97.1	98	98.1	97.3
Overcrowded households (at least 1 room too few) (%)	10.7	5.3	6.1	8.7
Pensioners living alone (%)	33.2	30.1	29.3	31.5

Source: ONS Census

Housing and living environment indicators, 2011, %, Selection (comparing to England average)



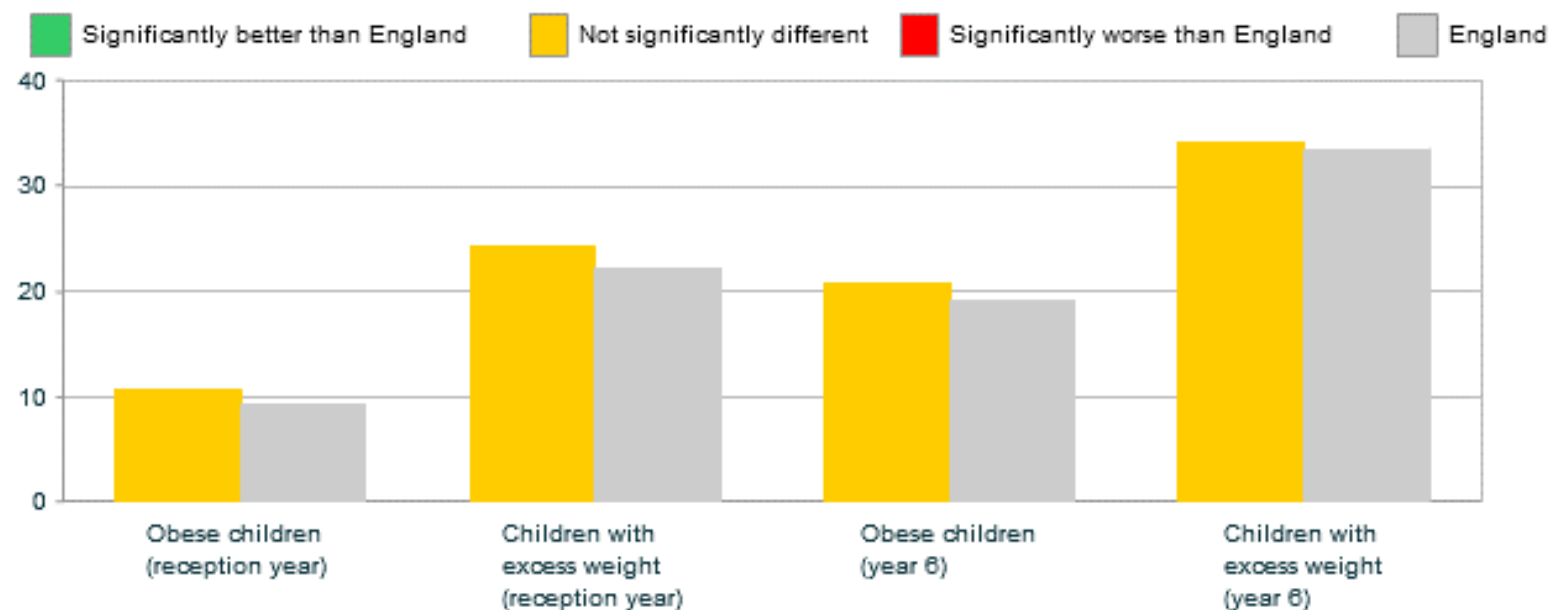
Source: ONS Census

Children's weight indicators, 2012/13-2014/15, %

Indicator	Selection	Lower Tier Local Authority (Fenland)	Upper Tier Local Authority (Cambridgeshire)	England
Obese children (reception year)	10.7	9.4	7.7	9.3
Children with excess weight (reception year)	24.2	23	20.2	22.2
Obese children (year 6)	20.8	19.3	15.6	19
Children with excess weight (year 6)	34.2	33	28.4	33.4

Source: Public Health England & HSCIC © 2012-2015

Children's weight indicators, %, Selection (comparing to England average)



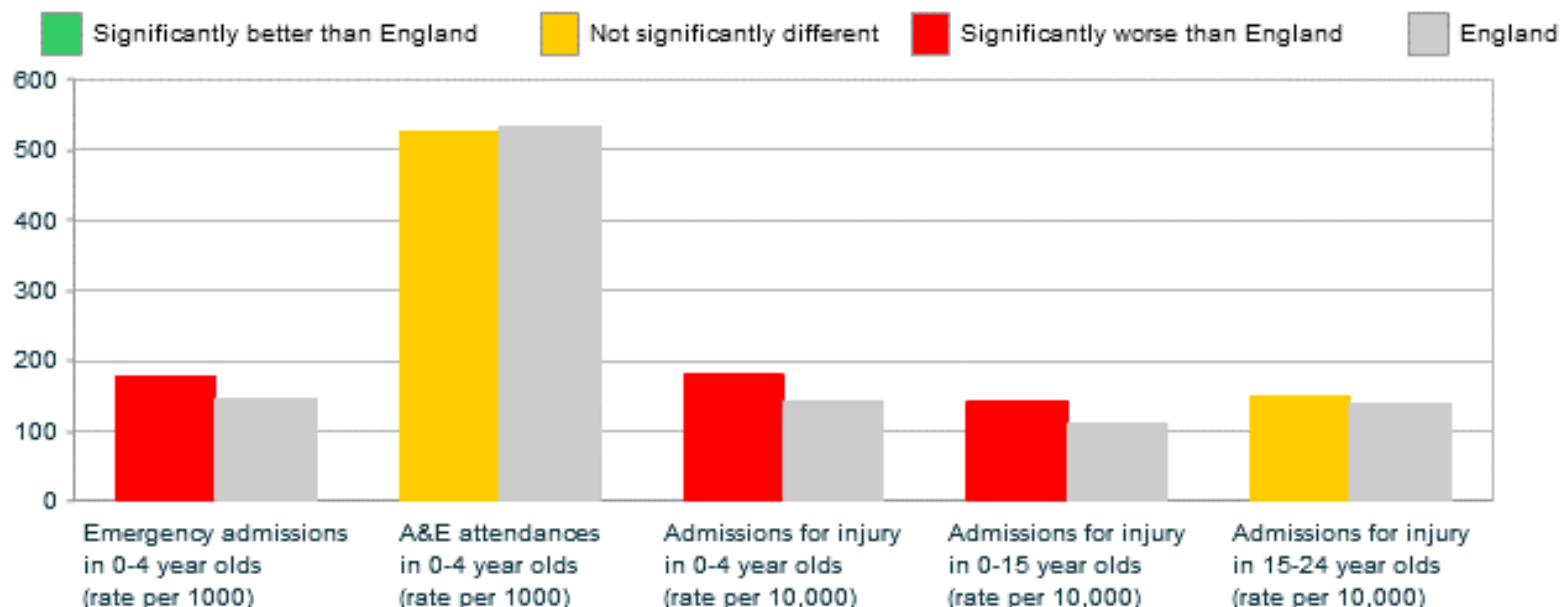
Source: Public Health England & HSCIC © 2012-2015

Children's health care activity indicators, values (estimated from MSOA level data)

indicator	Selection	Lower Tier Local Authority (Fenland)	Upper Tier Local Authority (Cambridgeshire)	England
Emergency admissions in 0-4 year olds (rate per 100)	179	190.9	124.9	147.3
A&E attendances in 0-4 year olds (rate per 1000)	525.8	464.5	367.8	533.6
Admissions for injury in 0-4 year olds (rate per 10,000)	180.7	157.7	117.7	140.8
Admissions for injury in 0-15 year olds (rate per 10,000)	141.5	115.1	94.9	111.7
Admissions for injury in 15-24 year olds (rate per 10,000)	150.2	136.6	127.1	139.5

Source: Public Health England, HSCIC © Copyright 2016

Children's health care activity indicators, Selection (comparing to England average)



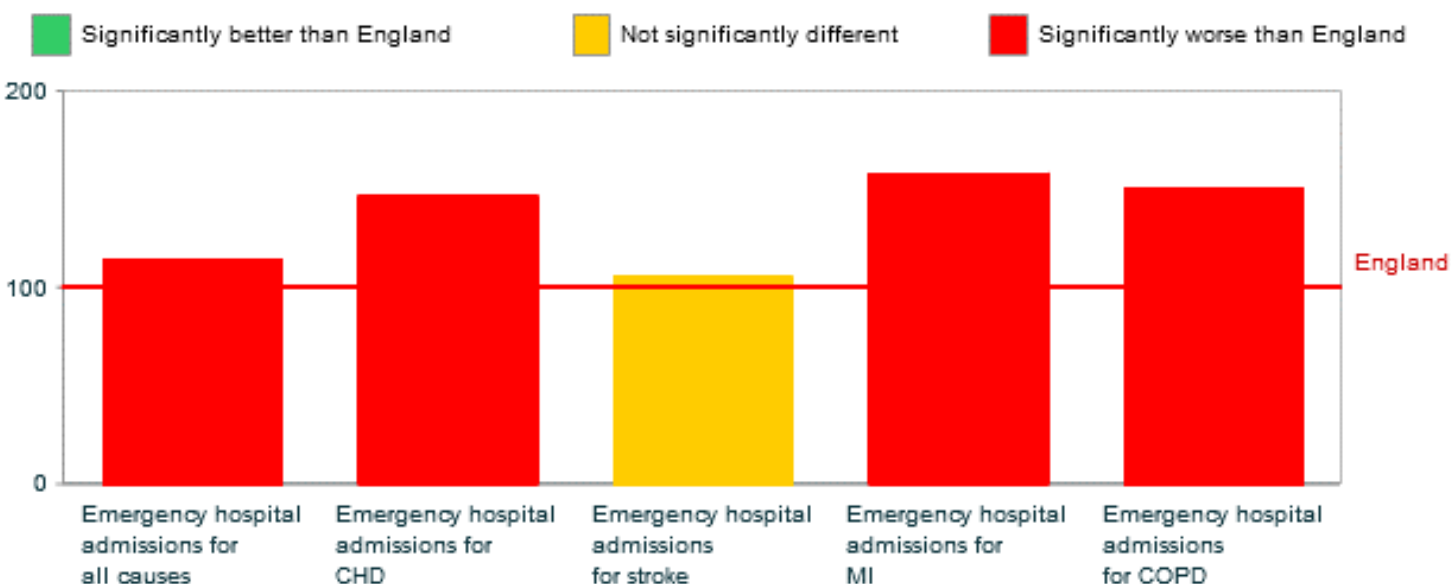
Source: Public Health England, HSCIC © Copyright 2016

Emergency Hospital Admissions, Standardised Admission Ratios (SARs), 2010/11 to 2014/15 (est. from MSOA data)

Indicator	Selection	Lower Tier Local Authority (Fenland)	Upper Tier Local Authority (Cambridgeshire)	England
Emergency hospital admissions for all causes	114.7	101.4	84.1	100
Emergency hospital admissions for CHD	146.6	125.9	93.7	100
Emergency hospital admissions for stroke	105.8	98.3	83.4	100
Emergency hospital admissions for MI	157.9	120.4	92.8	100
Emergency hospital admissions for COPD	150.6	103	79.5	100

Source: Public Health England, HSCIC © Copyright 2016

Emergency Hospital admissions, SARs, 2010/11 to 2014/15, Selection (comparing to England average)



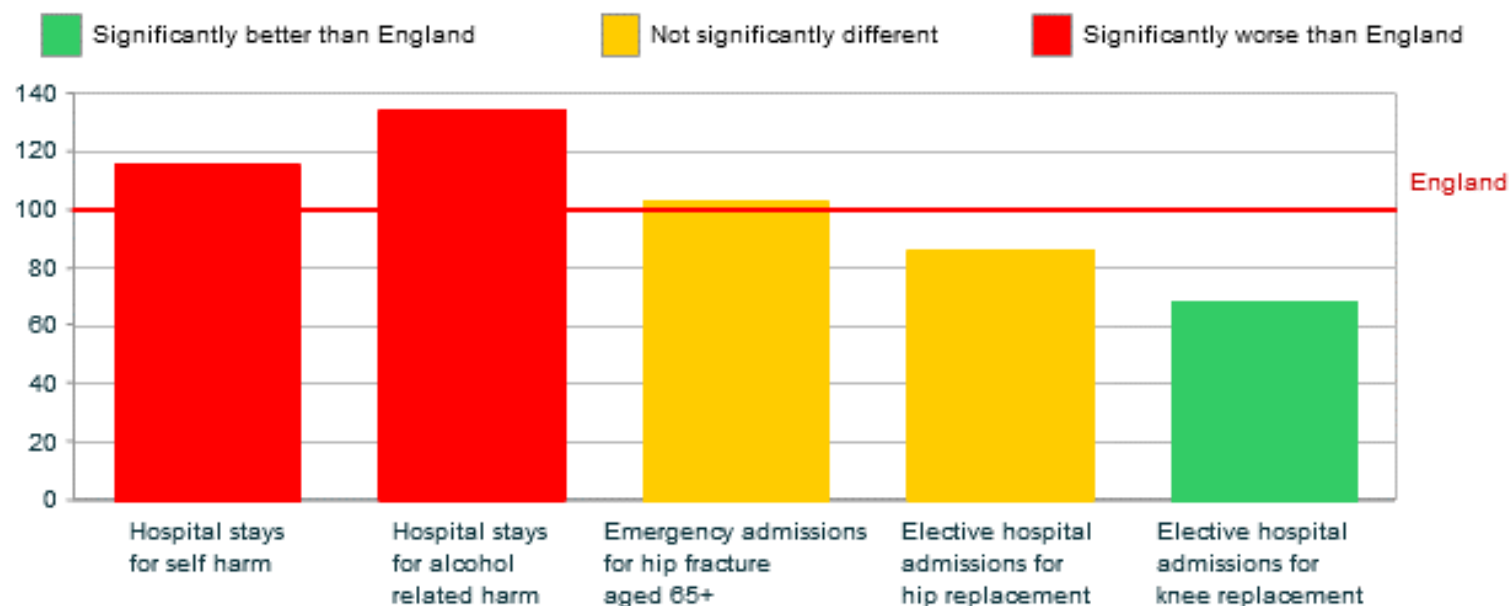
Source: Public Health England, HSCIC © Copyright 2016

Hospital admissions - harm and injury, Standardised Admission Ratios (SARs), 2010/11 to 204/15 (est. from MSOA)

Indicator	Selection	Lower Tier Local Authority (Fenland)	Upper Tier Local Authority (Cambridgeshire)	England
Hospital stays for self harm	115.2	115.4	110.9	100
Hospital stays for alcohol related harm	134	102.1	94.7	100
Emergency admissions for hip fracture aged 65+	102.7	98.6	99	100
Elective hospital admissions for hip replacement	85.9	107	104.5	100
Elective hospital admissions for knee replacement	68	94.2	90.2	100

Source: Public Health England, HSCIC © Copyright 2016

Hospital admissions - harm and injury, SARs, 2010/11 to 2014/15, Selection (comparing to England average)



Source: Public Health England, HSCIC © Copyright 2016

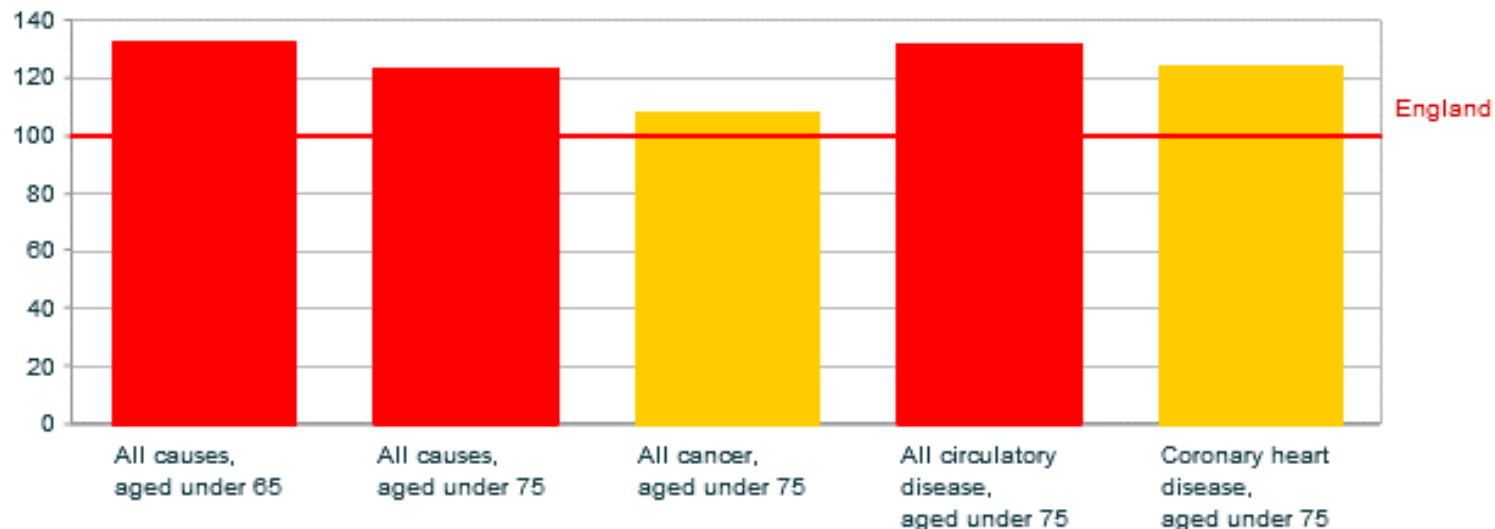
Causes of deaths - premature mortality, Standardised Mortality Ratios (SMRs), 2010-2014

Indicator	Selection	Lower Tier Local Authority (Fenland)	Upper Tier Local Authority (Cambridgeshire)	England
All causes, aged under 65	132.4	107.3	78.8	100
All causes, aged under 75	123.2	104.2	82.5	100
All cancer, aged under 75	108.3	103.1	88.6	100
All circulatory disease, aged under 75	132	108.1	78.7	100
Coronary heart disease, aged under 75	124.3	108.4	74.6	100

Source: Public Health England, produced from ONS data Copyright © 2016

Causes of deaths - premature mortality, SMRs, 2010-2014, Selection (comparing to England average)

■ Significantly better than England
 ■ Not significantly different
 ■ Significantly worse than England

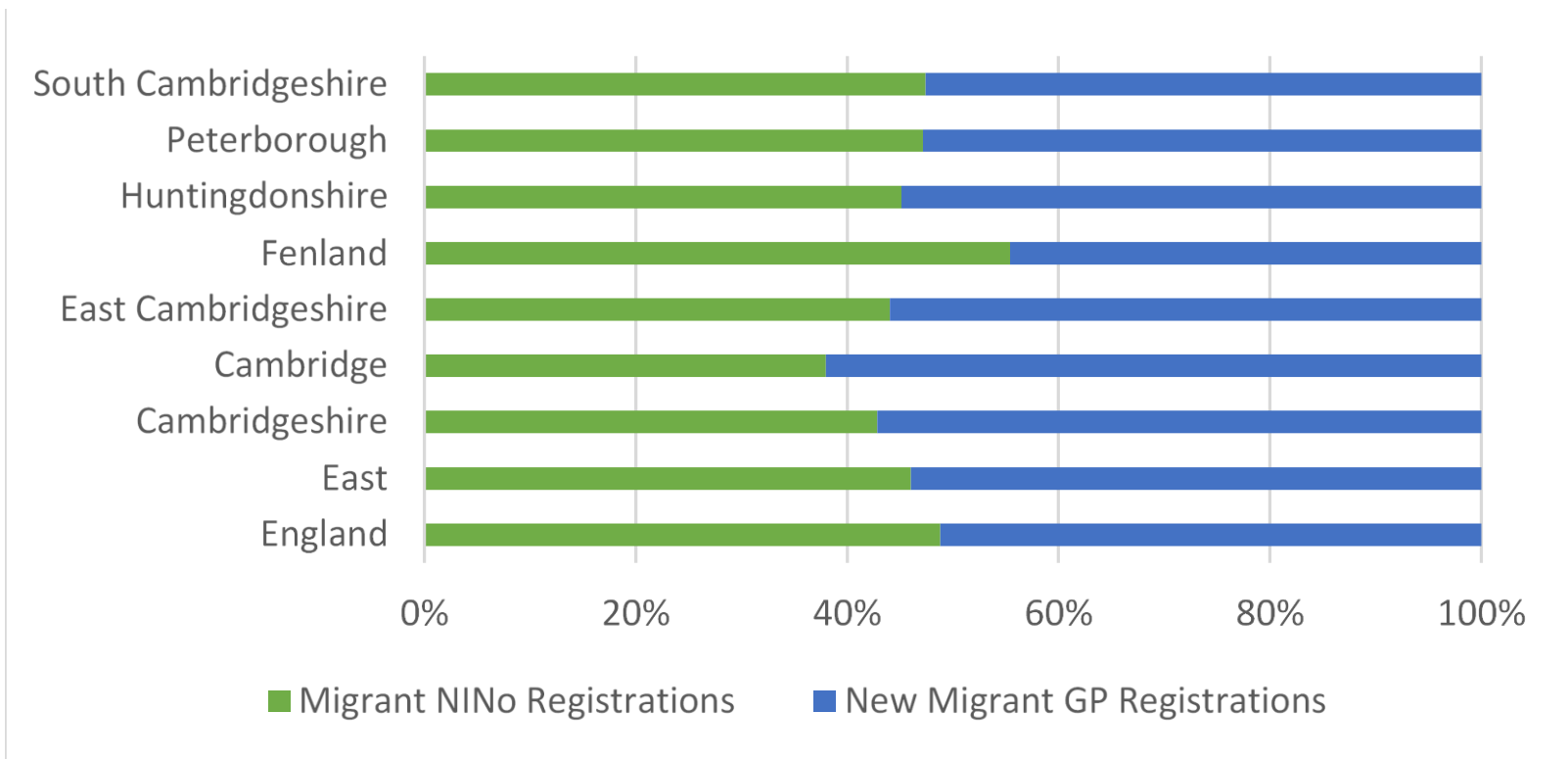


Source: Public Health England, produced from ONS data Copyright © 2016

Twenty GP practices in Cambridgeshire with highest % patients registered under 'white other' ethnicity (Cams and Pboro CCG GP Registration Data)

Practice Code	Practice name	LCG	Upper-tier LA	Lower-tier LA	White: Other %	White: British	Rank
D81005	Newnham Walk, Cambridge	CamHealth Integrated Care	Cambridgeshire	Cambridge	17.13	62.41	1
D81003	York St, Cambridge	CATCH	Cambridgeshire	Cambridge	16.66	64.51	2
D81037	Bridge St, Cambridge	CamHealth Integrated Care	Cambridgeshire	Cambridge	16.46	63.33	3
Y00056	Cambridge Access Surgery	CATCH	Cambridgeshire	Cambridge	16.38	64.79	4
D81054	Red House, Cambridge	CATCH	Cambridgeshire	Cambridge	15.93	67.21	5
D81056	Petersfield, Cambridge	CATCH	Cambridgeshire	Cambridge	15.67	65.12	6
D81001	Lensfield Road, Cambridge	CATCH	Cambridgeshire	Cambridge	15.54	65.49	7
D81013	Trumpington St, Cambridge	CATCH	Cambridgeshire	Cambridge	15.48	65.73	8
D81070	Woodlands Surgery, Cambridge	CATCH	Cambridgeshire	Cambridge	15.33	65.40	9
D81044	Nuffield Road, Cambridge	CamHealth Integrated Care	Cambridgeshire	Cambridge	13.71	69.34	10
D81622	Trinity Surgery, Wisbech	Wisbech	Cambridgeshire	Fenland	13.19	82.91	11
D81016	Arbury Road, Cambridge	CamHealth Integrated Care	Cambridgeshire	Cambridge	13.17	69.02	12
D81017	281 Mill Road, Cambridge	CATCH	Cambridgeshire	Cambridge	13.10	67.07	13
D81002	Huntingdon Road, Cambridge	CATCH	Cambridgeshire	Cambridge	12.97	70.79	14
D81086	East Barnwell, Cambridge	CamHealth Integrated Care	Cambridgeshire	Cambridge	11.41	72.60	15
D81066	Queen Edith's, Cambridge	CATCH	Cambridgeshire	Cambridge	11.25	68.64	16
D81025	Cherry Hinton Med Centre	CamHealth Integrated Care	Cambridgeshire	Cambridge	11.15	67.47	17
D81011	Clarkson Surgery, Wisbech	Wisbech	Cambridgeshire	Fenland	10.30	86.12	18
D81008	North Brink, Wisbech	Wisbech	Cambridgeshire	Fenland	10.16	86.23	19
D81012	Cornford House, Cherry Hinton	CATCH	Cambridgeshire	Cambridge	10.01	71.86	20

New migrant GP registrations & National Insurance number registrations (2012-2014)



Cambridgeshire Secondary Schools ranked by % pupils primarily speaking an EU A8 language at home

Number	School/Area Name	Area	% Speaking EU A8 Primary Language
1	Thomas Clarkson Academy	Fenland	21.5%
2	St Peter's, Huntingdon	Huntingdonshire	7.3%
3	Impington VC	South Cambridgeshire	4.9%
4	Neale Wade	Fenland	4.0%
5	Ely College	East Cambridgeshire	4.0%
6	Hinchingbrooke School	Huntingdonshire	2.5%
7	North Cambs Academy	Cambridge City	9.3%
8	Netherhall	Cambridge City	3.1%
9	Chesterton CC	Cambridge City	3.2%
10	Soham VC	East Cambridgeshire	2.2%
-	Cambridgeshire	-	2.8%

Source: Cambridgeshire County Council Education Data, 2015 School Census

Housing and the private rented sector issues (JSNA, 2016)

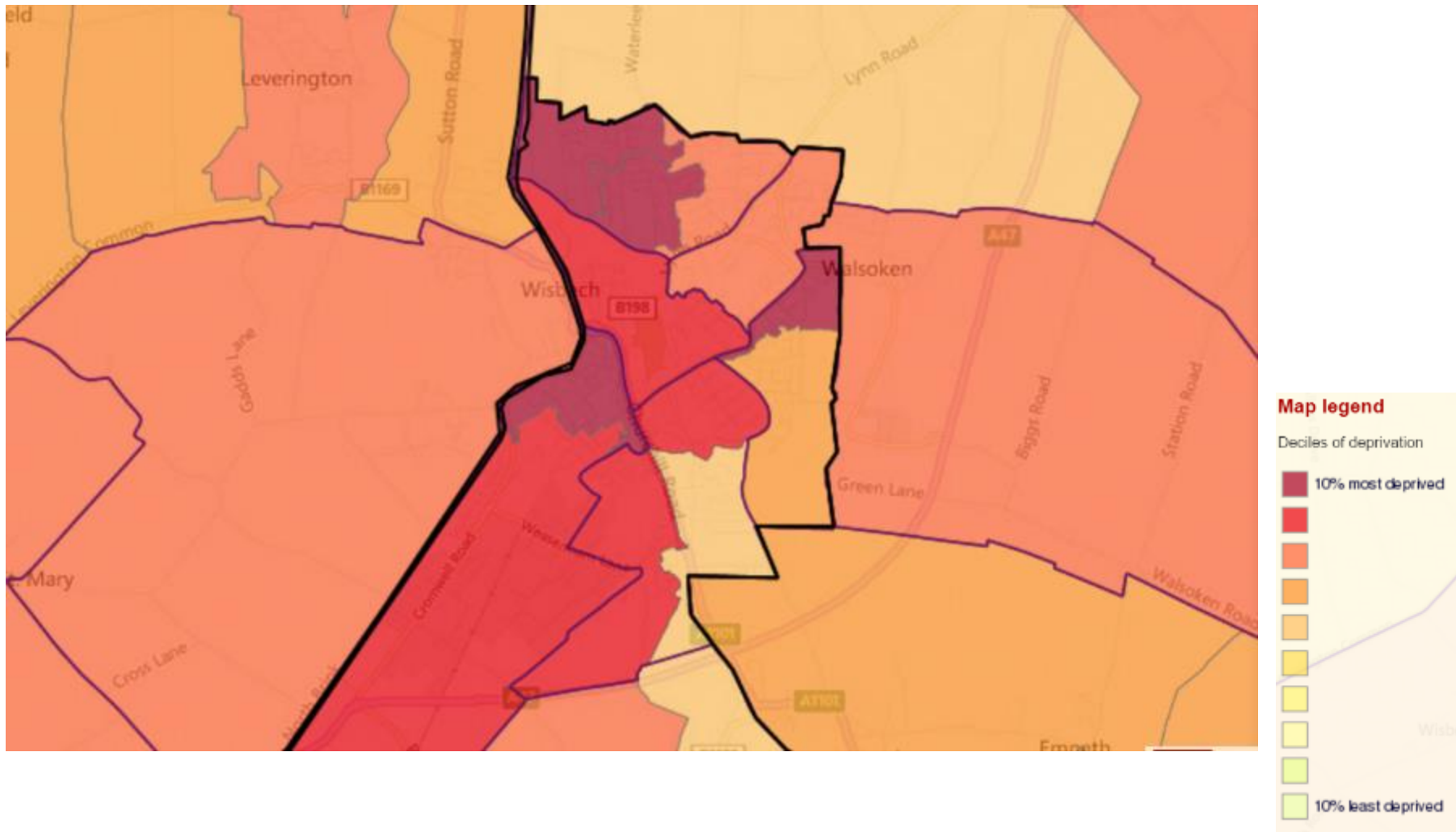
- In 2011, 21.61% of the private rented sector in Fenland is in the town of Wisbech (2071 properties).
- The private rented sector has nearly doubled in 10 years in Wisbech (from 1054 properties in 2001 to 2071 properties in 2011). The largest increase in Wisbech is in the 'Hill' ward (135%).
- There is a prominence of Houses in Multiple Occupation (HMO) making up the private rented sector in Wisbech. In 2009 the Council's Private Sector Stock Condition Survey referenced 93.2% of Fenland's HMO profile is in Wisbech.
- Much of the privately rented HMO housing is to meet the economic needs of businesses locally to provide accommodation for economic migrants coming from EU countries (predominantly central and eastern Europe).

A close-up photograph of a brick wall. A horizontal ledge is painted white and features the words 'Market Street' in a black, serif font. The bricks are a mix of reddish-brown and grey tones. A semi-transparent pink banner is overlaid across the middle of the image, containing the text '2015 Index of Multiple Deprivation' in white.

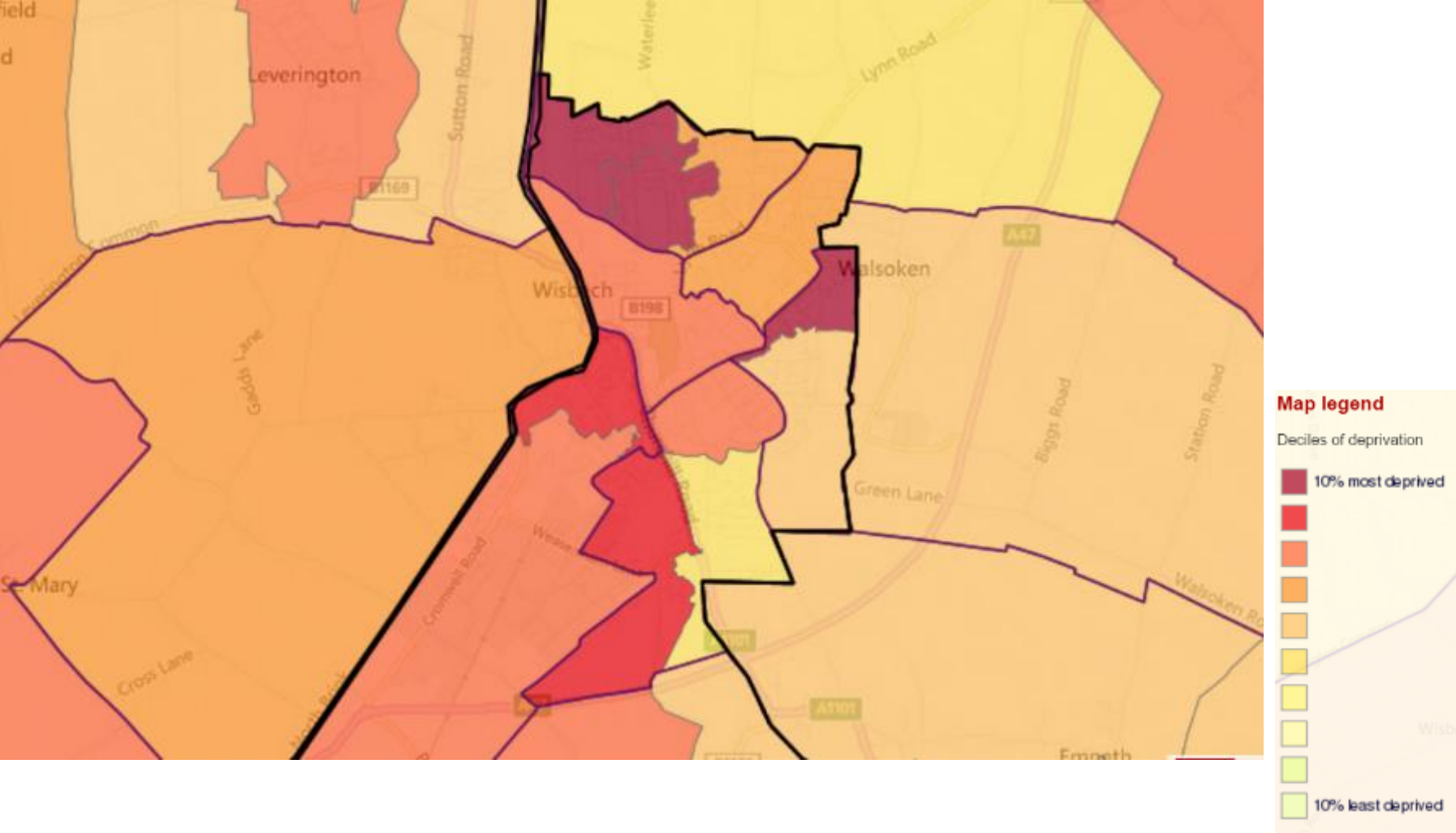
Market Street

2015 Index of Multiple Deprivation

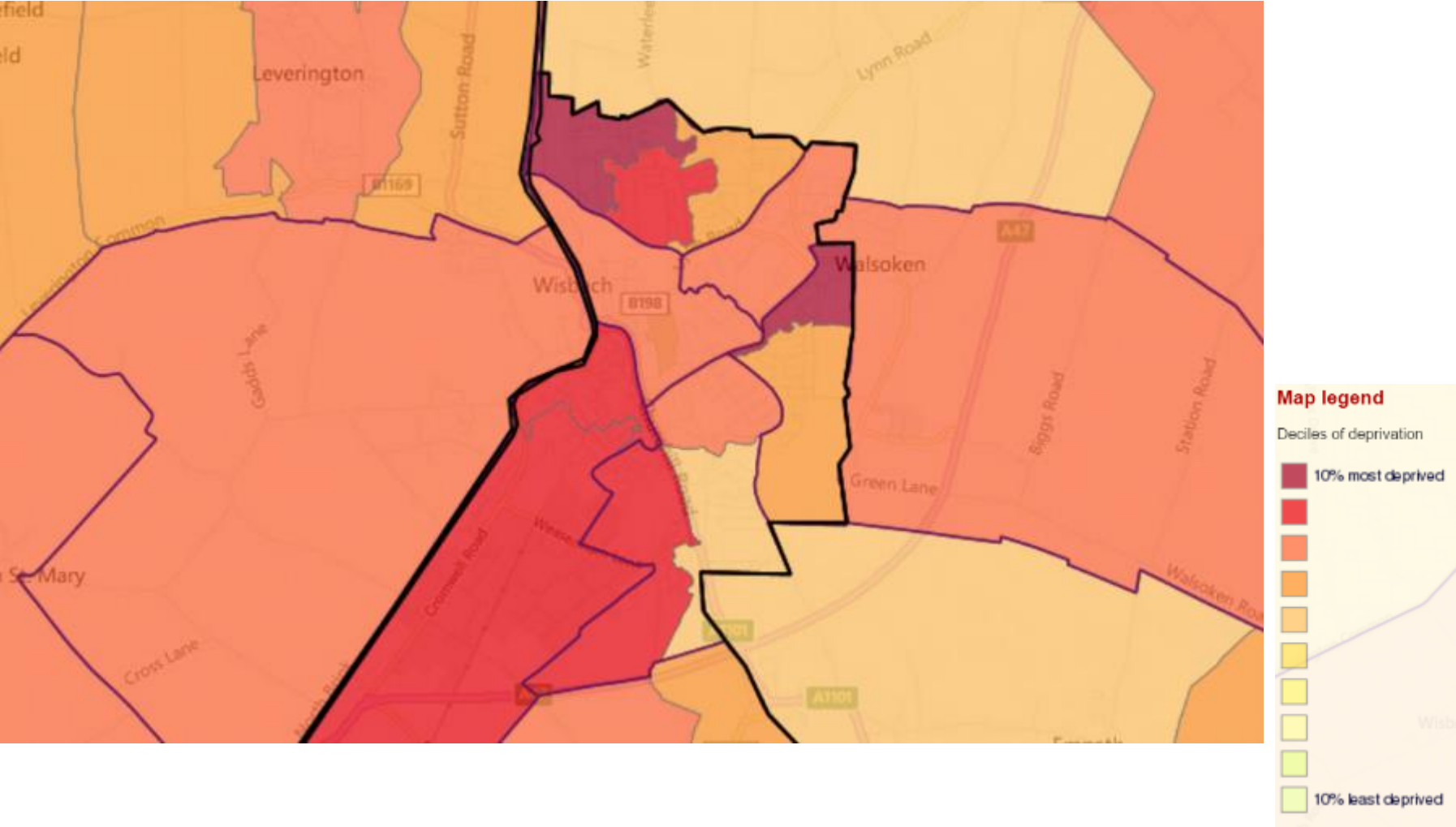
Overall IMD (IMD, 2015)



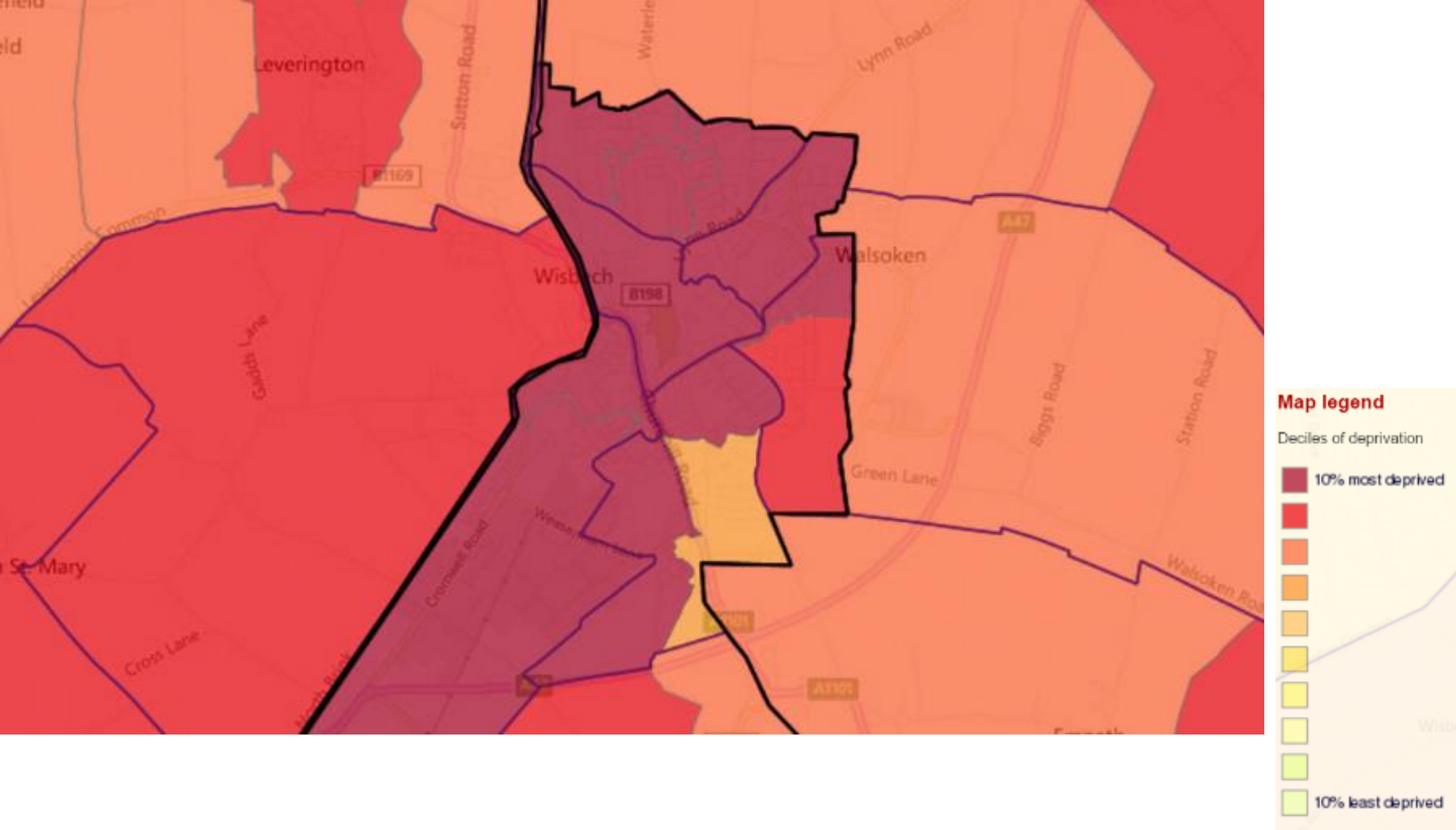
Income Deprivation Domain (IMD, 2015)



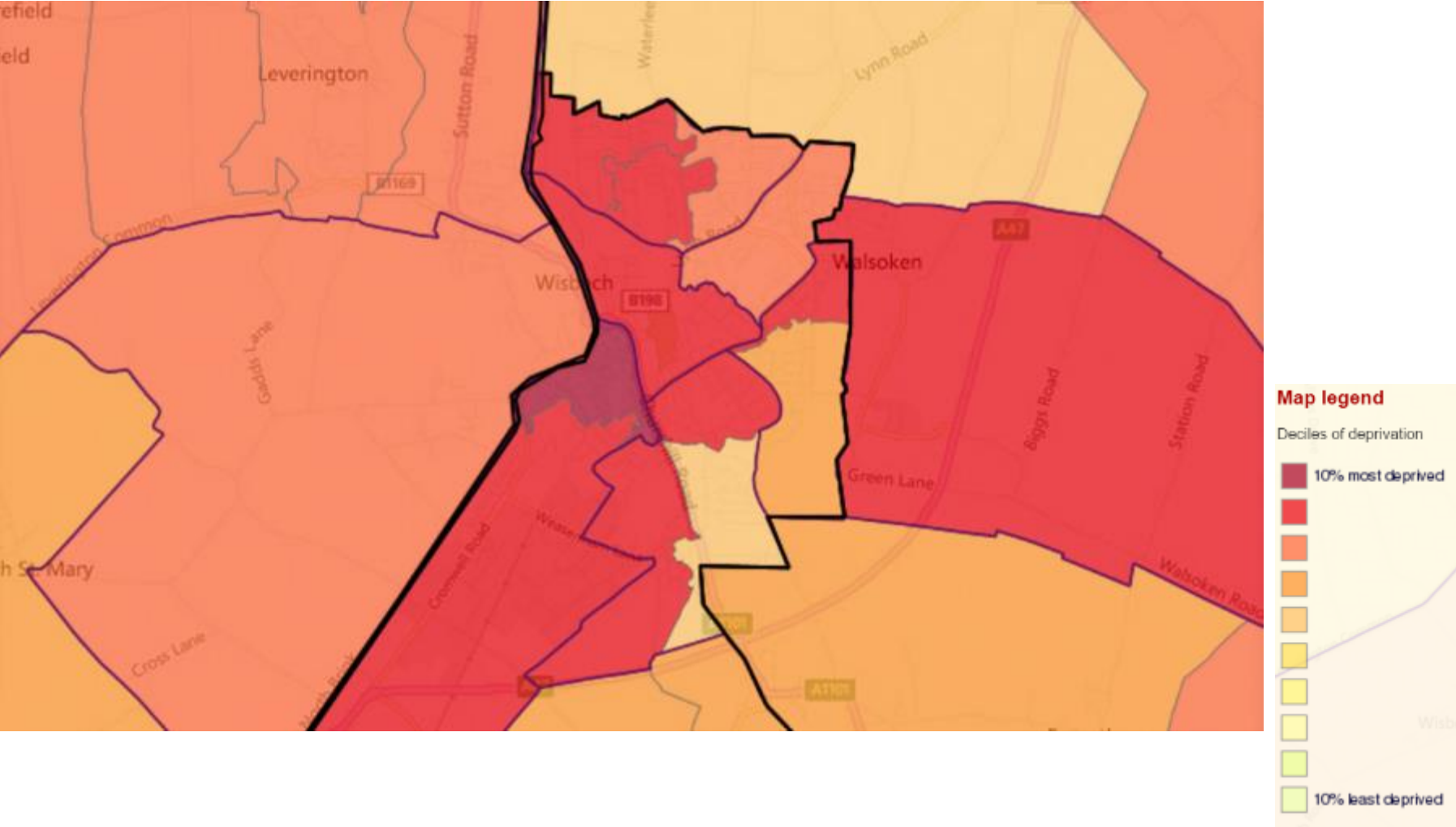
Employment Deprivation Domain (IMD, 2015)



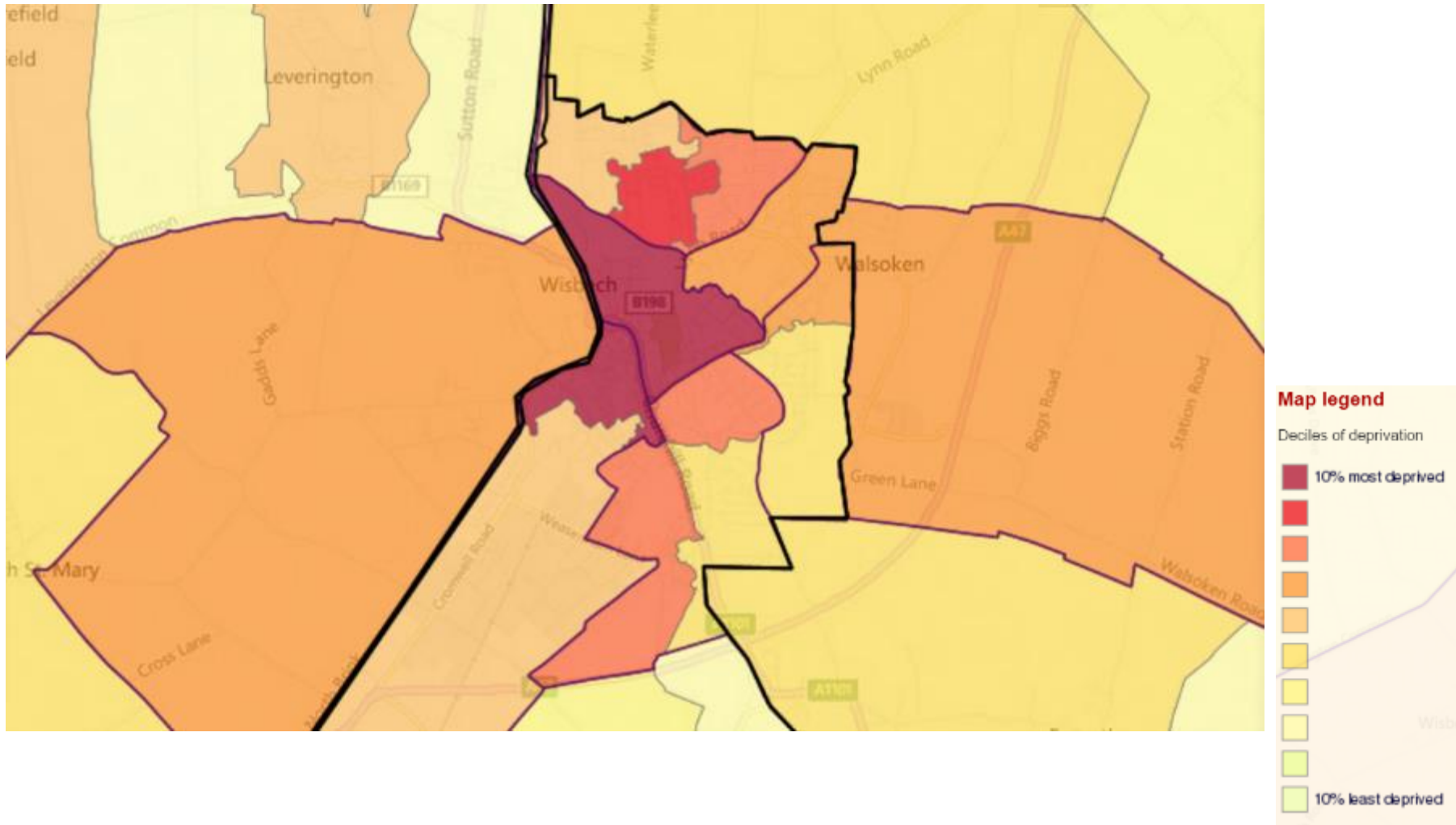
Education, Skills & Training Deprivation Domain (IMD, 2015)



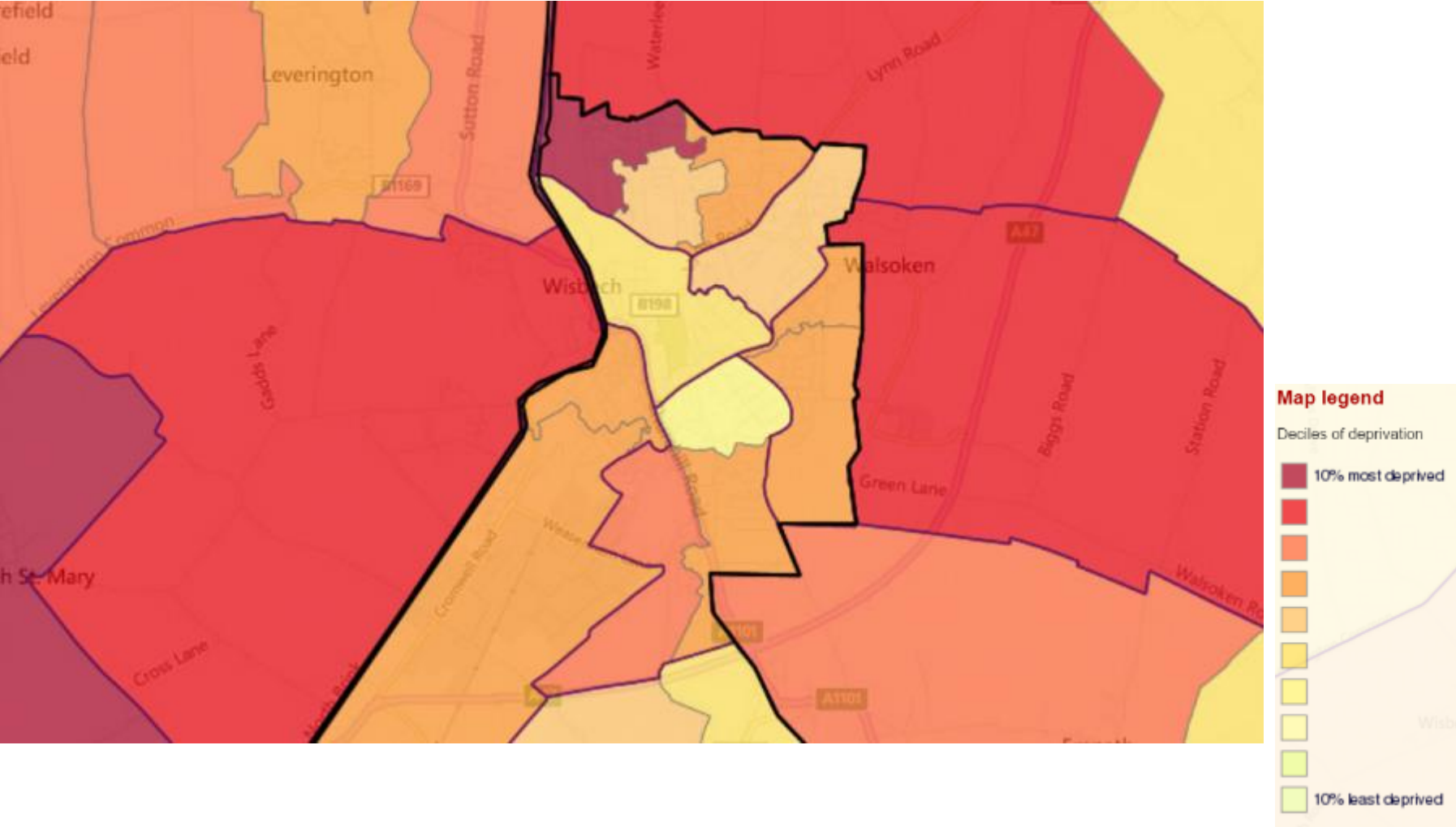
Health Deprivation & Disability Domain (IMD, 2015)



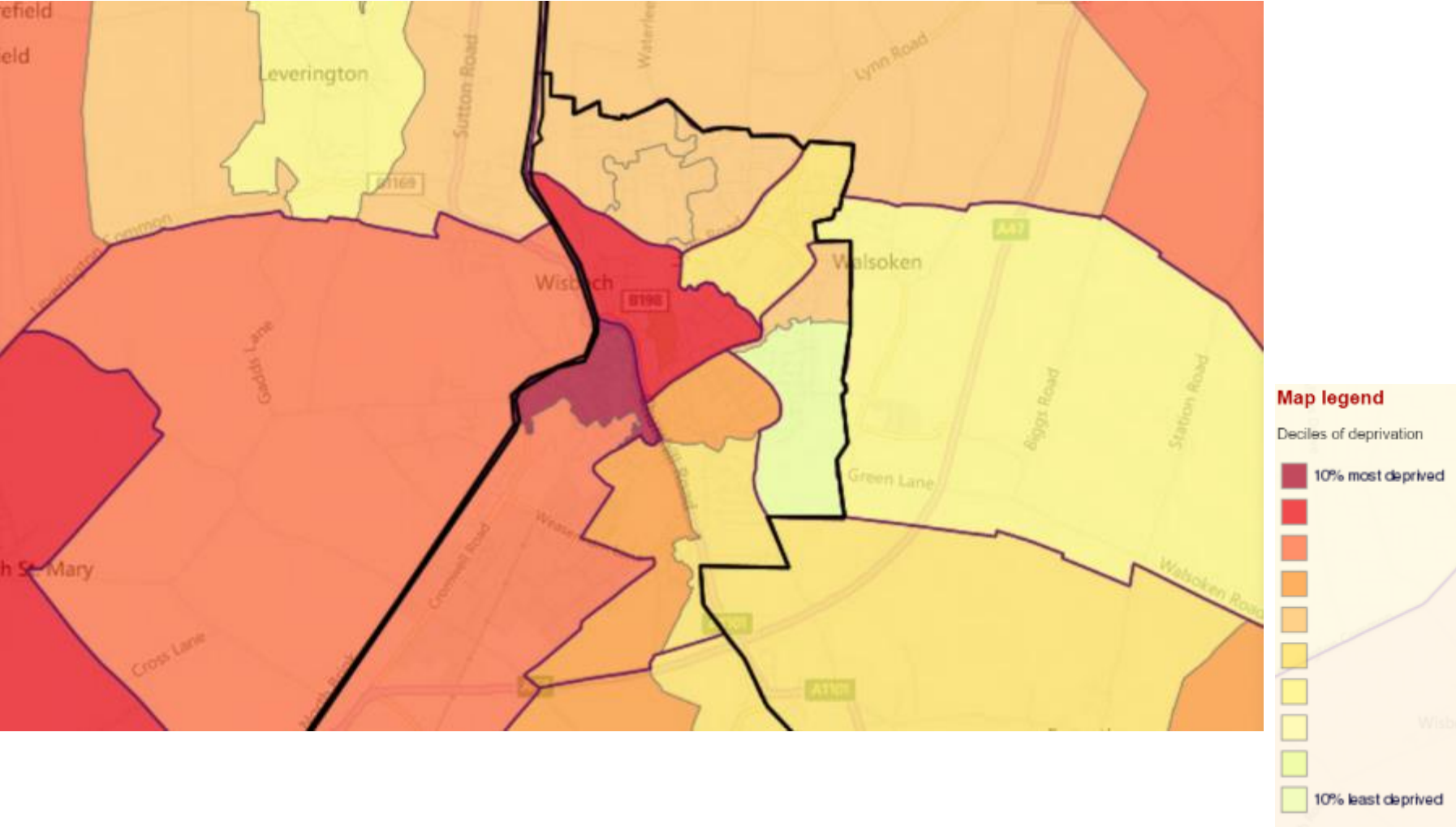
Crime Domain (IMD, 2015)



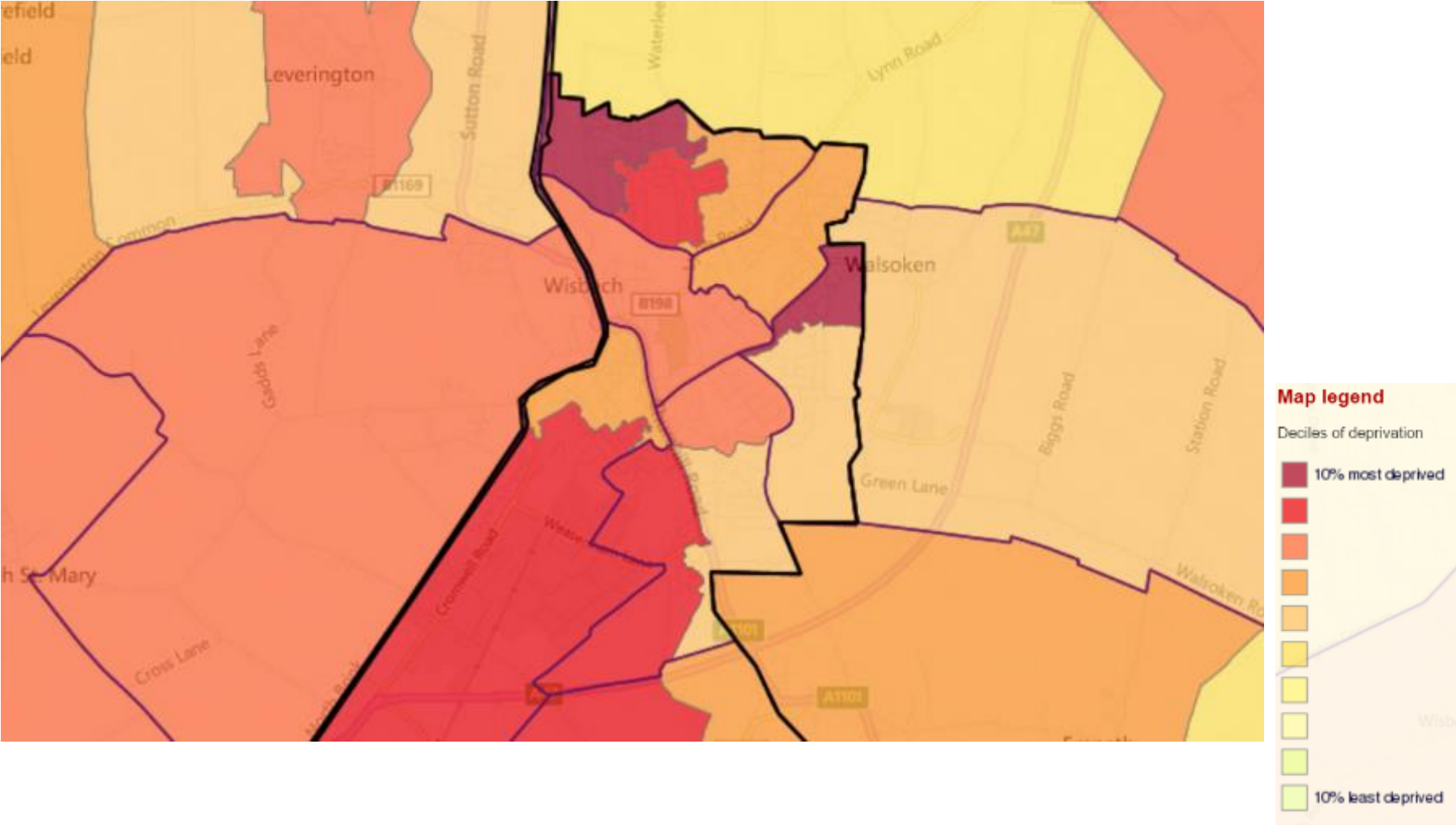
Barriers to Housing and Services Domain (IMD, 2015)



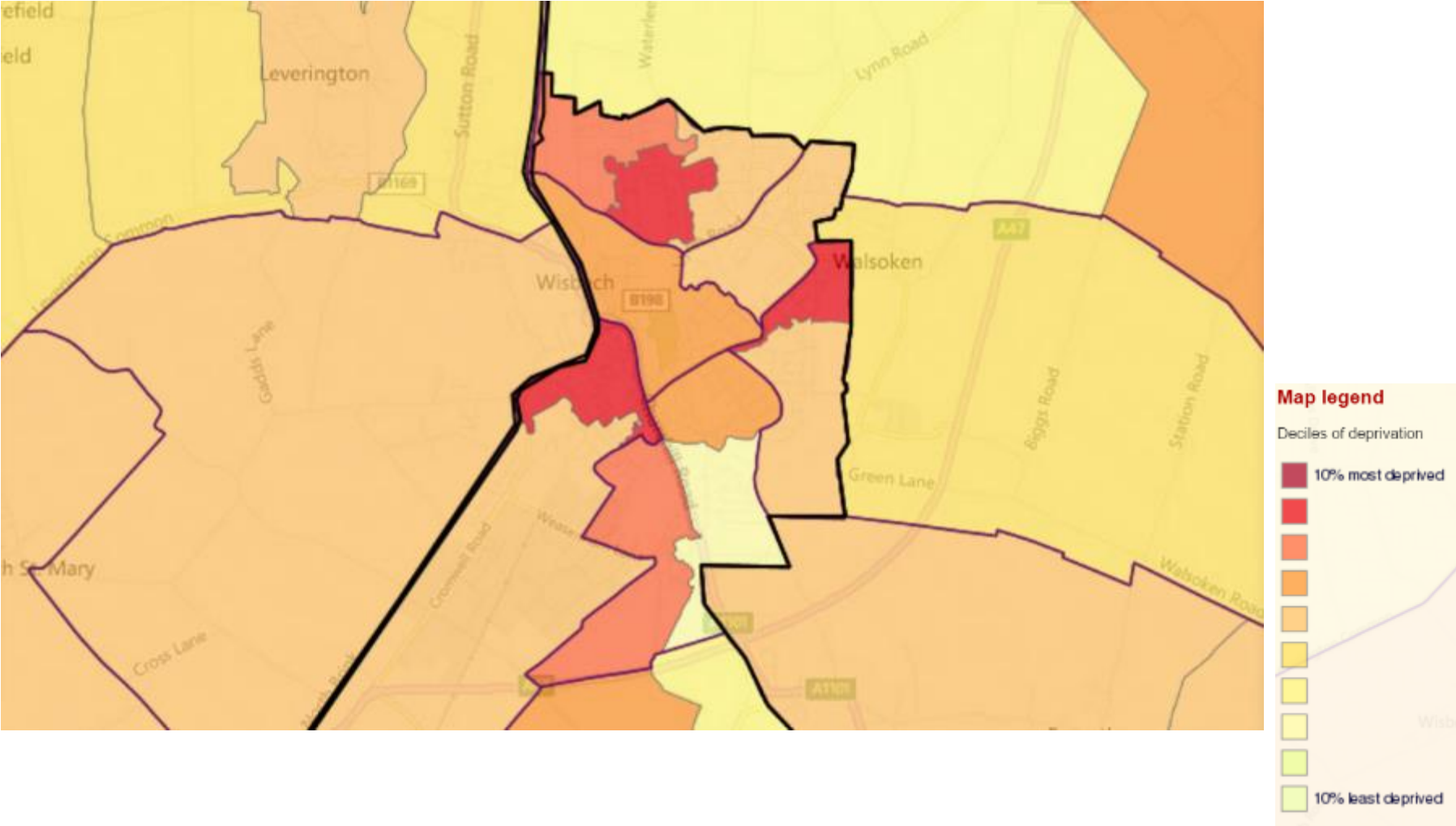
Living Environment Deprivation Domain (IMD, 2015)



Income Deprivation Affecting Children Index (IMD, 2015)



Income Deprivation Affecting Older People Index (IMD, 2015)



Yacht Harbour 

Local economy

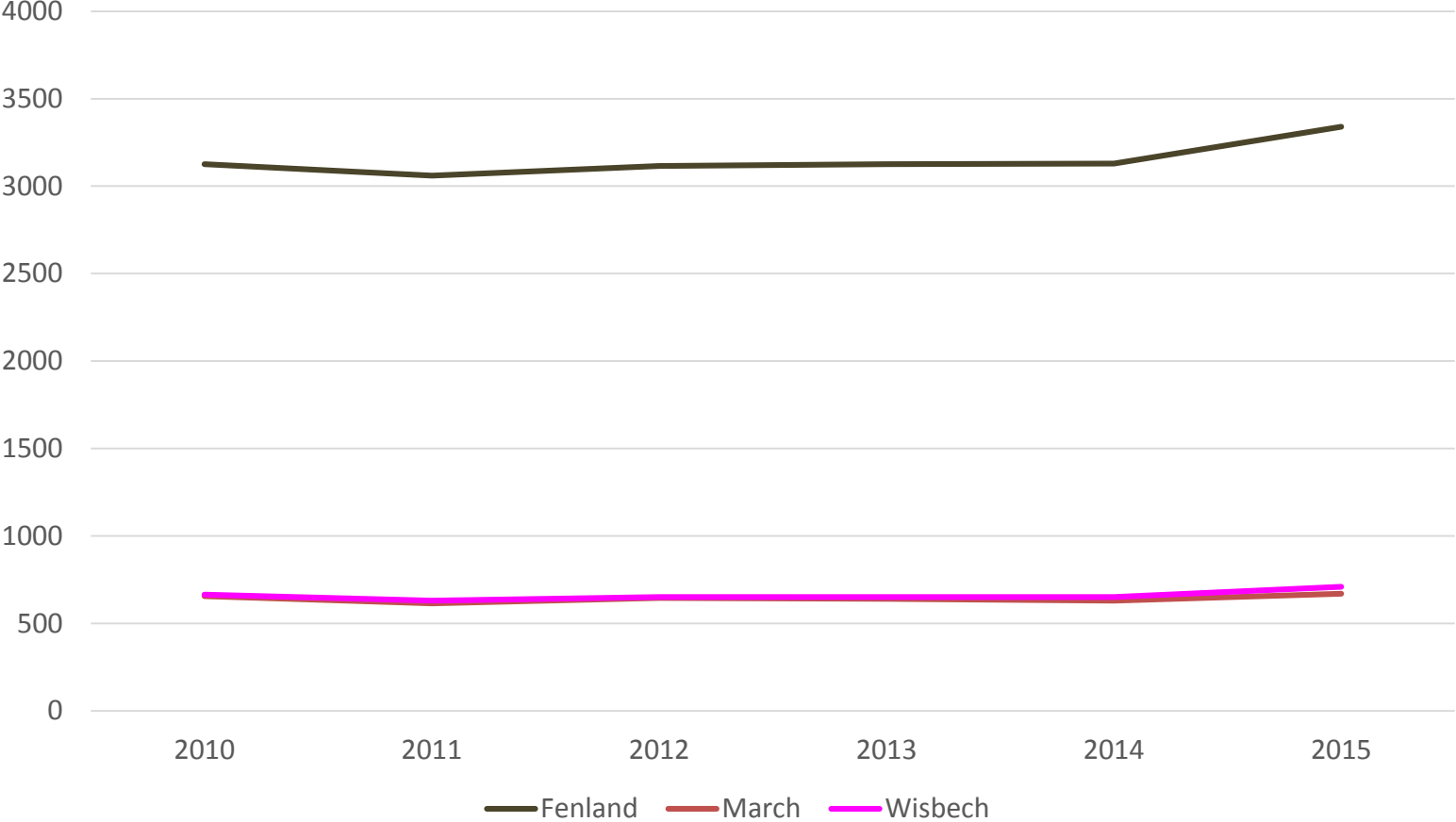
Octavia Hill Museum

North Brink

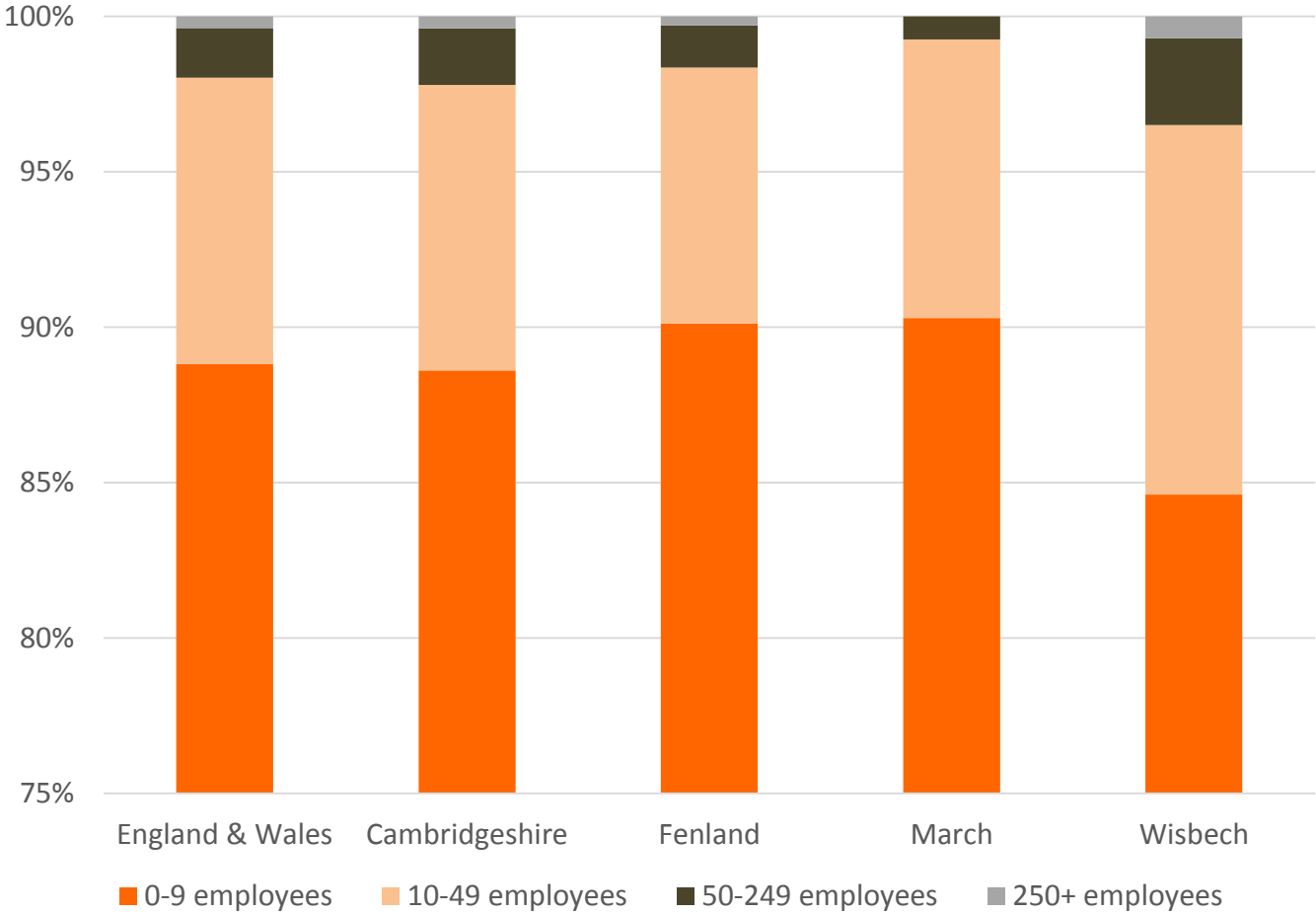
Peckover House 

Museum

Business base (VAT and PAYE data, 2015)



Size of business (PAYE data, 2015)

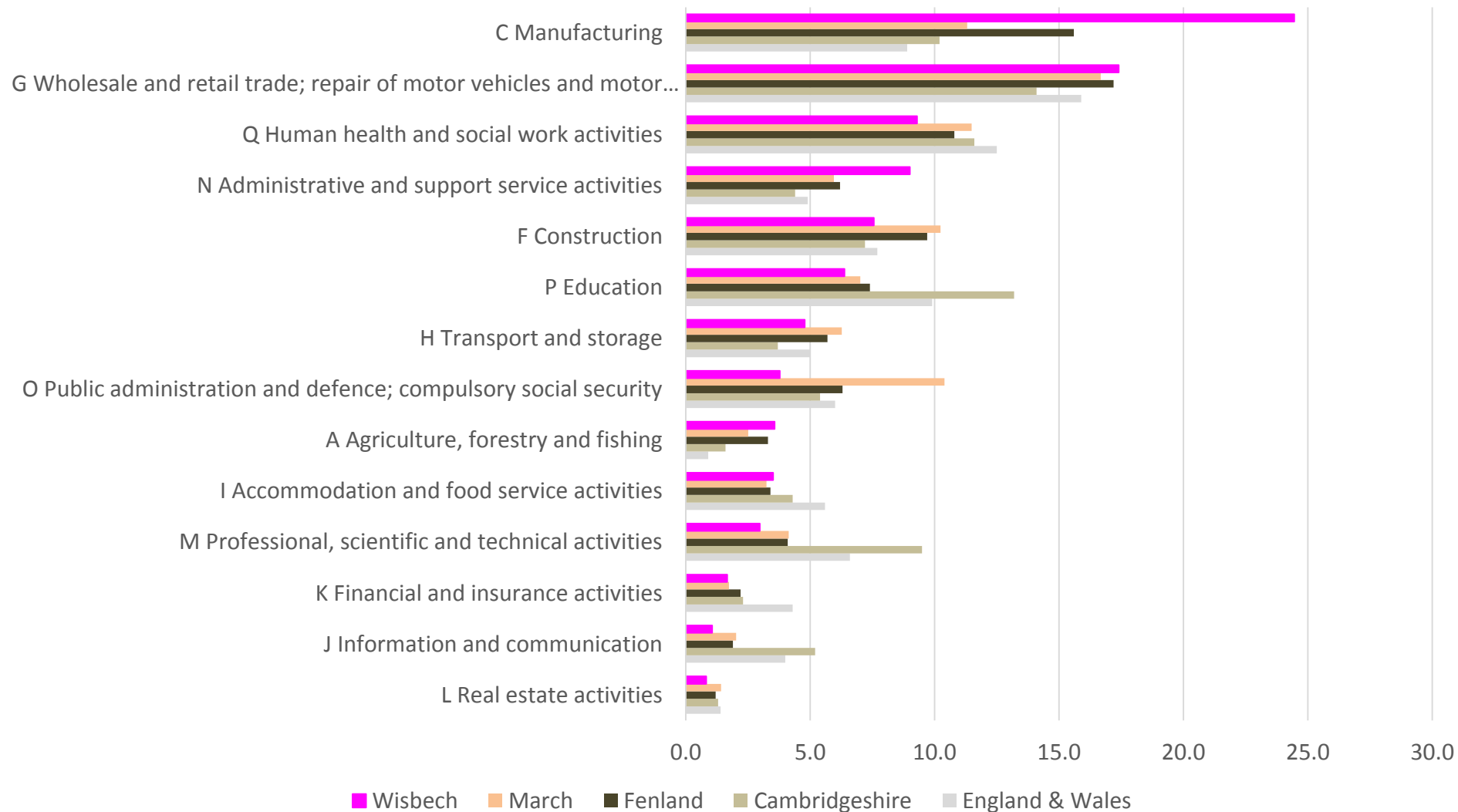


Occupational classification of working age residents (Census, 2011)

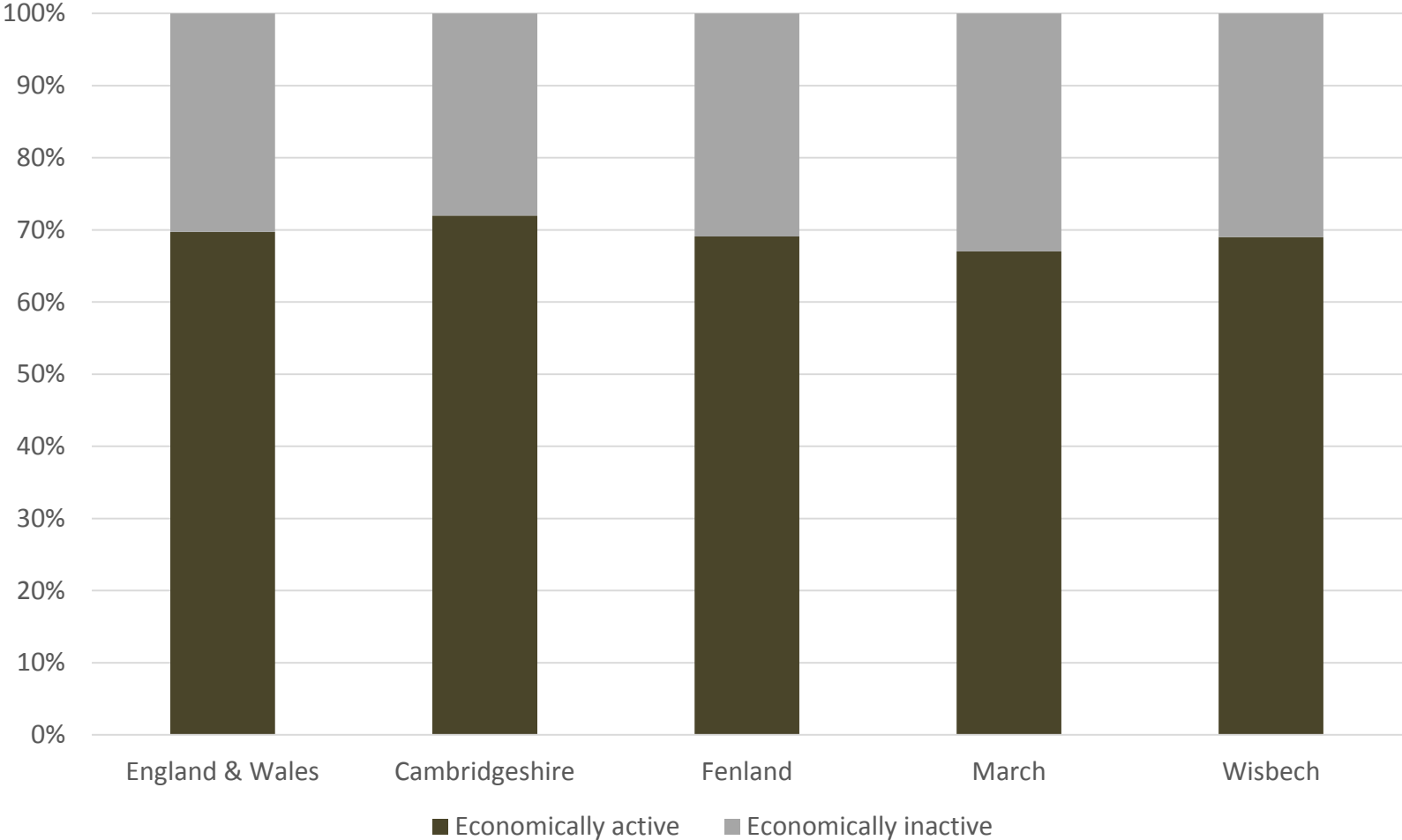
Occupation of Working Age Residents (2011)



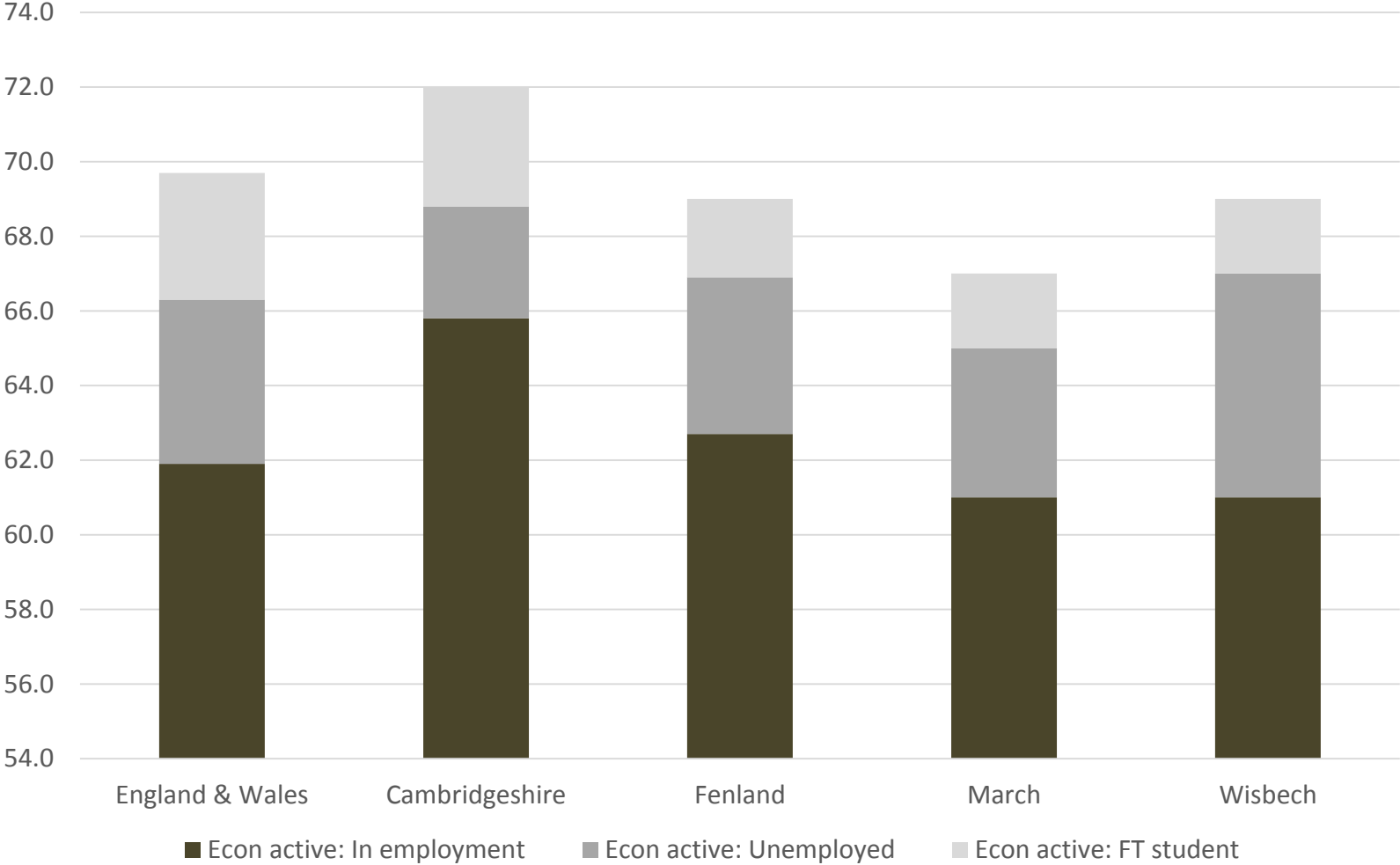
Industry of employment of working age residents (Census, 2011)



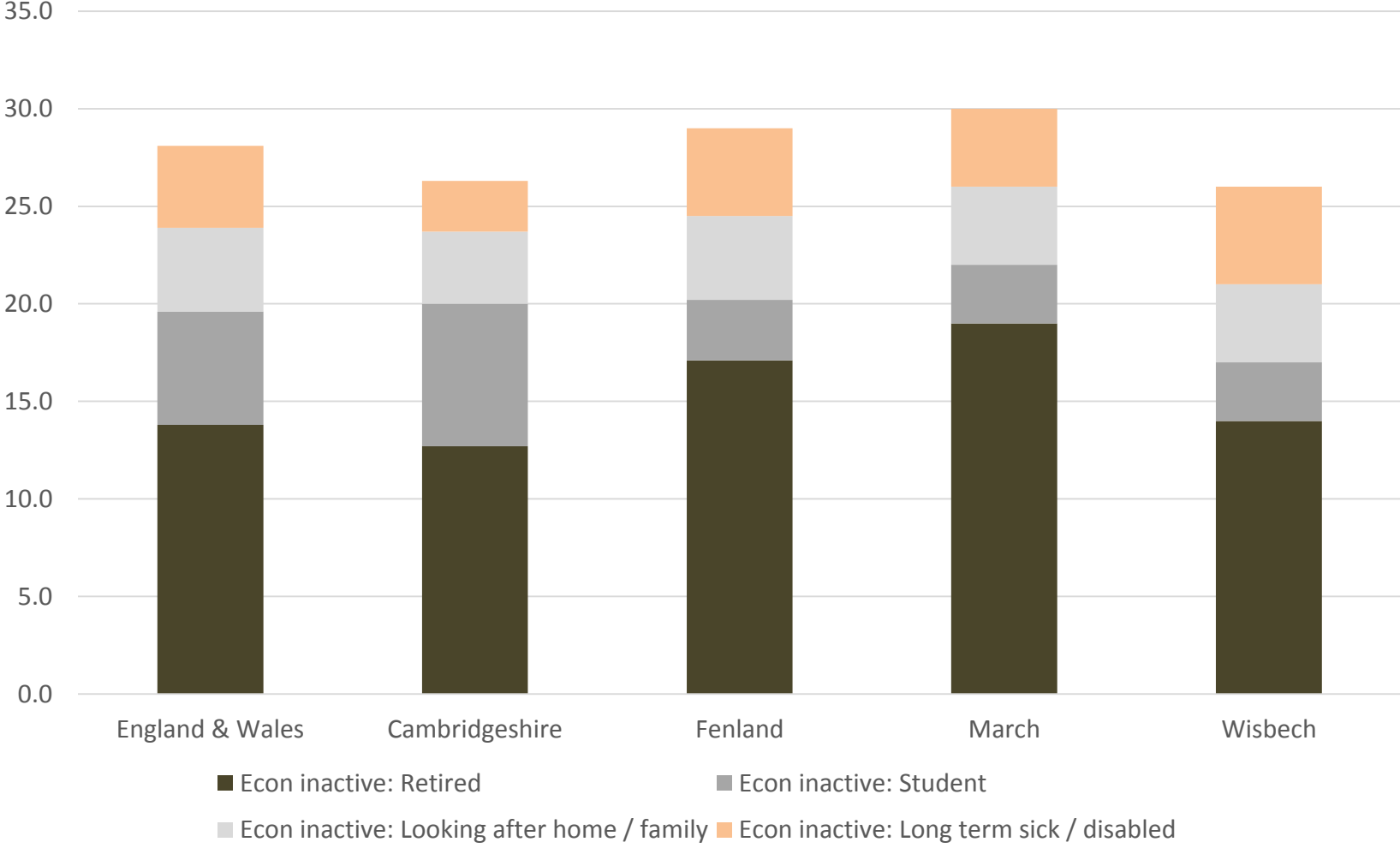
Economically active / inactive working age residents (Census, 2011)



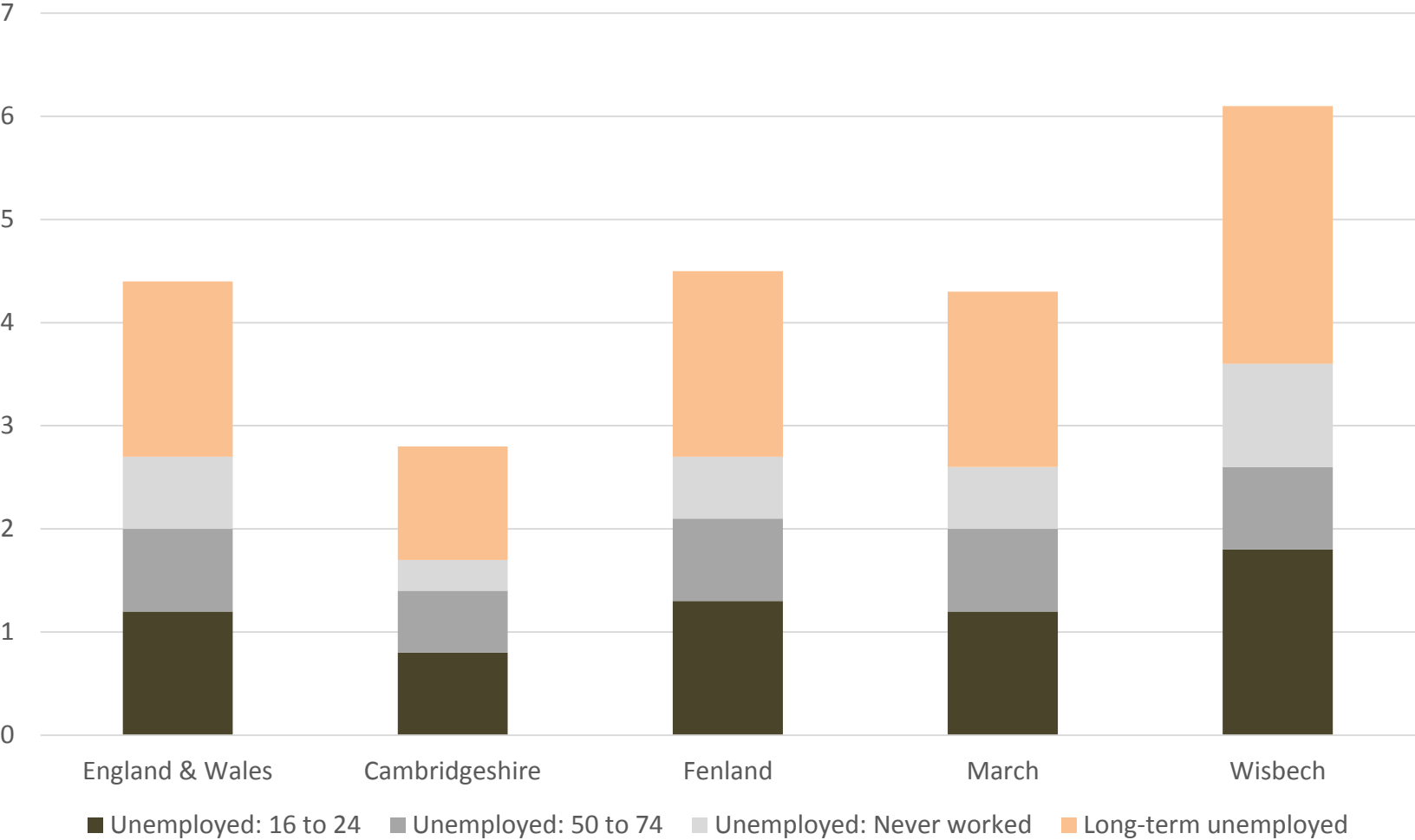
Economically active working age residents (Census, 2011)



Economically inactive working age residents (Census, 2011)



Unemployed working age residents (Census, 2011)



Yacht Harbour



Infrastructure and the built environment

North Brink

Peckover House 

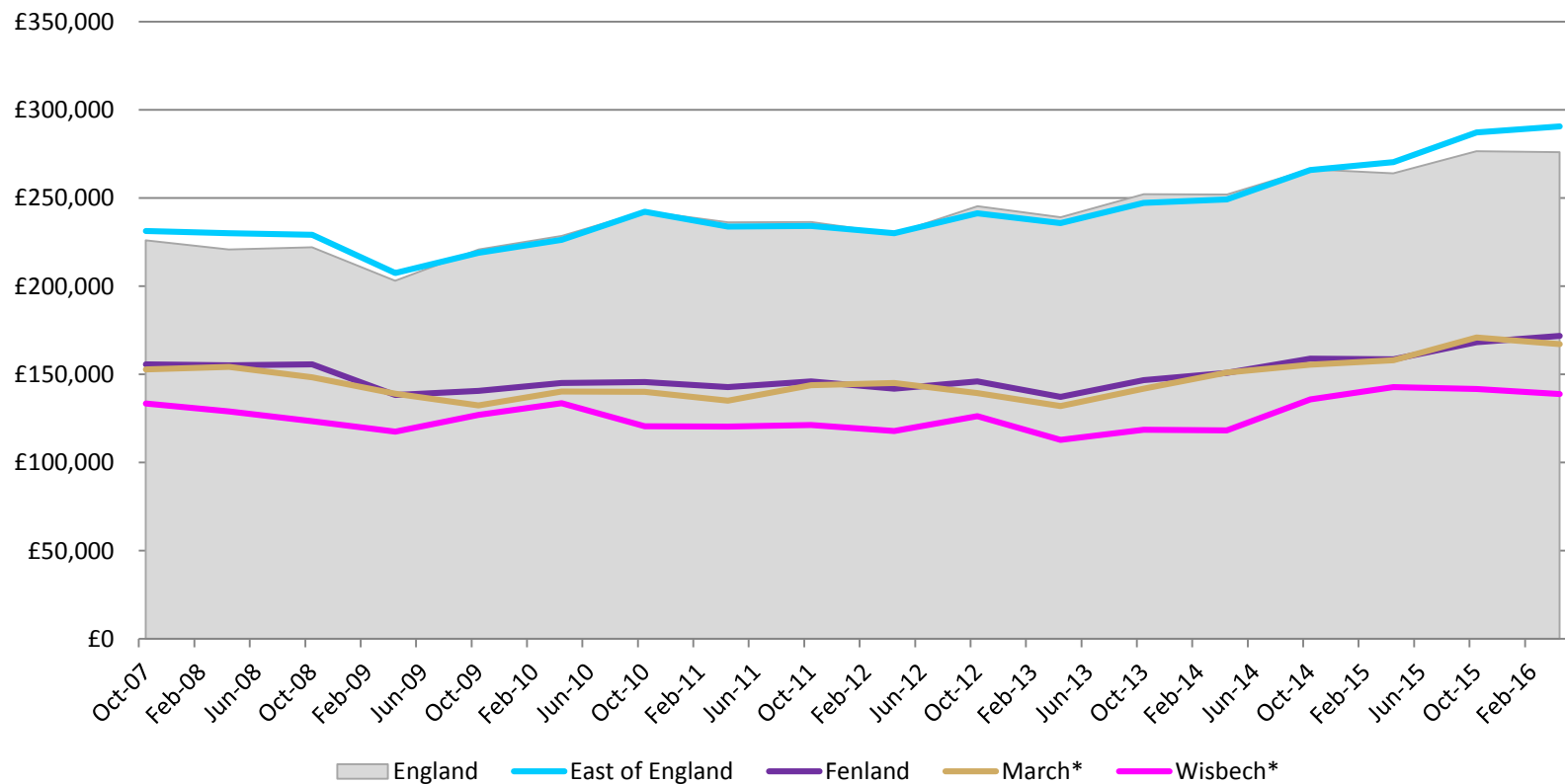
Summary built environment data

- Allocated for approx. 3,500 new homes by 2021 in a series of urban extensions
- Rich built heritage but many buildings and the Conservation Area is at risk
- Employment stock concentrated on southern edge of town and to north of town centre in old docklands
- Retail activity split between town centre and Cromwell Road
- Connected to the regional road network (A47) albeit single lane carriageway
- Good central bus station but no rail link

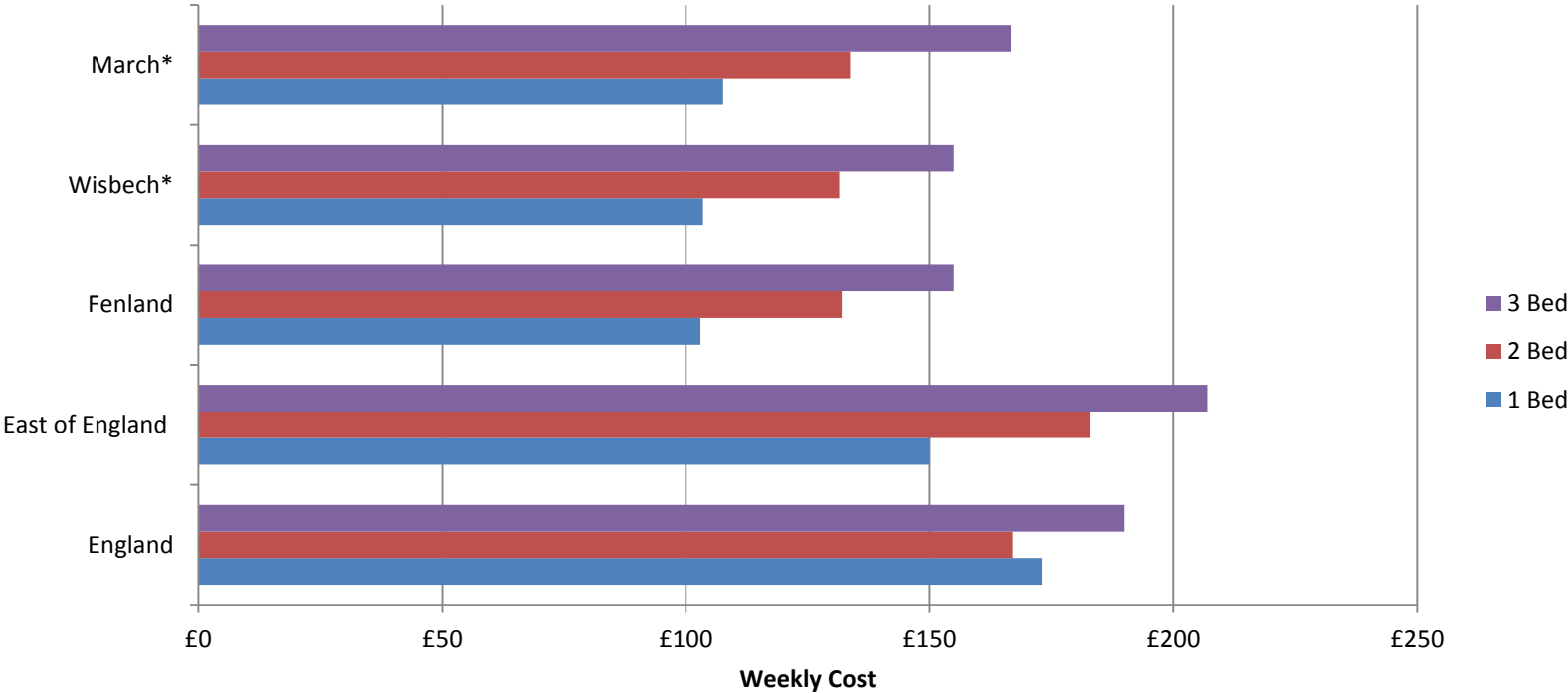
Housing tenure (Census, 2011)

Indicator		Source	Wisbech Number	Wisbech	England Statistic	Eng Lowest	England Range
Tenure	2.1 % of Households Owned	Census (2011)	5518	57.6%	63.3%	2.1%	
	2.2 % of Households Shared ownership (part owned and part rented)	Census (2011)	46	0.5%	0.8%	0.0%	
	2.3 % of Households Social rented	Census (2011)	1948	20.3%	17.7%	0.0%	
	2.4 % of Households Private rented	Census (2011)	1934	20.2%	16.8%	0.0%	
	2.5 % of Households Living rent free	Census (2011)	137	1.4%	1.3%	0.0%	

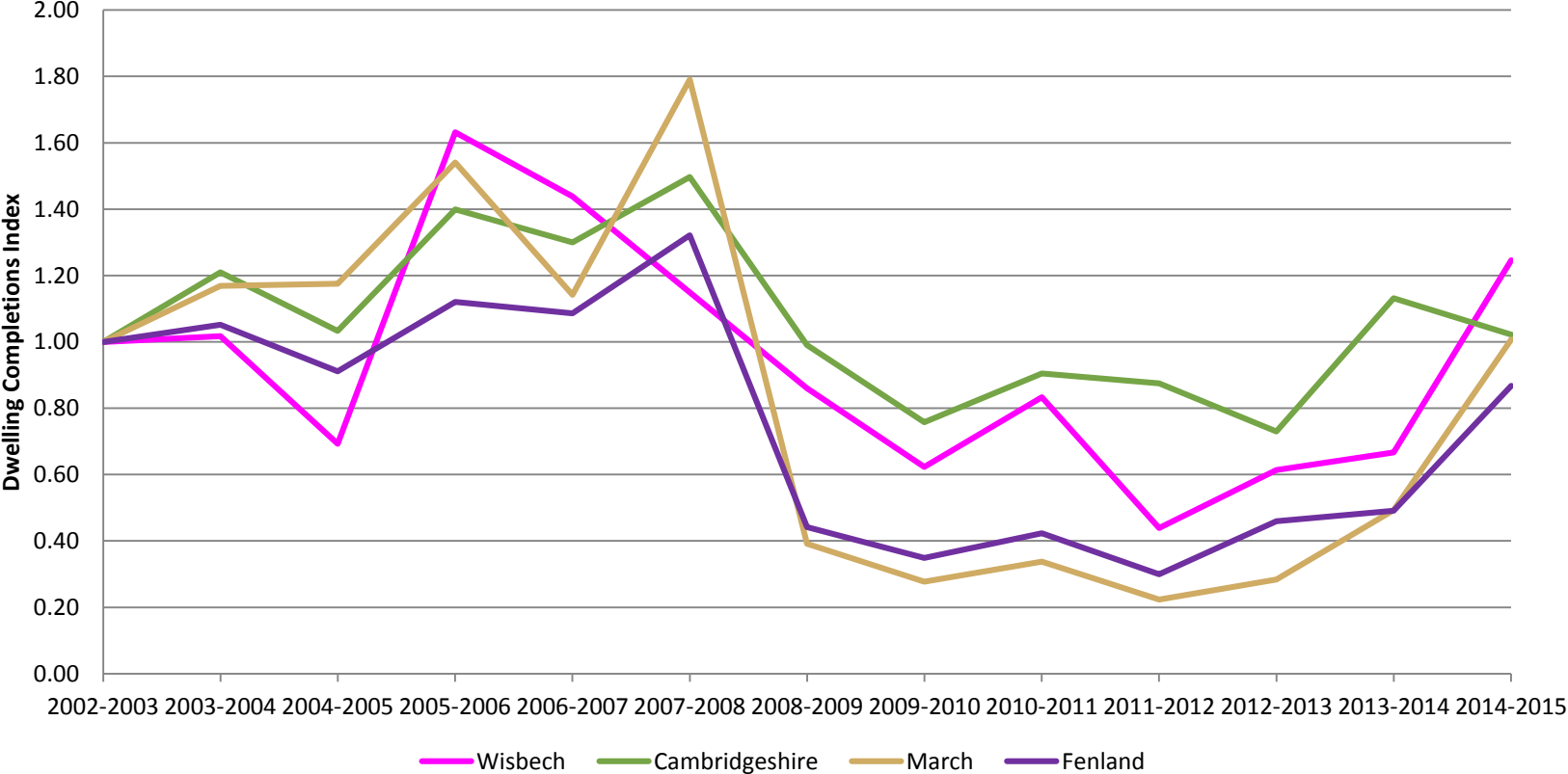
Average house prices 2007-2016 (CCC, 2016)



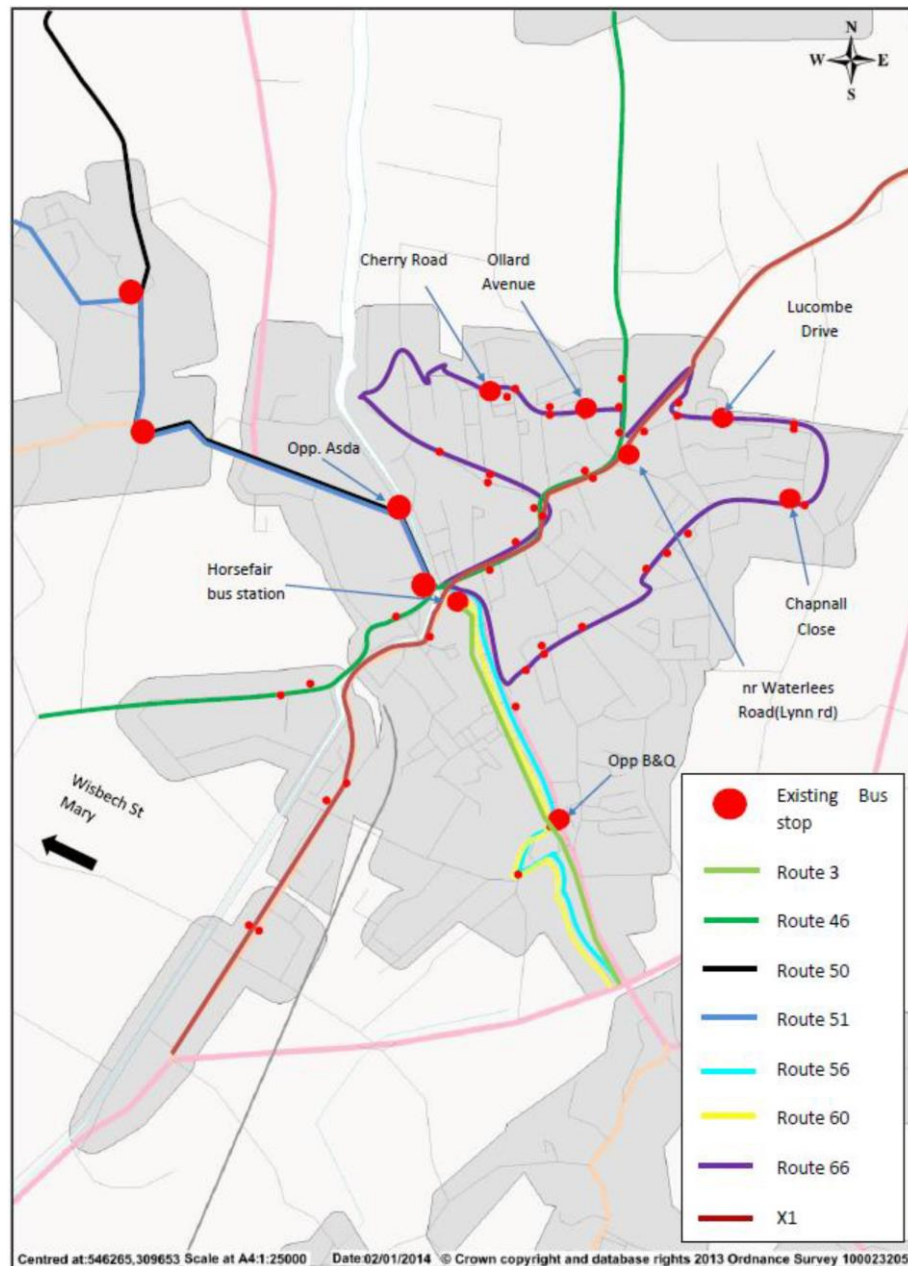
Private rental prices 2016 (CCC, 2016)



Housing completions 2002-2015 (CCC, 2016)



Existing bus routes in Wisbech (CCC, 2014)



Existing bus routes around Wisbech (CCC, 2014)

