

Wisbech 2020 Vision

Delivery Matrix

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Fenland District Council, Cambridgeshire County Council, Cambridgeshire & Peterborough Combined Authority, Wisbech Town Council, Greater Cambridge & Greater Peterborough LEP, Anglian Water & the MP for North East Cambridgeshire

Delivery Matrix

Notes:

- To be updated on a rolling basis following each monthly Steering Group Meeting
- To be read alongside performance management sheets (to be completed)
- Leads identified in the matrix are those parties from each organisation represented at on Steering Group; leads are responsible for managing inputs from their respective teams and collating feedback on progress to report to each Steering Group Meeting

	What we will strive to do:	Actions / projects:	Practical next steps:	Leads
Theme 1: Education and skills	a) Equip schools in Wisbech to attract the very best teaching talent	<ul style="list-style-type: none"> • Develop a package to attract the best teachers from across the country to work in Wisbech. This could include targeted marketing, providing key worker accommodation or a salary premium and brokering placements in local schools with leading teacher training colleges 	1a1 Work with Wisbech Schools Partnership to develop the scope of a 'Wisbech Weighting' that could be offered to attract the best teaching talent	FDC (IPA) + WSP
			1a2 Review with CCC (Helen Manley) what marketing activity is already taking place to attract teaching talent to Wisbech / Fenland	FDC (IPA)
			1a3 Open discussions with University of Cambridge about establishing links to Homerton College	TCA (AH)
			1a4 Open discussions with RSLs and GCGP LEP and Combined Authority about direct delivery of key worker housing on publicly owned land	FDC (GG) + WTC (TJ) + CCC (GH)
	b) Place schools and libraries at the centre of community life	<ul style="list-style-type: none"> • Trial the expanded function of a school or library to deliver social events, sports, clubs, adult learning and English language courses • Engage with employers and agencies to ensure that contracts allow parents to fully participate in their children's education 	1b1 Work with Wisbech Schools Partnership to identify a pilot school and discuss the scope of the pilot	FDC (IPA) + WSP
			1b2 Meet with employers and agencies as per local economy actions	FDC (GG)
	c) Build better links between schools and regional businesses	<ul style="list-style-type: none"> • Facilitate employer days at TCA and CoWA with leading companies represented from across the region 	1c1 Anglian Water to discuss with TCA and CoWA future phases	AW (RB)
			1c2 Anglian Water to discuss inclusion of its supply chain in future initiatives	
		<ul style="list-style-type: none"> • Building on the Anglian Water – CoWA model, improve dialogue between large employers and Principals to ensure that curriculums are informed by current and future labour market 	1c3 Meet with employers and agencies as per local economy actions and drive contact with TCA and CoWA	FDC (GG)

		expectations and requirements.			
Theme 2: Health, wellbeing and cohesion	a) Support local families with young children to deliver the 'best start in life' and be ready to start school	<ul style="list-style-type: none"> Restart the Community Based Family Literacy (CBFL), programme for families with young children and ensure all local organisations working with young children are helping to promote school readiness Review opportunities to work with local families on accident prevention Support delivery of the Together for Families / Think Family (TFF) programme 	2a1 Deliver the refreshed Community Based Family Literacy programme (funding now secured) and ensure linkages to the Wisbech Reads initiative	CCC (LR)	
			2a2 Undertake a detailed review of childhood accidents, evaluate existing approaches to prevention and prepare an action plan to specially address accident prevention	CCC (LR)	
			2a3 Support Wisbech 2020 partners to adapt processes and develop skills to work in ways which consider the needs of all family members	CCC (LR)	
	b) Engage and build the confidence of local residents to take a preventative approach to health and wellbeing	<ul style="list-style-type: none"> Work with existing community based organisations and groups to build a community led approach to health and wellbeing. This could include activities such as community sports and arts as well as information and advice sessions Support the FDC review of options to address poor quality private rented housing 	2b1 Secure resource to work within the community to develop new capacity	CCC (LR) + FDC (RC)	
			2b2 Bid for Sport England Local Pilots programme	FDC (RC)	
			2b3 Provide evidence to FDC Councillors in support of measures to address poor quality private rented housing	FDC (RC)	
	c) Secure improved health facilities in Wisbech for the community	<ul style="list-style-type: none"> Support local NHS organisations to engage with Wisbech residents and stakeholders on redevelopment of North Cambridgeshire Hospital and future developments in primary care 	2c1 Support the CCG with local consultation and engagement on proposals for Wisbech (delivery will be led by Matthew Smith from CCG – to be added to the monitoring framework)	FDC (RC)	
	d) Support the Wisbech community to grow together and address areas where there is a lack of cohesion	<ul style="list-style-type: none"> Support existing events, festivals, forums and groups to communicate more widely about what they do and maximise their reach and engagement as well as seeking funds for activities which bring communities together Improve information provision for new / recent migrants and for all local residents about services such as health, education and housing, including basic rights and responsibilities 	2d1 Bid to the Controlling Migration Fund for projects to improve cohesion specifically including the provision of English language classes which are accessible for shift-workers	FDC (RC)	
			2d2 Develop and deliver annual programme of community events	WTC (TJ)	
			2d3 Develop a communications plan to improve engagement with migrant communities on health and wellbeing issues	CCC (LR)	
	Theme 3:	a) Reduce journey times between	<ul style="list-style-type: none"> Continue to lobby for a direct rail link to March with onward connections to Cambridge 	3a1 Continue to lobby for reinstatement of the March to Wisbech rail-link and in parallel develop and deliver the business case	ALL

	Wisbech and Cambridge and reduce the perceived distance	<ul style="list-style-type: none"> Identify and invest in ways to bring journey times by car to Cambridge under 60 minutes Raise the profile of Wisbech in Cambridge to ensure that people see it as a realistic and attractive destination to make a home and start a business 	<p>3a2 Audit the routes between Wisbech and Cambridge and identify and develop improvements can be made that to reduce journey times by road</p> <p>3a3 Prepare a major place marketing campaign – linked to Garden Town feasibility funding application if successful</p>	<p>CCC (Combined Authority)</p> <p>FDC (GG)</p>
	b) Redouble efforts to secure improved national road connectivity	<ul style="list-style-type: none"> Make a new powerful case to relevant bodies such as Highways England to prioritise the upgrading of the A47 between Wisbech and Peterborough. 	<p>3b1 Work with the Combined Authority to bring about early delivery of the A47 duelling linking to the A1 at Peterborough</p>	<p>CCC (Combined Authority)</p>
	c) Accelerate development at existing allocations and undeveloped sites	<ul style="list-style-type: none"> Maintain existing Steering Groups established for each urban extension site and progress feasibility and delivery 	<p>3c1 Conclude the Wisbech Access Studies and secure delivery of improvements as soon as possible</p>	<p>FDC (GG) + CCC (GH) + GCGP LEP (AC)</p>
			<p>3c2 Develop a strategy to deliver the DCLG Capacity Fund (application successful) to provide additional capacity and resource to progress existing housing allocations</p>	<p>FDC (GG)</p>
	d) Secure further investment in Wisbech's outstanding built heritage and leave a positive legacy for future generations	<ul style="list-style-type: none"> Bid to Historic England to secure Heritage Action Zone status Promote groups to pursue a second wave of funding bids to the HLF for projects across the town capitalising on Fenlands Priority Status for investment Secure high standards of design and innovation in new buildings and public spaces across the town to create icons of the future Deliver the regeneration of Wisbech High Street through the Townscape Heritage project 	<p>3d1 Meet with the new Heritage At Risk team at Historic England to discuss an application for funding as a Heritage Action Zone for 2018</p>	<p>FDC (TS)</p>
			<p>3d2 Identify a short-list of potential targets for HLF funding and pump-prime community groups to prepare future applications for HLF, Arts Council and other grants</p>	<p>FDC (GG + RC)</p>
			<p>3d3 Prepare positive design guidance SPD</p>	<p>FDC (GG)</p>
			<p>3d4 Progress proposals for the upgrading of Wisbech Market Place and scope an application to the GCGP LEP for capital funds</p>	<p>WTC (TJ)</p>
			<p>3d5 Maintain existing project organisation structure</p>	<p>FDC (GG)</p>
Theme 4: Local	a) Position the agri-food cluster at the centre of the Wisbech economy and help it to thrive	<ul style="list-style-type: none"> Develop a strong case for the development of a new Enterprise Zone / equivalent in Wisbech Map the Agri Food Cluster and work with key players to secure investment and help them 	<p>4a1 Deliver a revised bid to the GCGP LEP for an Enterprise Zone in Wisbech</p>	<p>FDC (GG)</p>
			<p>4a2 Identify and map companies in the Agri Food Cluster & set up an Agri Food Cluster Working Group involving relevant business leaders to discuss</p>	<p>GCGP LEP (AC)</p>

	grow	constraints and opportunities	
b) Increase engagement with businesses to help them flourish and help grow the economy	<ul style="list-style-type: none"> Work with major existing businesses to understand what they see as the opportunities for Wisbech and then helping them to deliver 	4b1 Create database of major local employers and design a new approach to 'customer care' / Undertake working meetings with 25 local businesses / Broker relationships between existing businesses and key organisations such as the GCGP LEP to increase access to finance for growth and development	FDC (GG) + GCGP LEP (AC)
	<ul style="list-style-type: none"> Participate in networks in Cambridge, Peterborough and Norwich to identify opportunities for Wisbech. 	4b2 Officers to engage with professional networks and promote engagement amongst local businesses to increase knowledge transfer	FDC (GG)
c) Restore the image of Wisbech as the proud economic and social Capital of the Fens	<ul style="list-style-type: none"> Setting up a panel of place-makers to publicly champion what is great about Wisbech and challenge negative views 	4c1 Identify and recruit a panel of local champions, young and old outside of the public sector	WTC (TJ) + FDC (GG) + TCA (AH) + WSP
	<ul style="list-style-type: none"> Investing in a Town Centre Improvement Officer to work at the grass roots level and raise the quality of the town centre in every aspect 	4c2 Scope the role of and secure funds for an officer post to support businesses and improve spaces outside of the Horsefair	WTC (TJ)
	<ul style="list-style-type: none"> Investment in marketing Wisbech to people and businesses outside of the town. 	4c3 Prepare a major place marketing campaign – linked to Garden Town feasibility funding application if successful	FDC (GG)