

Wisbech: beyond 2020

...a place of great
expectations

**Wisbech
2020 vision**

"A passion to deliver a prosperous future"



Our heritage, our progress and our vision beyond 2020

As part of the Wisbech 2020 Vision evolution there is a need to now collectively engage on the development of a comprehensive long-term vision with defined economic objectives and clarity of strategic direction. A vision that offers a scale of growth that is aligned to business, leisure, environmental and community aspirations. A bold and ambitious vision for delivering sustained economic prosperity for future generations.

Wisbech has a rich heritage, fine and elegant Georgian architecture with examples such as Peckover House (National Trust), a largely unchanged 200 year old brewery, the birthplace of Octavia Hill and Thomas Clarkson. It has played an important role as a port and trading centre serving a wide rural catchment. Across Fenland there are over 200 miles of water way and it has international recognition for its environmental assets, including four Sites of Special Scientific Interest. The town is located on the River Nene, only 15 miles from Peterborough and 30 miles from Cambridge, with enormous potential for the future.

The level of investment in the Wisbech 2020 Vision demonstrates the confidence that is starting to build. Further technical appraisal work and funding applications are continuing to gain momentum:

- Increasing support towards a direct rail service between Wisbech and Cambridge;
- Market Place regeneration;
- Route planning and prioritisation of A47 road improvements;
- Wisbech Enterprise Park;
- Skill development programmes and educational attainments;
- Enhanced community facilities.

All significant steps forward and this is seen as the ideal time to now create our long-term vision - **Wisbech: beyond 2020.**

This project will include elements of 'blue-sky' thinking, particularly around the scale of growth that offers the maximum economic and social benefits. It will look to find ways to change perceptions and it will also include learning from other town concepts. It will aim to ensure all opportunities are explored and aligned to deliverable expectations.

Wisbech: beyond 2020

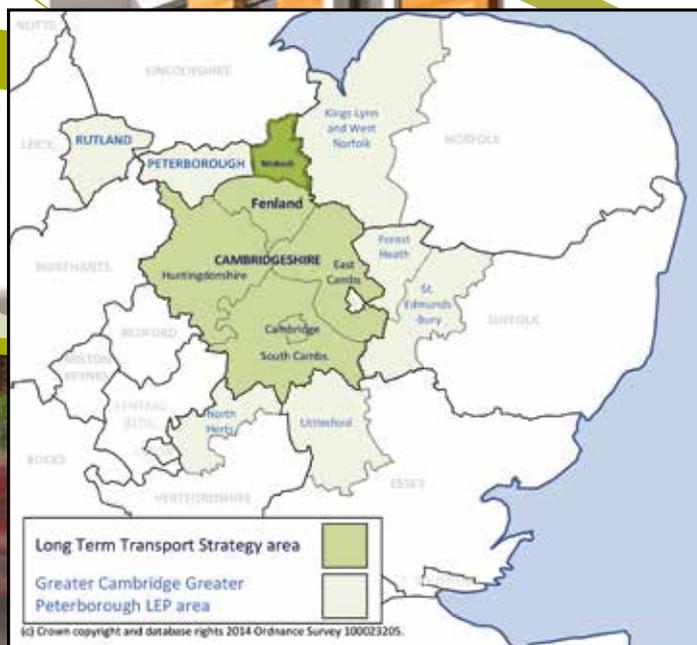
We want to launch this project by asking the following key questions to all stakeholders, schools, community forums, and businesses:

1. What should Wisbech look like by 2040?
2. What potentially would enable real transformational change?
3. How bold and ambitious do we want to our long-term vision to be?

All feedback can be emailed to w2020@fenland.gov.uk

The deadline for this stage of response to 30 Oct 2015.

Direct rail link to Cambridge



College of West Ang

Thomas



We propose to develop a long-term vision with a 20-year horizon for Wisbech

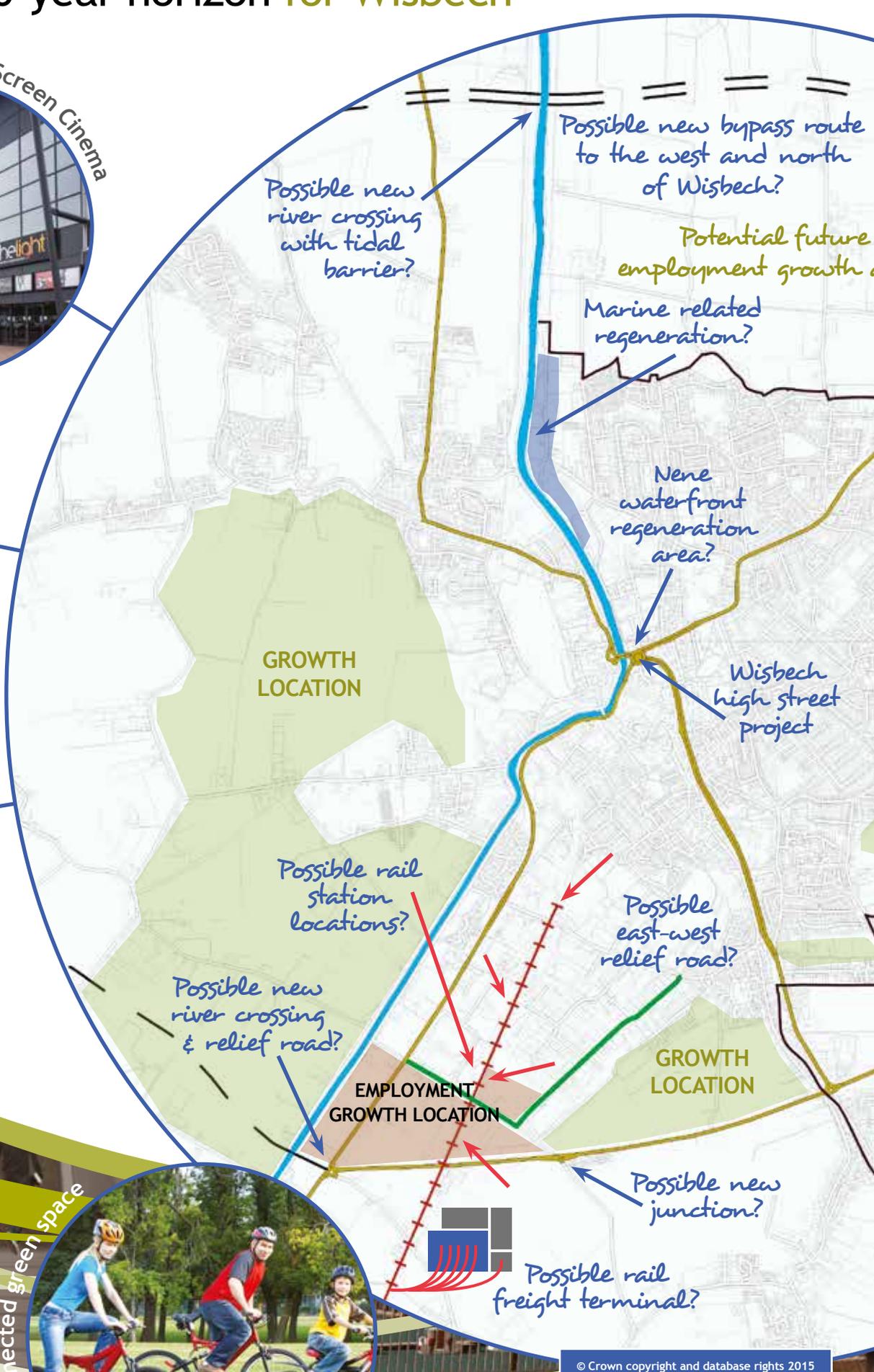
Tesco Extra & Multi-Screen Cinema



Anglia Isle Campus



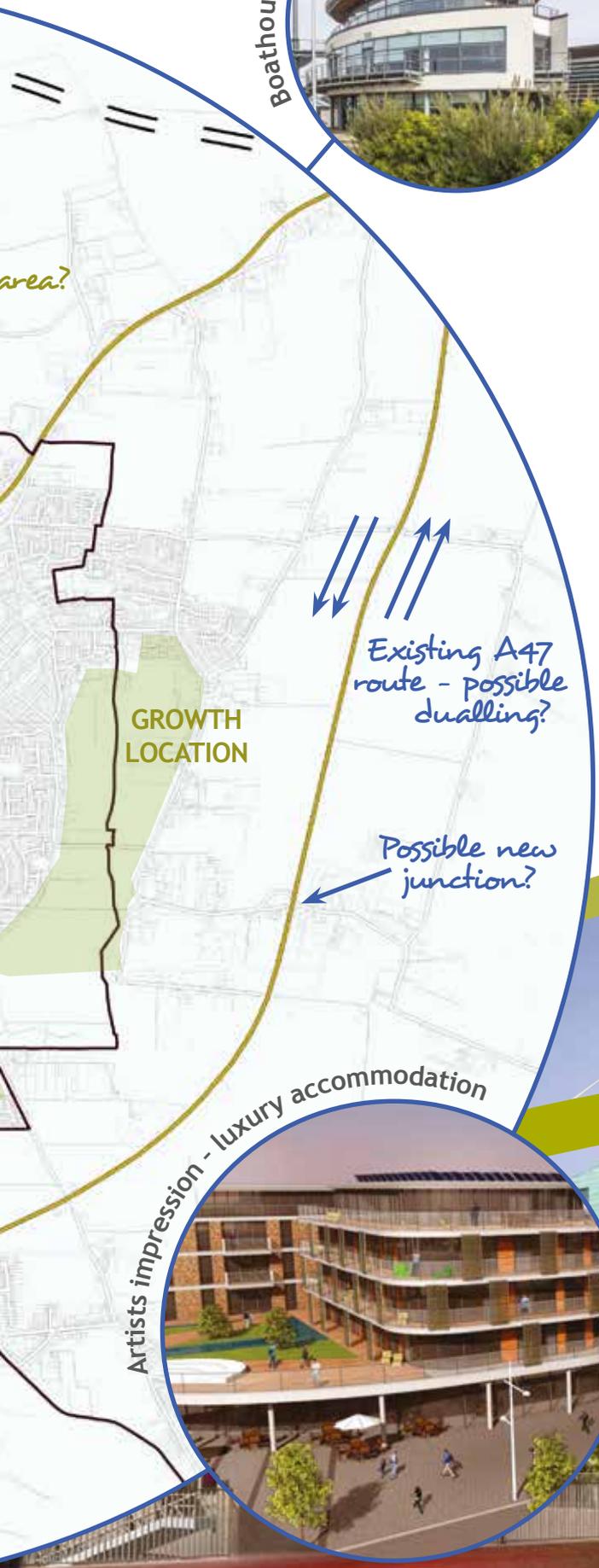
Clarkson Academy



Connected green space



Boathouse Business Centre



'2040 Wish List'

- ✓ direct rail service to Cambridge & Peterborough?
- ✓ a northern ring road?
- ✓ A47 dualled?
- ✓ new visitor attractions?
- ✓ a heritage trail that starts at the new station site?
- ✓ regenerated town centre?
- ✓ waterfront luxury apartments
- ✓ enhanced marina & marine sector?
- ✓ reduced flood risk?
- ✓ large country park with cycle routes?
- ✓ new business park, new jobs?
- ✓ other?

Imagine the year is 2040

Imagine that **ANYONE** can reach **ANY** job - even without a car

Imagine that **ANY** business can invest in Wisbech - and know that customers and staff will be able to get there

WE HAVE...

<p>New Dual Carriageway with improved internal road network</p> <p>High street enhancements supporting sustainable growth</p>	<p>New Train Station</p>	<p>Faster more reliable journey times</p>
<p>World class learning opportunities and provision</p>	<p>Balanced housing growth</p>	<p>New Rail Intermodal Interchange</p>
<p>INCREASED TOURISM ACTIVITY</p>	<p>Greater inward investment</p>	<p>More resilient economy</p>
<p>Greater Green infrastructure</p>	<p>Great opportunities and job prospects</p>	<p>District wide Super fast broadband</p>

Artist's impressions courtesy of Foster Property Developments.

Momentum on infrastructure for Growth

Our Coalition

We are a coalition of both public and private sectors. Our priority is to deliver the first stage of the long-term vision, through an integrated strategy for rail, road and growth infrastructure. Support for the coalition is increasing with organisations like the CBI and Cambridge Chamber of Commerce now adding their voices to the lobby.

Reopening of the railway line between Wisbech and Cambridge

The overall proposed project of reopening of the current mothballed railway line between Wisbech and March to allow direct access to **Cambridge**, and onto **Peterborough**, **Stansted Airport** and **London** would make a significant contribution to the local economy of Wisbech and the surrounding areas. Furthermore, significant value is placed by residents on having access to both social and economic opportunities through the proposed rail service. Depending on the most suitable station location the **benefit-cost ratio is looking favourable**.

Also...

- 'Infrastructure for Growth' campaign launched to help drive the economic case for transport improvements, including the Wisbech to Cambridge rail link via March
- £1m of funding received for feasibility work on improving transport in and around Wisbech
- A further £10.5m of funding earmarked for transport improvements in Wisbech for 2016 - 2021, subject to feasibility studies
- £300m investment approved for A47, including improvements to the Guyhirn roundabout.
- Wisbech Market Town Transport Strategy developed and adopted by Cambridgeshire County Council
 - Masterplan approved for the Enterprise Park area south of the town alongside the A47 with collaboration across the public and private sector.
 - Work on the Wisbech access study is progressing well, with modelling work identifying required improvements to inform a detailed business case.
 - Once completed, this business case will help provide the evidence to draw down Local Enterprise Partnership (LEP) allocated funding to take the project forward.



Wisbech 2020 vision

"A passion to deliver a prosperous future"

The Wisbech 2020 vision story so far.....

The Wisbech 2020 Vision is a joint initiative led by the Leaders of Fenland District Council, Cambridgeshire County Council and the local MP. This evolving vision aims to bring together all stakeholders with a passion for Wisbech to define a long term vision for the town and help, through partnership working and public participation, to get us there. The vision includes key social, environmental and economic projects to further enhance Wisbech as a great place to live, work and visit.

Since the Vision was launched in January 2013, we have seen:

- investment in skills training for young people, including a £7.2m Technology Centre opened at the College of West Anglia
- extensive lobbying for the introduction of the Wisbech-Cambridge rail link and improvements to the A47
- further support to local retailers through the 'My Loyalty' card and inclusion in the Healthy High Street Campaign
- improvements to local derelict buildings, including approval of the first round bid for £2m from the Heritage Lottery Fund for Wisbech High Street
- opening of two new retail parks, including a cinema, restaurants and shops as well business growth at Cromwell Road, one of the key gateways to the town
- improvements to living conditions and tackling migrant exploitation and rogue landlords through projects such as Operation Pheasant
- introduction and promotion of new high speed broadband for businesses and residents
- new brown signs and further promotion of Wisbech as an ideal visitor destination
- success at Britain In Bloom with a Silver Gilt award in the Large Town category

These improvements are just the start. All partners have a long term ambition for the future of the Wisbech 2020 Vision and we know that with the support of the local community, local Members, stakeholders and private sector partners such as key sponsors, Anglian Water, Wisbech can go from strength to strength.

This beautiful Fenland town has so much potential; we just need to work together to make it happen.

What next for the Wisbech 2020 Vision?

Following the 3rd Wisbech 2020 Vision Summit held in March 2015, partners agreed to focus on delivering four strategic priorities for the town up to the year 2020:

INFRASTRUCTURE & GROWTH - lobbying for and delivering key transport improvements as well as bringing forward key growth sites such as the Enterprise Park and Nene Waterfront

TOWN CENTRE - improving the High Street for residents and businesses through improving derelict buildings and environmental enhancements

SKILLS & EDUCATION - providing access to learning and job opportunities for all, supporting business to grow

HEALTH & WELLBEING - helping residents to lead healthy lifestyles, access health services in the community and supporting residents to help each other

Projects in these areas will help to build stronger, healthier communities that are well equipped to meet the future needs of a town with increased economic stability and a demand for an expanding skills base.

Check out the new Wisbech 2020 Vision for 2015-2020 on www.wisbech2020vision.co.uk

Wisbech
2020 vision
"A passion to deliver a prosperous future"