

Wivenhoefirst

**WIVENHOE
- PROJECT 2000**

**ACTION PLAN
& REPORT**

Spring 1999

Wivenhoe - Project 2000

Project 2000 was initiated by Wivenhoe Town Council in 1995 and has involved all Town Councillors in various ways as well as local traders and organisations. Its purpose has been to boost trade for Wivenhoe-based shops and businesses, thereby promoting a healthy local economy.

This document highlights the fifty actions initiated either directly by the Project Group comprising Wivenhoe Town Councillors and some local trader representatives, or else directly by the Council itself, which have directly contributed to the objectives of the Project.

Some of the 'actions' have been very simple and straightforward, whilst others have been much more time-consuming than implied by the action note. Where a name of a person has been shown against an 'action', this records the principal person responsible for pursuing the action but other people have invariably also been involved.

Meetings of the Project 2000 Group have taken place more on a 'needs' or an *ad hoc* basis, whilst the Town Council has included Project 2000 as a standing agenda item at its formal monthly meeting so that progress can be monitored, issues discussed and decisions made accordingly.

One central component of the Project has been the Trade Campaign with its slogan Try Wivenhoe First, and its logo. This logo is included on the 'Wivenhoe' car sticker displayed on many cars, and has been promoted each year on such items as the programmes for the Wivenhoe Pantomime and Gilbert and Sullivan Society productions, as well as the Allotments and Gardens Association's newsletter. This Trade Campaign has certainly struck a chord with many residents in Wivenhoe.

A Trade Survey was conducted in 1996, involving sending a questionnaire to each of the 3,000 homes in Wivenhoe. 546 of these forms were returned to the Council and analysed using some Village Appraisal software, and the results published. Much useful information came out of the survey, including some criticism about the appearance of the village.

Some of the Project actions therefore have been to do with landscaping. We now have many attractive tubs around the place as well as plantings of shrubs and bulbs in many new places. The Town Council has also taken on its own street-sweeper, to help keep the place more neat and tidy.

We have taken steps to encourage more visitors to Wivenhoe in the hope they will spend money in local shops, and therefore improve their chances of survival.

To assist in this objective, we produced a colour leaflet entitled 'Wivenhoe - a Delightful Secret'. The first print run of 8,000 colour leaflets was soon exhausted, causing the Council to print another 10,000 copies.

Establishment of an Information Centre for visitors and residents alike during the last two summers has proven popular, with more than 4,000 people popping in last summer to ask questions.

Events like Carnival, St. Mary's June Market, the Crabbing Competition and the Wivenhoe Festival of Arts and Music which had its inaugural year in 1998, all help particularly the shops in the lower part of the village. Wivenhoe would lose a lot of its character and charm if there were fewer shops.

Car parking has been a big issue that took up a lot of time initially, with traders feeling that a lack of parking space was a deterrent to potential customers. With no way to increase Wivenhoe's one public car park, the Town Council worked with officers of the Borough Council to introduce a parking scheme which forced rail commuters to park in the station car park, thereby successfully freeing up the streets for shoppers to park their cars.

A grant from the Essex County Council helped to pay for 50,000 specially designed Wivenhoe First carrier bags, as well as all the costs of producing 3,500 copies of a Trade Directory. This document gives details to all 130 local businesses and was distributed to all homes in Wivenhoe with a covering letter, encouraging people to support local shops and businesses.

It is impossible to know how successful the Project has been. It has certainly raised the consciousness of local residents and encouraged many people not to take local shops for granted. I believe it has also helped members of the Town Council look more strategically as well as be more aware of the limits of our powers.

I hope it has encouraged those people who run local shops and businesses to know that the local Council cares about their existence. We have tried to do what we can.

I would like to thank my fellow Councillors in particular as well as all the Town Council's employees, and the many other people who have contributed to 'Wivenhoe - Project 2000' for their efforts. I believe that through all the many things we have done in these four years, we have made a difference.

Cllr. Peter Hill
Chairman, Project 2000

April 1999

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Chairman, Project 2000

Actions

The following is a list of actions highlighted as being of potential benefit for boosting trade for local shops and businesses. This list has been updated during the lifetime of the Project as an agenda for actions, and a diary of both achievement and occasional failure.

Some actions have been relatively simple to undertake, others much more arduous. Some remain on-going.

<u>Action No:</u>	<u>Proposal</u>	<u>Implementation by:</u>	<u>Date Completed</u>
	Landscaping Projects:		
1	Landscape junction of De Vere Lane/High Street with evergreen plants	WTC	12/95 2/97
2	Landscape junction of De Vere Lane/The Avenue by Cedric's Garage	WTC	4/96
3	Replant shrubs/ border of north side of public car park	WTC/Wiv Soc	4/96
4	Landscape verge in front of car park - install black cast iron bollards and chain-linking - install cast iron local sign post - construct low wall at base of existing wall	WTC Cllrs Horner/Hignell	
5	Locate planted tubs around Wivenhoe - annual sponsorship by local businesses/organisations.	L'scape committee	Initiated 3/97 - annual event
6	Plant rhododendrons at junction of Rosabelle Avenue/The Avenue Tending Water to undertake planting scheme	WTC Cllrs. Primrose/Horner	12/95 awaited
7	Install Wivenhoe village sign at junction of Heath Road/Colchester Road	WTC	12/95
8	Plant roses at junction of Heath Road/Colchester Road Install plaque acknowledging maintenance support by WAGA	WTC/WAGA	2/96
9	Construct and install wooden planter around War Memorial	WTC WTC	4/96 3/97
10	Landscape Play Area/Open Space at junction of Mede Way/Richard Avenue - plant conifers	WTC	12/97

Key: WATC = Wivenhoe Association of Trade & Commerce
WAGA = Wivenhoe Allotments & Gardens Association
WTC = Wivenhoe Town Council

<u>Action No:</u>	<u>Proposal</u>	<u>Implementation by:</u>	<u>Date Completed</u>
	Car Parking:		
11	Consider use of Public Car Park <ul style="list-style-type: none"> - conduct new survey - reconsider means of preventing all-day parking - open car park at 8.45am instead of 8.00am - create new short-stay section 	WTC Cllr. Davies WTC WTC/CBC	4/97 1/97 1998
12	Car parking in Conservation area: <ul style="list-style-type: none"> - implement resident-only parking between 7.45am and 8.45am - seek limited-time parking spaces by Church wall in High Street (max. 45 mins between 9.00am & 5.00pm) 	CBC WTC	1998 1998
13	Create temporary car park on Wivenhoe Port site:	WTC Cllr. Hill Cllr. Langsdon	abandoned after correspondence with Beauchamp Homes & Insurance Co.
14	Write to Railtrack/GER re reduction in parking charges to encourage rail commuters (not successful!)	Cllr. Hill	2/96
15	Reconsider parking arrangements at Vine Parade	R. Edwardson CBC/WTC	4/96 & 1997
16	Update WTC Quay Report (August 1992)	WTC	ongoing
17	Seek improvements to Quay <ul style="list-style-type: none"> - restrict parking on Quay 	WTC/CBC	2/97
18	Redecoration of Quay Shelter	WTC	5/96
	Miscellaneous:		
19	Find new locations to erect Christmas lighting <ul style="list-style-type: none"> - seek permission from the St Mary's PCC to erect pole in churchyard 	All WTC	12/96

<u>Action No:</u>	<u>Proposal</u>	<u>Implementation by:</u>	<u>Date Completed</u>
	Miscellaneous (continued):		
20	Seek ways of preventing empty shops becoming eyesores with white-washed windows, etc. Shops: Ex-Connells, ex-Sylvia's Check with schools to see if they could paint murals/posters	B. Smith Cllr. Hignell/WATC	5/96 11/96
21	Promote events to attract visitors to Wivenhoe: - June Market/Carnival Street Market - Open Gardens Weekend (21/6) - National Music Week - Crabbing competition - Christmas Street Fayre	Various R. Murchie C. Hirst B & C Green WATC	
22	Consider idea of Wivenhoe Festival	Cllr. Hill Brian O'Dell/others	meeting 3/97 launched 1998
23	Conduct survey of local residents to find out what people want from shops - obtain software - devise questionnaire - print and deliver - analyse response - hold meeting with traders to present and discuss findings	WTC E. Kraft / All Cllr. Hill / Cllr. Langsdon Cllr. Hill	5/96 8/96 9/96
24	Arrange Trade Fair	Cllr. Hill	5/96
25	Query Business rateable values. Seek reduction where possible. - obtain list of current values - send to WATC - traders to consider joint action. - WTC to support appeals - invite MP to meeting with traders	WTC WTC WATC WTC WATC	12/95 2/96 17/5/96
26	Publish Guide to Wivenhoe leaflet	WTC	5/96
27	Republish 'Wivenhoe At Your Service'	Penny Kraft	4/98
28	Seek publicity for Wivenhoe from CBC	WTC / Cllr. Hill / Cllr. Langsdon	1997
29	Produce 50,000 'Wivenhoe' Carrier Bags	Cllr. Hill / S. Bradley	1997
30	Visitors' Moorings. Determine arrangements, write to Harbour Master. Increase no. of moorings.	Cllr. Hill WRUG / WSC	2/96 4/96 (ongoing)

<u>Action No:</u>	<u>Proposal</u>	<u>Implementation by:</u>	<u>Date Completed</u>
	Miscellaneous (continued):		
31	Improve street cleaning arrangements: <ul style="list-style-type: none"> - allocate funding - trial street cleaner from CBC - recruit street cleaner 	WTC / Cllr. Davies WTC	2/96 9/96 3/97
32	Create Wivenhoe Newsletter: <ul style="list-style-type: none"> - allocate funding 	WTC	4/96
33	Create Parish Map	S. Bradley / Cllr. Hill	o/s
34	Improve lighting at Vine Parade	R Edwardson / CBC / WTC	4/96
35	Make 'Unsuitable for Heavy Vehicles' sign at corner of Phillip Rd more visible by cutting back greenery	WTC/CBC	4/96
36	Encourage more boats to be kept at Wivenhoe by: <ul style="list-style-type: none"> - allocating more moorings - reduce charges to B'sea level 	CBC/WRUG/WTC WTC/CBC Harbour Forum	on-going
37	Triangle of land at junction of Co-op, Ernest Road, Belle Vue Road, The Avenue <ul style="list-style-type: none"> - seek advice to see what else we can do with it (privately owned by Colchester Poster Agency) - CBC undertaking search 	WTC/CBC	
38	Promote Wivenhoe on Internet	Cllrs. Horner/Liddy	2/96
39	Seek closer co-operation with University of Essex	WTC / F. Woodburn	on-going
40	Rural Technology Centre (TACTIC)	Univ/Cllr. Liddy	launched 10/98
41	Cooks Shipyard Project <ul style="list-style-type: none"> - work on scheme - present to P.2000 Forum - discuss with CBC 	Cllr. P. Hill / B. Thomas Cll. P. Hill	5/96
42	Cash dispenser at Londis	R. Edwardson	1998
43	Other: Best Kept Village Competition <ul style="list-style-type: none"> - tidy noticeboards, verges, car park, etc. 	Wivenhoe Society WTC	

<u>Action No:</u>	<u>Proposal</u>	<u>Implementation by:</u>	<u>Date Completed</u>
	Miscellaneous (continued):		
44	Create 'Wivenhoe FIRST' Campaign <ul style="list-style-type: none"> - Launch Party - Invite MP, Mayor of Colchester and Wiv. organisations - issue posters - seek publicity 	WTC / Cllr. Hill Cllr. Hill WATC Cllr. Hill/WATC All	9/96 9/96 9/96 9/96 9/96
45	Create Visitor's Information Centre	Cllr. Hignell	1997
46	Seek grant from ECC Essex Challenge Fund towards promotion of trade and temporary car park	Cllrs. Langsdon / Hill	10/96
47	Neaten appearance of grass verges by trimming edges	WTC - M.Skeet	Feb/Mar 97
48	Create publicity from filming of 'Plotlands' and 'A Perfect State' filmed in Wivenhoe during 1996	All	1996
49	Create 'Yellow Pages'-style Trade Directory for insertion in telephone directories <ul style="list-style-type: none"> - write to all traders - distribute free to residents 	Cllr. Hill / S. Bradley Cllr. Hill	1998 1998
50	Produce Wivenhoefirst car stickers for free distribution to all residents	Cllr. Langsdon	1997