



Cover images: Hylands Whisper, by Kelcie John Lewis, Parasols in the Park, by Kevin Kelly, The Chelmsford City Swans, by Peter Ball, Evening Rush, by Lee Woodcraft. Chelmsford City Photography Competition 2019



ourChelmsford
ourPlan

Our ambition is to be a sustainable, creative community at the heart of Essex, recognised as a leading regional centre and destination in the East of England.

...a safer, greener, fairer, better connected place, where people want to live, work, study and visit

Welcome to **Our Plan** that sets out our priorities for Chelmsford City Council in the coming years.

As England's newest city, Chelmsford is one of the fastest growing centres in the East of England. We have a rising population, strong economy and low unemployment, and most of our residents experience a good quality of life, but we can make Chelmsford even better.

Our ambition remains for Chelmsford to be recognised as a leading regional centre, leading by example and helping to make our society safer, greener, fairer, and better connected. We believe that **Our Plan** will help make these ambitions a reality, whilst recognising that we will need to remain flexible and responsive if we are to continually adapt to an ever changing social, economic and environmental landscape.



**Councillor
Stephen Robinson**
Leader of the Council



Nick Eveleigh
Chief Executive

Fairer and inclusive Chelmsford

Promoting sustainable and environmentally responsible growth to stimulate a vibrant, balanced economy, a fairer society and provide more housing of all types

- ... bringing investment into Chelmsford, together with an increase in skills, jobs and overall employment
- ... meeting the demand for new housing of all types and tenures – in particular homes to rent that local people can afford
- ... adopting an approach whereby growth and development also deliver a broad range of environmental benefits that are sustainable over time



Butterfly Bridge, by Nigel Harris
Chelmsford City Photography Competition 2019

What we will do

- Implement the growth priorities identified in the Local Plan to create new distinctive, sustainable and inclusive communities
- Develop and implement a new strategic approach to improve the supply and accessibility of affordable homes
- Work with the highway authority and other transport providers to improve movement around the city and promote more sustainable travel options

What will success look like? What are the expected outcomes?

- Housing delivery targets set out in the Local Plan achieved
- High quality, sustainable forms of development delivered, where all new dwellings incorporate design features to reduce their carbon footprint and improve their environmental efficiency
- Increased supply and improved mix of type and tenure of affordable housing
- Key transport infrastructure improvements made and measures in place to encourage more people to use sustainable transport options, thereby reducing congestion and journey times, whilst helping to improve air quality

A safer and greener place

Making Chelmsford a more attractive place, promoting Chelmsford's green credentials, ensuring communities are safe and creating a distinctive sense of place

- protecting and enhancing wildlife, habitats and landscapes in and around Chelmsford and connecting people with the built and natural environment
- providing attractive, high-quality green areas and public places that are clean, safe and easily accessible for all
- managing in a sustainable way to help reduce energy consumption and waste and to help preserve natural resources



Early Morning Trifarm, by Jennifer Flint
Chelmsford City Photography Competition 2019

What we will do

- ✚ Develop a new environment plan, promoting a sustainable approach to growth, development and everyday living and a low carbon future
- ✚ Implement measures to improve the green infrastructure of Chelmsford and increase biodiversity
- ✚ Improve the environmental quality, attractiveness and recreational potential of public spaces, rivers and waterways
- ✚ Implement measures to reduce waste, lower energy consumption and improve air quality
- ✚ Ensure that residents of, visitors to and businesses operating in Chelmsford and surrounding areas feel safe and adequately protected

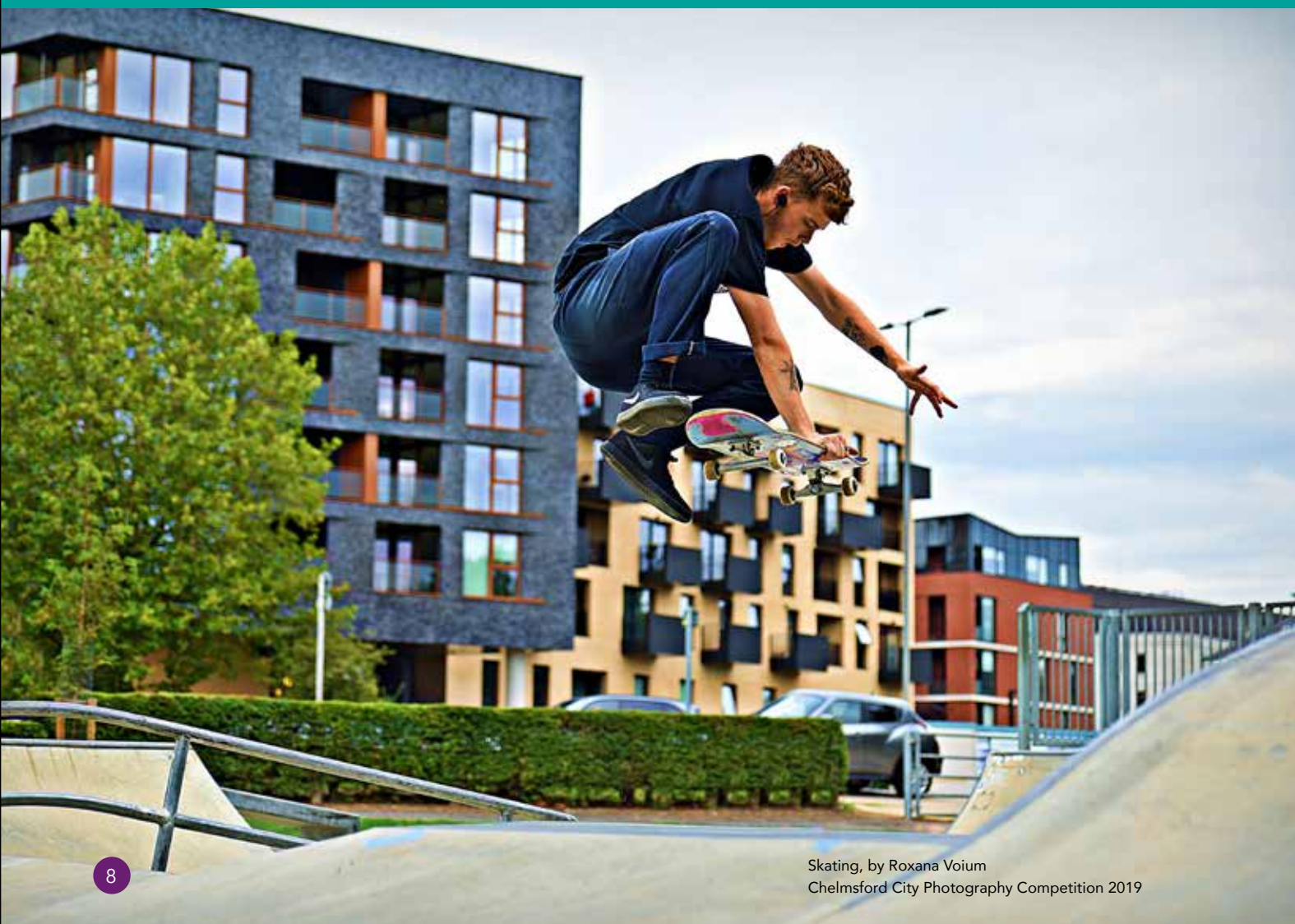
What will success look like? What are the expected outcomes?

- ↑ Measures in place to achieve the target for the Council's activities to be net-zero-carbon by 2030
- ↑ Improved 'sustainability' scores in the 'Thriving Places Index'
- ↑ Significant reduction in the amount of waste generated; reuse, recycling and composting levels exceed government targets
- ↑ Significant increase in woodland and tree cover
- ↑ Continuous green wedges and wildlife corridors connecting all parts of Chelmsford
- ↑ Habitat value of green spaces and waterways enhanced to promote greater biodiversity across the city

Healthy, active and enjoyable lives

Encouraging people to live well, promoting healthy, active lifestyles and reducing social isolation, making Chelmsford a more enjoyable place in which to live, work and play

- • • stimulating vibrant local communities by connecting people and places through shared experiences that reflect the character of the area and a sense of place
- • • promoting physical and mental wellbeing
- • • providing access to sport, leisure and recreational activities that encourage healthy, active lifestyles
- • • enlivening and enriching people's lives through creative and cultural activities and events



Skating, by Roxana Voium
Chelmsford City Photography Competition 2019

What we will do

- ⊕ Upgrade sports, culture and leisure facilities to improve access and increase opportunities for participation
- ⊕ Encourage and promote cultural and creative events and activities as a driver for social cohesion and economic growth
- ⊕ Promote activities and initiatives to improve the physical and mental wellbeing of Chelmsford residents

What will success look like? What are the expected outcomes?

- ↑ Increased number of visitors attracted to sports, culture and leisure facilities, activities and events
- ↑ Network of indoor sports and recreation spaces strategically located to meet the needs of growing communities – new sports pitches developed to meet increased demand
- ↑ Play areas and informal recreation spaces integrated into all new developments
- ↑ Comprehensive 'Livewell' programme in place to improve the health and wellbeing of Chelmsford residents
- ↑ Improved 'people and community' and 'mental and physical health' scores in the 'Thriving Places Index'

Connected Chelmsford

Bringing people together, empowering local people and working in partnership to build community capacity, stronger communities and secure investment in the city

- • • building strong relationships and engaging with local communities so that more can be achieved together
- • • working with local people and organisations, the voluntary and third sectors to build greater capacity and resilience and encourage effective stewardship by local communities
- • • being persuasive with government and the private sector to lever investment and external funding support for the city



Filming Light Trails, by James di Cicco
Chelmsford City Photography Competition 2019

What we will do

- ✚ Position and promote Chelmsford and surrounding areas as a place for investment, business location and the creation of new jobs
- ✚ Work with businesses and education providers to identify skills gaps and develop initiatives to improve educational and vocational attainment
- ✚ Encourage participation in local democracy, increase representation of community interests and expand volunteering programmes

What will success look like? What are the expected outcomes?

- ↑ Chelmsford is attractive to new businesses and is recognised as a place where businesses, enterprises and community organisations are encouraged to grow and develop
- ↑ Chelmsford operates as a technology hub where innovation and new and emerging technologies thrive
- ↑ An increase in higher-value jobs based in Chelmsford; more skilled and talented individuals are attracted into the local workforce
- ↑ People feel better represented at a local level and more involved in deciding how best the interests of their community can be met
- ↑ Increased level of volunteering; people feel better connected to their built and natural surroundings and show greater care and respect for their local environment