



COLCHESTER: A PLACE WITH AMBITIOUS GROWTH PLANS

- ▶ EXTENDING ULTRAFast BROADBAND
- ▶ LOCATIONS FOR GROWTH
- ▶ INCREASING BUSINESS SUPPORT: NEW 'GROW ON' SPACE
- ▶ CREATING A NEW REGIONAL LEISURE/SPORT & BUSINESS DESTINATION
- ▶ IMPROVING TRANSPORTATION LINKS



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“It’s All About Our Customers”

Phelan Construction are proud to partner with Colchester Borough Council and are delighted to be delivering the new Creative and Digital Business Centre at 37 Queen Street, Colchester.

This exciting new development is the first step in realising the St Botolph’s Quarter Master Plan, which will provide much needed regeneration in this part of the town centre.

Working closely with Colchester Council we hope to play a major part in this and other development schemes for the area.

Since 1987 Phelan Construction has been providing construction, refurbishment and fit-out expertise across the hospitality, leisure, education and healthcare sectors with the focus remaining on providing the highest quality service and delivery.

Utilising our extensive resources, including strategic partnerships with the local supply chain, Phelan Construction works collaboratively with its customers in order to exceed their expectations. After all, at Phelan “It’s all about our customers”.

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University of Essex Knowledge Gateway

Plans were approved in December 2015 for our major new £10 million Innovation Centre, with work potentially starting in late 2016. Our plan is that it will become the Knowledge Gateway's focal point, acting as a dynamo for growth by offering the space, resources and expertise to attract more than 50 small businesses wishing to innovate and scale-up.

We're committed to driving productivity and growth by offering excellent support to business. Our aim is that the Knowledge Gateway will be the location of choice in the eastern region for knowledge-based enterprises in science, technology and the creative sector.

A thriving SME community

Parkside Office Village, located on the Knowledge Gateway, is an SME hotspot, where businesses benefit from expertise and resources from both the University and their neighbours. From summer 2016 the second phase of vibrant, modern office units at Parkside will be available.

Get fresh perspective

Success looks different to every business. Work with us and find a fresh perspective to drive your business success and transformation. We are leading international developments in data exploration, from data science and advanced analytics to big data through our Institute for Analytics and Data Science, and four other major centres based here.

Membership benefits

When you work with us you become a member of our University. That means access to practical help, cash incentives, guidance on grants. This will create opportunities for student internships and placements. We can help you refine your competitive edge, and all this comes with first-class facilities and corporate hospitality. Talk to us, find out more.

A new centre for innovation

Plans are in place to build a major Innovation Centre at the heart of the Knowledge Gateway, creating 38,000 sq ft of flexible space that can accommodate more than 50 small businesses who wish to innovate and scale-up. The Innovation Centre will be the social centre of our vibrant business community.



Fresh thinking, to help business flourish.

Contact Jamie Burns

T 07769 282555

E jamieburns@essex.ac.uk

► www.essex.ac.uk/business

www.essex.ac.uk/business



University of Essex



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Bellway Essex has a long history in the region for delivering desirable developments on time and within budget, and in order to hit our ambitious targets we are constantly on the lookout for new development land.

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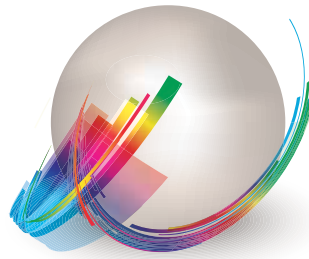
- Minimum site size - 40 units/1.5 acres - Houses and flats, low or high rise
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- Complex deals can be accommodated, including any sites with planning problems

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Bellway



Colchester

Ultra Ready for Business



**Foreword - Dr Laura Mansel-Thomas,
Partner, Ingleton Wood LLP**

Long known for being Britain's first city and oldest recorded town, Colchester today is undergoing a £3bn transformation befitting Colchester's ambitious growth plans. Five areas around the Borough are currently undergoing regeneration bringing new housing, creating new jobs, new culture and leisure experiences and new opportunities for business.

Colchester is a strategic location for business within the South East Local Enterprise Partnership (SELEP) and also benefits from being in the East of England Region, increasingly recognised by policymakers and researchers as a high growth innovation hotspot with immense growth potential.

This guide outlines the business potential and opportunity in and around Colchester - showcasing projects and employment sectors which are driving new growth and prosperity in the economy, identifying potential for further growth through inward investment and partnership opportunities. It illustrates why Colchester is a great choice as a thriving business location as well as being a vibrant and welcoming place to live and bring up families.

But don't take our word for it. Why not take a few minutes to read the testimonials from business people who are already investing here? If you want to find out more please contact: enterprise@colchester.gov.uk



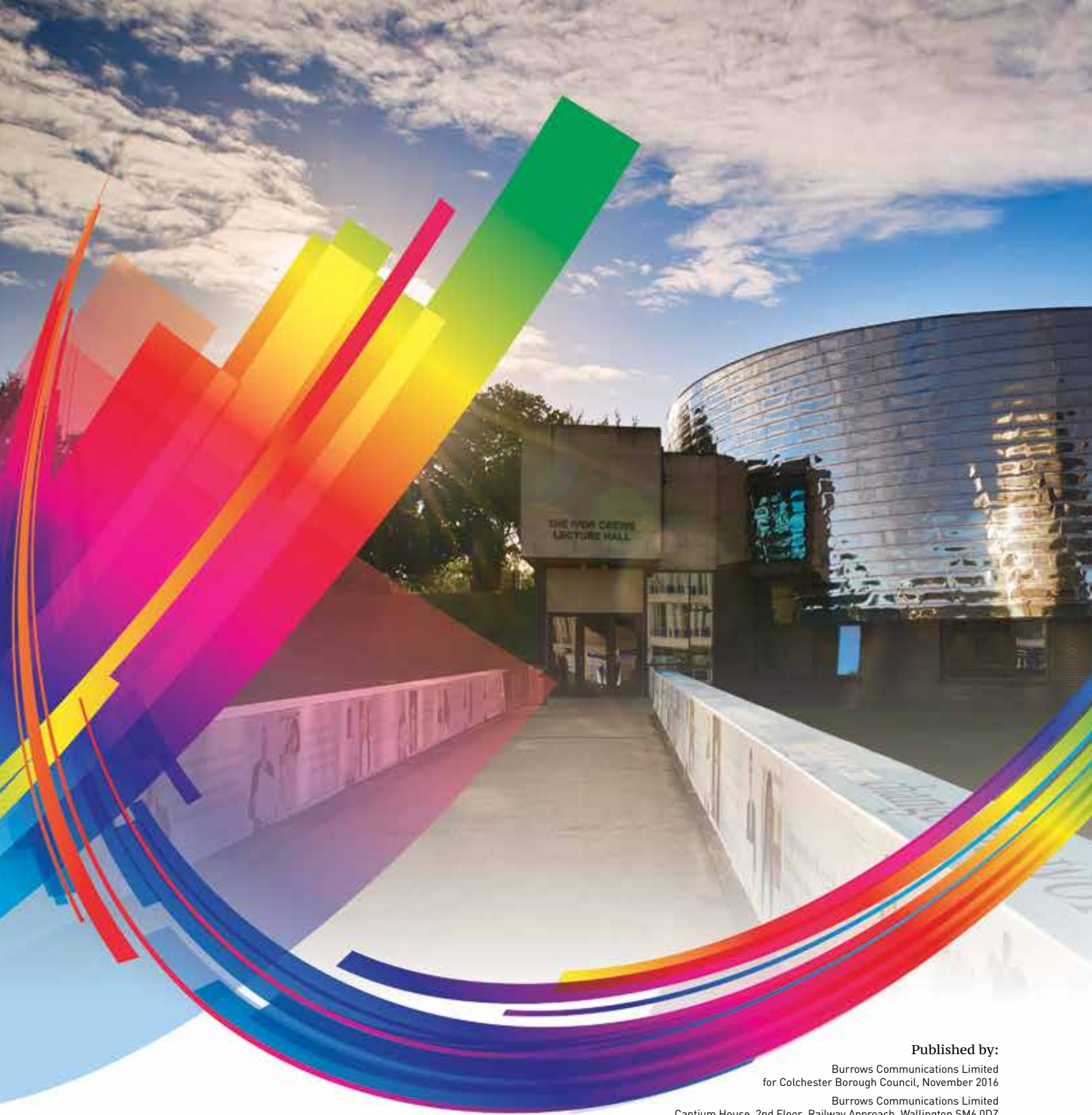
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Written by: Elaine Cavanagh, Simon Jack and Colchester Borough Council.

Front cover image shows the Silberrad Student Centre at the University of Essex.

This building, along with the new Albert Sloman Library extension, was completed in 2015 and has been named Building of the Year in the Eastern Region 2016 by the Royal Institute of British Architects (RIBA).

Please note: This publication is wholly or partially funded by the advertisers herein and the publisher. It is provided at no charge to the council.

Our Advertisers:

We gratefully acknowledge the support of all the firms whose advertisements appear in these pages. Without their help we would not be able to produce this business guide and directory. As a reciprocal gesture we have pleasure in drawing the attention of our readers to their announcements, but wish to make it clear that Colchester Borough Council can accept no responsibility for their products or services advertised.



Colchester Ultra Ready for Business

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Fenwick

COLCHESTER

Officially launched September 2016



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It is this dedication to remaining true to our roots that sets Fenwick
apart and establishes us as one of England's most cherished
department stores.

www.fenwick.co.uk/colchester

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The Colchester Dashboard

"If Colchester was included in England's list of 56 cities, it would rank as one of the most buoyant economies... alongside places like Cambridge, Reading and Bristol."

Colchester, Ipswich & the Haven Gateway sub-region: comparative analysis. Centre for Cities 2010

Colchester:

- ▶ is ranked 24th in the country for health of its local economy
- ▶ in the last decade it was the third fastest growing city by house numbers
- ▶ is an Historic Roman and medieval town and in the top 100 Best Places to Live in Britain
- ▶ Colchester is rolling out Ultrafast Broadband with faster speeds than 99% of the UK
- ▶ has been recognised as an 'engine of growth' and is officially defined as a 'city region'
- ▶ has been ranked 20th out of 47 places in the UK for concentration and growth of creative industries
- ▶ has welcomed £14m improving transport and road networks in and around town
- ▶ is an investment hotspot: £3bn being invested currently

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Ultra Ready for Business



Colchester is changing fast. Britain's first city is now one of the country's fastest growing districts and is undergoing a £3bn renaissance as activity takes off across five growth areas. You could be part of Colchester's very exciting future.

- ▶ Ultrafast Broadband (UFB) has been installed in the town centre offering faster connectivity than 99% of the UK
- ▶ Prestigious new edge of centre office space being built with UFB connectivity
- ▶ New town centre Creative Business Centre offering 40 start-up and collaborative work spaces with Ultrafast Broadband opening Autumn 2016
- ▶ A new regional sports and leisure destination planned for the north of the town just off J28 of the A12
- ▶ Ambitious expansion of the University of Essex offers business collaborations, start up opportunities and grow on space.



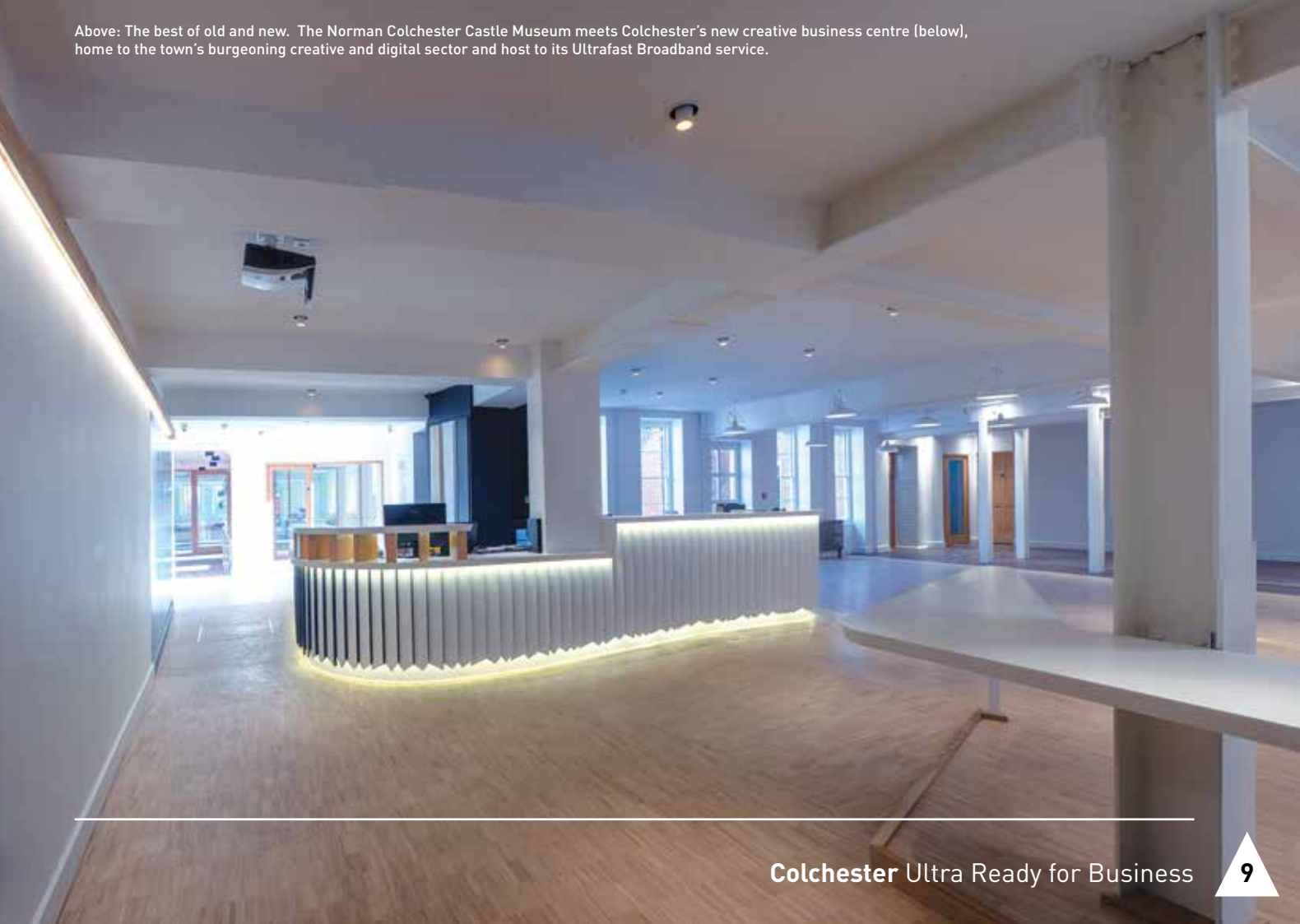
1. New Fenwick's department store on Colchester's High Street 2. New Creative Business Centre 3. High specification, edge of town office space being built 4. The new Business School at the University of Essex aiming to create ethical economies around the world.



Let's talk Find out more about how Colchester can help your organisation to meet your aspirations.
Contact Karen Turnbull, Economic Growth Development Manager.
 01206 282915 or email karen.turnbull@colchester.gov.uk



Above: The best of old and new. The Norman Colchester Castle Museum meets Colchester's new creative business centre (below), home to the town's burgeoning creative and digital sector and host to its Ultrafast Broadband service.





COLCHESTER'S LUXURY CONFERENCE AND EVENTS VENUE

Wivenhoe House hotel encapsulates everything that makes Colchester an exciting destination.

The Grade II listed building is steeped in history from its early days as a family home when it was immortalised on canvas by landscape artist John Constable. It has succeeded in adapting to the 21st century in its recent reincarnation as a contemporary four-star hotel and home of the Edge Hotel School, a unique concept in higher education, offering BA (Hons) degrees in Hotel Management.

The hotel opened its doors in late 2012 after a £10 million refurbishment that saw the main house brought back to its original splendour and the addition of a modern garden wing. The main house is home to elegant public rooms and 16 suites. Leading seamlessly from this is the garden wing offering excellent facilities for conferences and events as well as our award-winning brasserie and 24 stylish bedrooms.



Wivenhoe House has rapidly gained a reputation for high levels of service, fine food and superb accommodation. Its parkland location, on the edge of Colchester, gives guests, whether staying a few days or a few hours, a chance to recharge and reflect away from the pressures of everyday life.

Conferences at Wivenhoe House achieve positive results. The state-of-the-art facilities in the garden suite and combination of indoor and private outdoor space allow ideas to flourish. For more intimate meetings

there is the impressive boardroom in the main house or to entertain and impress clients reserve our exclusive Sommelier's Room for a gastronomic dinner.

If you choose to use Wivenhoe House for a quick coffee meeting you can be assured that every guest is made to feel special. Wivenhoe House has been impressing visitors for nearly 250 years; we aim to uphold that tradition.

Why We're Backing Colchester

We asked key business people engaged in projects in and around Colchester to share their views on why they are investing here. This is what they said:



Fenwick have invested over £30 Million in the redevelopment of the principal department store on Colchester High Street. The shopping experience will be transformed as the store will feature two full-height atria, large media screens, two restaurants, 50% more floor space and a significantly wider offer of brands across Fashion, Menswear, Accessories, Beauty and Home. This investment will further secure Colchester's position as the pre-eminent shopping destination in the region with its compelling mix of retail, leisure and culture all within this historic town centre.

Hugo Fenwick, Group Trading Director, Fenwick's.



Colchester Presents Community Interest Company is focused on the vitality and viability of Colchester with the single aim of strengthening Colchester and reinforcing its position as a primary retail, social, cultural and leisure destination in the region.

This is done through an inclusive and collaborative business model, delivering sustainable funding for continued investment in Colchester.

Carl Milton, interim Chairman of Colchester Presents CIC



Colchester is a large part of Birkett Long's history, but more importantly it's going to be a big part of our future strategy. We're excited about our move to a purpose-built office in a developing part of town, which will go a long way towards Birkett Long achieving its aim of being the leading professional services firm in Essex.

Adrian Livesley, Managing Partner, Birkett Long Solicitors & Independent Financial Advisers



When it comes to creativity, Colchester punches far above its weight. There's huge excitement around the creative industries, with civic and commercial partnerships unlocking the potential of people and companies with great ideas.

Steve Mannix, Executive Director, Mercury Theatre



We're backing Colchester by developing the Knowledge Gateway, our science and technology park that's home to a growing cluster of SMEs – and we're providing excellent support to businesses across the region.

Bryn Morris, Registrar, University of Essex



We're backing Colchester because of the town's potential for future growth, which is driving occupier demand in 2016. Retailers looking to expand in the South East benefit from Colchester's affluent catchment, its dominant location and loyal customer following.

Rupert Milne, Asset Manager, M&G Real Estate, owners of Culver Square Shopping Centre



The last few years have seen the expansion of independent specialist or 'boutique' smaller cinemas.

These offer a higher quality of experience with an enhanced provision of food and drink. As one of the market leaders in this sector, Curzon selects locations to ensure that they fit in with our brand values revolving around a quality film experience and a memorable evening out. Colchester has been identified as a big opportunity to position an upmarket, stylish cinema alongside complimentary restaurants in a vibrant and creative cultural quarter of an expanding city. This will be the first Curzon cinema in the East of England, strongly boosting Colchester's wider attractiveness as a regional centre of arts and culture.

Robert Kenny, Director of Cinema Development, Curzon Cinemas



Colchester Borough Council's vision for the Northern Gateway provides a coherent and sustainable strategy that will see the area developed in partnership with best-in-class commercial operators – a strategy that David Lloyd Leisure was confident to invest in.

Paul Guyer, Group Property Director, David Lloyd Leisure



From humble beginnings as the stable yard to a medieval coaching inn, the historic Red Lion Yard has seen many changes over the centuries. It now forms part of a popular circular shopping route

through town and is home to more than 40 of Britain's top retail brands, including Marks & Spencer, Topshop, Top Man, River Island, New Look, Boots and WH Smith.

The former owners of Lion Walk acquired Red Lion Yard in October 2013 and work on a £600,000 refurbishment commenced almost immediately. Now an attractive boutique and café quarter, the small boutiques in Red Lion Yard are home to a range of independent retailers.

Lion Walk provides us with an opportunity to secure a good quality shopping centre located in the prime pitch within Colchester. The town is forecast to see above average population growth over the next decade. The scheme is already well let however we see further potential to improve the tenant mix and increase rents following the opening of Primark next year.

Tom Gamble, Director, CBRE GI



Having analysed Colchester's demographics against the current cinema offering, we could see that Colchester's potential offered the right location for one of our regional destination multiplex cinemas. The Northern Gateway's focus on sport and leisure and location next to the A12 is a perfect fit for our new next generation cinema experience.

Kevin Frost, Property Director, Cineworld.



We have run our business, Whybrow Chartered Surveyors in Colchester for over 30 years and the town is truly a great and inspiring place to work and to grow, where its people are generous and driven and where opportunity exists to truly flourish. We would not want to have our head office anywhere else.

Ewan Dodds BSc FRICS, Chief Executive Officer, Whybrow Chartered Surveyors



Colchester is a council that has consistently delivered in housing. We were impressed with the ambition of the team who showed they have the confidence and capability to do business and get more homes on the ground. We were delighted to award them a well-deserved Housing Business Ready status.

Natalie Elphicke OBE, Chief Executive, The Housing & Finance Institute

► Colchester: £3bn investment in regeneration:

£250m
at the
University
of Essex

£137m
NEW sport,
leisure and business
destination

£35m
NEW
Fenwick's
store

£4.2m
NEW Creative
Business
Centre

Connected
Ultrafast 1Gb
broadband for
Business delivering
world class
connectivity in
the town centre

Accessible
60 minutes takes you to
London via the A12/M25
and rail, Harwich
International Port, London
Stansted Airport, London
City Airport, London
Southend Airport.

Excellent
University of Essex is in
the top 2% of universities
in the world and in
top 20 in the UK for
research excellence. High
performing state and
independent schools.

Creative
town is ranked 8th
nationally for its
creativity and is one
of 7 Cultural and
creative hubs in
the SELEP area

Competitive
Cost of living
in London is:
£4,500pa, the
equivalent in
Colchester
is £2,806

Resilient
Key sectors for growth
identified: creative &
digital, finance & business
support services, advanced
manufacturing, tourism,
retail, construction, health
& care, alternative energy
and logistics

Cool
culture, heritage,
shops, restaurants,
cafes, bars, sport, leisure,
countryside, coast –
In the Top 100 Best
Places to Live in Britain.

► Colchester is going places.

The Economic Growth team can help with plans for growth, relocation and skills. We work in partnership with you to help you with your business decisions through our network of connections. It's an exciting time in Colchester, join us on the journey. Find out more www.colchesterultraready.com

Making All the Right Connections

World-class connectivity is essential if Colchester is to realise its ambition of providing high-quality jobs for its growing population and will act as a vital building block for future investment and regeneration.

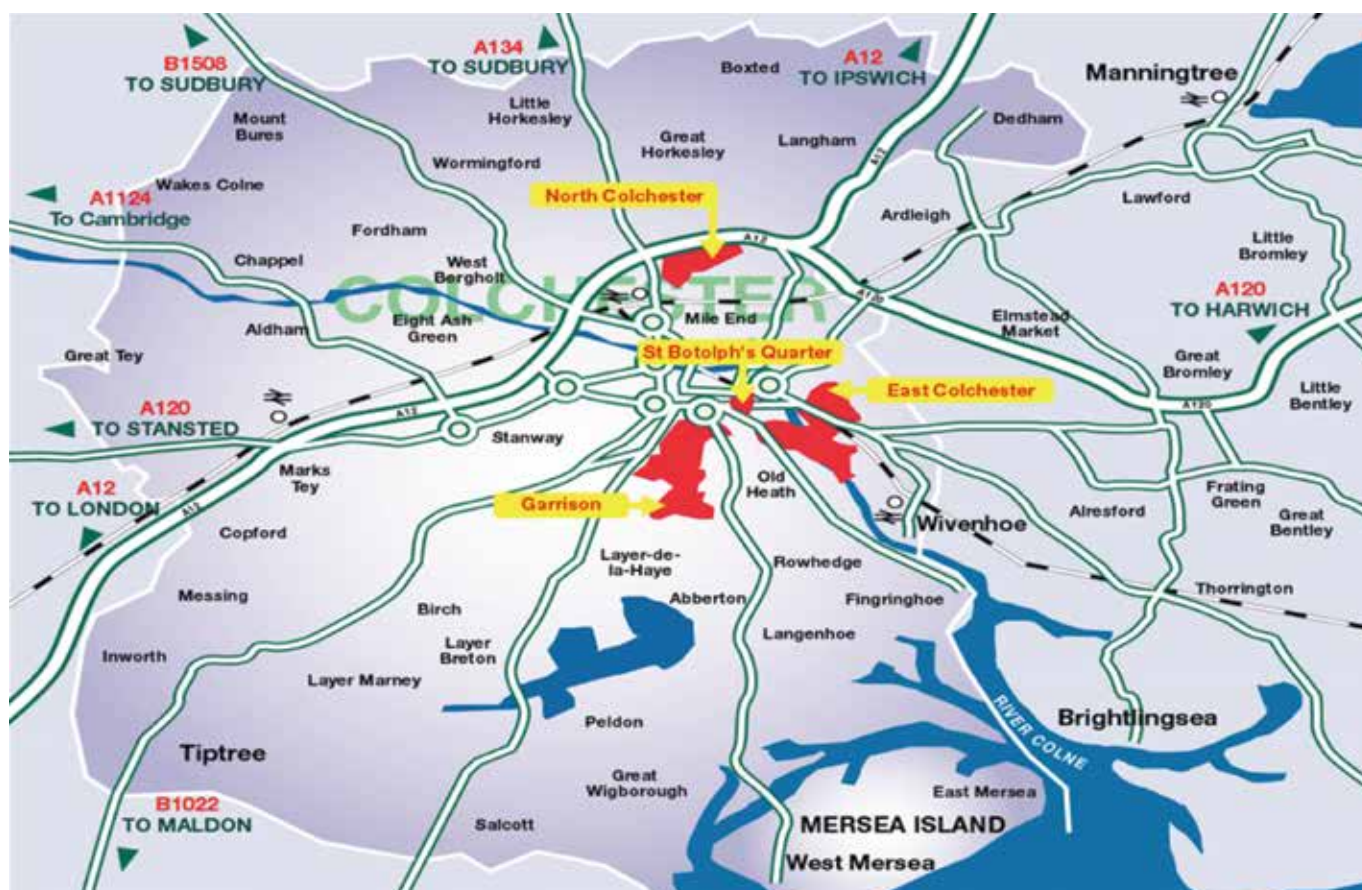
Colchester Borough Council has installed an Ultrafast Broadband (UFBB) network that is transforming connectivity for business in the town centre. Ultrafast Broadband offers subscribers some of the fastest upload and download speeds in the UK – more than 10 times faster than Superfast Broadband, putting Colchester town centre among the best-connected places in the country.

Commenting on the project, Mike Kiely, Broadband expert and Founder of The Bit Commons, said: “The target set was to create conditions where Colchester Businesses have unrestricted access to the full potential of connectivity enabled by optical

fibre, matching the services, choice and prices offered in places like Hong Kong and South Korea. The approach adopted by Colchester Borough Council to invest in passive infrastructure will typically allow customers to buy 100Mbps symmetrical service for less than £100 a month from a choice of providers, with the ability to purchase dark fibre or 1Gbps services should that be needed.”

The Council’s ambition is to expand the Ultrafast network to other key regeneration areas and economic growth zones during 2016/17, particularly the Northern Gateway regeneration area adjacent to the A12.

The connectivity the network provides will be available to all service providers on an open-access, non-exclusive basis. The pure-fibre network is future-proofed, and will be able to meet the demanding requirements of forthcoming technology, including 5G mobile telephony.



Colchester's regeneration areas providing the focus of some £3bn investment.

Key facts about Ultrafast Broadband in Colchester Town Centre:

- ▶ Colchester town centre businesses will have access to Broadband faster than 99% of the UK and 89% of the EU
- ▶ Colchester town centre will be one of the best-connected business and investment destinations in the East of England providing excellent, future-proof connectivity, ideal for creative and digital businesses
- ▶ It will put Colchester town centre in the top five places in the UK for Ultrafast Broadband





Creating a Creative & Digital Hotspot: Key to Placemaking in Colchester

Regeneration of the historic St Botolph's quarter in Colchester town centre is helping the area to become a major creative and digital hub. But the development activity also recognises the location's rich heritage which contributes to Colchester's attractiveness as a place to live and work.

One of the key regeneration projects is the new Creative Business Centre on the site of the old Police Station in Queen Street.

The building has recently undergone a £2.6m refurbishment to provide flexible working space for 250 people, in around 40 units totalling 20,000 sq ft. It is providing work, meeting and networking space for the Creative Industries – one of the largest employment sectors in the town – in a variety of unique spaces including the former cell block which retains its original tiling. The Centre offers workspace to attract a wide-range of creative and digital businesses as well as hot-desking and incubation space for freelancers and homeworkers, helping to foster collaboration and networking opportunities.

The Centre contains a large courtyard and a restaurant and café on the ground floor and benefits from being the first business to be connected to the Ultrafast Broadband network. Tenants can access unparalleled speeds from the start.

Leading visual arts organisation SPACE Studios has been appointed as operators of the Centre. Based in East London from where it runs 18 artists studio buildings across London, the Centre is SPACE's first expansion outside the capital.

It is also a key part of its long term plan to develop a creative industries production corridor linking East London with Essex.

This project joins the nearby Firstsite contemporary art gallery, designed by New York based architect, Rafael Viñoly. Built for £28m in 2011, a growing reputation in the contemporary art world hosting works by Andy Warhol, Ai Wei Wei and Grayson Perry. In addition, there are also plans for a three-screen cinema expected to open in 2017 run by the independent Curzon cinema group. Immediately adjacent to this, Building Partnerships has plans for a mixed-use development expected to open late 2018/early 2019 comprising a budget hotel, restaurants and student accommodation.

The area is also home to the Minorities Art Gallery, a contemporary gallery of works by the Colchester Institute School of Art, and The Waiting Room, which provides 'meanwhile café space' for local artists and musicians.

Ambition is a key word in Colchester. The Mercury Theatre, already a vibrant local venue with its own touring company, has far-reaching plans for further improvement. With Arts Council support The Mercury is planning an £8.8m redevelopment of its buildings and surrounding site which will extend audience capacity and production facilities.

The Mercury Theatre's executive director Steve Mannix estimates that the theatre supports 100 jobs locally and its activities contribute £3.6m to the local economy. "This is a moment of possibility which, if seized, can unlock major creative benefits for Colchester, Essex and East Anglia," he comments.



Creative & Digital Sector Profile

- ▶ A recent NESTA / Creative England report puts Colchester on the national map for its creative cluster, ranking the town 20th out of 47 places in the UK, beating Brighton and Newcastle for concentration and growth of creative industries
- ▶ Around 6,587 people are employed within Colchester's creative industries representing 5.7% of all employment
- ▶ More than 865 business units create the largest creative economy in Essex and the wider Haven Gateway
- ▶ The GVA of the creative and digital industries in Colchester was £332.5m in 2016, 7.5% of the total GVA.

Main: Rafael Viñoly's £28m Firstsite contemporary art gallery provides the anchor for the regeneration of St Botolph's in the town centre. The red brick building in the background will transform into a Curzon Cinema in 2017.

Inset: Plans showing the Mercury Theatre's £8.8m redevelopment which will extend audience capacity and production facilities.



The £2.6m Creative Business Centre providing Ultrafast Broadband and work, meeting and networking space for creative and digital businesses.





Retail Combined with Leisure: the Future of the Town Centre

Colchester town centre's blend of history and 21st century retailing combine to make it a popular draw for a catchment that offers a large and high spending population. The figures speak for themselves. By 2019 the spend level on comparison goods in the town will be topping £950m and, reflecting that, retail employment will increase by a staggering 2,500 jobs up until 2020.

So, much to celebrate. However, like all town centres, Colchester faces intense competition from omni-present online activity which is driving new consumer behaviour. The town knows it must stay one step ahead by refreshing its retail offer and capitalising on its mix of retail and leisure attractions.

Colchester Borough Council is working with partners to create a prosperous town centre and wider borough and to elevate the town into CACI's top 50 retail destinations.

The first major improvement project has been Fenwick's £38m refurbishment of the town's former Williams & Griffin department store in High Street. Opened in 2016, the transformed store is greatly increased in size from 63,000 sq ft to 87,000 sq ft. New decor has created a bright and airy environment built around a large central atrium with escalators to every floor, new lighting and seating. The store has introduced new features such as its Handbag Courtyard and Carluccio's restaurant. It has also attracted a host of new fashion brands to Colchester – 70 in number, including Jo Malone, Bobbi Brown, Tom Ford, Ted Baker, Warehouse, Tiger of Sweden, LK Bennett and Hobbs.

The store bears a new 'Fenwick' branding, Carl Milton, Managing Director of Fenwick Colchester stresses how important it has been to replicate and retain some of its historic features and reflect local characteristics – Essex's Crittall windows, the pastel shades of the town's Dutch Quarter and fitting rooms that reflect the area's nautical connections.

"We have seen this as a coming together of three aspects," Carl Milton explains. "There's the bricks & mortar of today, the heritage of the area and the town and the heritage of the store. From our perspective, buying the store here and planning the modernisation was all about what we could offer the town, which was progressive fashion. We feel we are also investing in the future of the town."

Fenwick's investment is seen by many as a catalyst for further improvements to the town centre and it's not the only retailer to make such a statement of faith in its future. In 2015 Colchester's retail market received a huge fillip with an announcement by leading fashion brand Primark that it was coming to town and is planning a 2017 opening which will be a major driver of footfall in the eastern end of the town providing a catalyst for other new retailers to come to Colchester.

Other retail improvements have taken place in the two major shopping centres. Lion Walk Shopping Centre saw re-development in 2008 and further investment in 2013 when former owners, Sovereign Land, bought the faded Red Lion Yard and invested £600,000 to create a light boutique retail and café quarter. Meanwhile, at the fashion-led Culver Square, M&G Real Estate has been steadfastly attracting first time retailers to Colchester – the likes of H&M and Superdry.

In future, the town has an ambition to create its own Bright-on-style 'Lanes' shopping area. 'The Shops on the Walls' project aims to support the town's smaller specialist shops and businesses and help them rise to the challenge of online competition.

In addition to its retail offer, there has also been significant investment in town centre leisure attractions. Following an extensive £4.2m redevelopment, visitors can now enjoy the much improved Colchester Castle Museum; the Victorian Castle Park, the striking £28m Firstsite contemporary art gallery, Colchester Arts Centre and the Mercury Theatre, where an £8.8m investment in audience, production and educational facilities is due to complete in 2020.

Town Centre Performance Dashboard

- ▶ Colchester is in the top 2% of towns nationally for shopping
- ▶ It's also in the top 30 for choices of places to eat and drink
- ▶ £15m+ is being invested in new/refurbished hotels
- ▶ More than £44m is being spent on improving shopping choice
- ▶ £32.6m has been spent on improving places to visit
- ▶ 11 new cafés, bars and restaurants have opened in the last two years
- ▶ 41% of town centre retail is provided by independent traders



Lion Yard leading to the Lion Walk shopping centre which will welcome Primark in 2017.





Colchester Ups its Tourism Game to Go for the Short Breaks Market

Few destinations, especially in the East of England, have seen such a meteoric growth in their tourism industry as that of Colchester in recent years. Colchester has a great tourism offer: a Norman Castle built on the remains of the Roman Temple of Claudius, the Dedham Vale Area of Outstanding Natural Beauty also known as 'Constable Country', Mersea Island (home of the Colchester Native oyster), the multi-award winning Colchester Zoo, Chappel Viaduct (with its 27 brick arches spanning the Colne Valley) and a vibrant town centre offering museums, galleries, the award-winning Castle Park and extensive shopping choice.

As the oldest recorded town in Britain, its rich history makes it a natural tourist destination, attracting several million visitor trips every year. To improve the whole visitor experience investors have been financing new hotel development in Colchester, from budget to high end offerings, its eateries and other leisure attractions to make it a short break hotspot.

Much has already been achieved. Over the last five years new hotels – identified as a priority growth area by the council – have added more than 180 rooms to the town's hotel base and has improved the offer for business tourism.

In 2015, OMC Investments unveiled its £10m refurbishment of Greyfriars at the eastern end of Colchester's High Street where it is centrally located in the town's cultural quarter.

A planning and development programme that took approaching five years has transformed this former 18th century private home into a 26 room luxury hotel and restaurant. The sensitive fit out process revealed many original Georgian features while modern fixtures and finishes were commissioned on a bespoke basis. There were also collaborations with Colchester Institute to create design features that reflect the heritage of the building.

The rationale for such an investment was Colchester's history, architecture and cultural landmarks, combined with its business community and proximity to London, the East Anglian countryside and its coast, that clearly indicated to OMC the potential for a luxury hotel and restaurant destination in the town.

OMC is now undertaking a separate restoration of nearby East Hill House, likely to serve as 'event' space.

Colchester has seen the arrival of several other hotels. 2015 also saw the opening of Blue Ivy Boutique Hotel on North Hill, offering 12 bedrooms and a restaurant. At the budget end, Star Anglia Hotel in North Station Road, has been joined by a new 85-bed Premier Inn in St Peter's Street. In a more rural setting, the University of Essex re-opened the 40-bed Wivenhoe House Hotel a few years ago, following a £10m refurbishment and extension.

In the short to medium term the town can expect to see further hotel investment when Surya Hotels embarks on a makeover of Colchester's oldest hotel The George, located just a stone's throw away from Colchester Castle. Another hotel is planned in St Botolph's in the town centre and also at the Colchester Northern Gateway.

Once in the town there's more and more for visitors to see and do following the £4.2m upgrade of Colchester Castle Museum, where a new feature is the hoard of Roman jewellery, unearthed from beneath the town's Williams & Griffin store during refurbishment. Now called the 'Fenwick Treasure', the collection of gold and silver jewellery was put on show in the Castle Museum in 2016.

Meanwhile, Colchester Presents, the town centre partnership, has been formed to encourage collaborative working amongst stakeholders in the town. An interim board, comprising business and council representatives, with Fenwick's MD Carl Milton at the helm as Chairman, is seeking funding from local businesses to cover 'year one' objectives – primarily the appointment of a Town Centre Manager, whose job it would be to communicate news about town centre investment taking place and the improvements that are being delivered as a result.

Another heritage area within the town is the Priory Street car park, earmarked for a re-design in 2016. The intention is to showcase the town's historic wall, with plans that include the installation of lighting to highlight the bastions along the wall.

Tourism Sector Profile

- ▶ Tourism was worth £335.1m to the Borough in 2015, a 4% rise on 2014
- ▶ More than 6.2m trips were taken in the Borough in 2015, a 2.9% rise on 2014
- ▶ More than 6,221 people work in tourism, a 4.2% increase on 2014
- ▶ £15m+ is being invested in new/refurbished hotels
- ▶ More than 180 rooms (65,700 room nights a year) have been added to Colchester's hotel base over the past 5 years
- ▶ £32.6m has been spent on new/ improving visitor attractions

The Wivenhoe House Hotel, once a building painted by John Constable but more recently redesigned to accommodate The Edge Hotel School





Driving Growth through the Knowledge Economy

The University of Essex has become an incubator for innovation and skills and is increasingly acting as a magnet for businesses of all sizes. Mid-way through a 10-year £250m expansion programme, the University's plans include a 50% increase in students, investment in accommodation and the creation of a 17.4ha (43 acre) science and business park called the Knowledge Gateway. These are contributing to a growing reputation among students, employers and knowledge-based enterprises alike.

Particular strengths of the University are science and technology, data analytics, financial services and the creative sector. This is attracting interest from around the world and a third of students are from overseas, from 130 countries.

Work on the Knowledge Gateway – which could eventually accommodate 400,000 sq ft of office and research space employing 2,000 people – started in 2010 with landscaping, access roads, utilities, cycle routes and footpaths, along with the creation of a dedicated entrance from the A133 dual carriageway.

The first phase of an office park at the site, the Parkside Office Village, has provided 14,000 sq ft of space for 15 SMEs and a second phase of 4,600 sq ft opened in 2016. Development of a further 16,000 sq ft in eight units is planned in the future.

A new £21m building for Essex Business School, previously located elsewhere on the campus, opened in 2015. The innovative timber structure is carbon neutral and has

its own micro-climate created through the use of Eden Project-style window insulation. It includes several lecture theatres, study pods for individuals and innovation booths for group working. Students can practice their analytical skills on a specially-created trading floor which uses real data provided by financial information and media firm Bloomberg.

The next stage of the Knowledge Gateway will be a £10m Innovation Centre due to open in 2017. This will provide 38,000 sq ft of start-up space for more than 50 companies which, it is hoped, may then expand into Parkside Office Village.

In a ground-breaking venture the University is also working with Blue Abyss to build the world's deepest and largest research and training pool, 50m long and 50m deep. It will simulate deep-sea and outer space environments for use by marine and space organisations and inform the study of human physiology.

Bryn Morris, the University of Essex's registrar, believes that the University and businesses located on the campus can provide each other with reciprocal skills and opportunities. Companies can gain access to full-time staff, interns, placements and benefit from the research and consultancy capabilities of students and lecturers.

The University is already involved in a number of formal Knowledge Transfer Partnerships (KTPs), where teams with suitable skills are set up to address a company's specific problems and identify opportunities.

"There are wide-ranging benefits from co-locating with the University. We believe that in due course we will see the creation of national and international research facilities here," Bryn Morris says.

The Knowledge Gateway has established a particularly strong reputation in the creative industries sector complementing the Creative Business Centre in the town. The Games Hub, set up by the University in partnership with development studio Shark Infested Custard, offers a 10-month free programme that encourages teams to develop a game, create a business plan and pitch it to investors and publishers.

Development of the Knowledge Gateway comes at a time of major investment in the overall facilities at the University. Student accommodation has been increased with the opening of University Quays which offers 760 study bedrooms, while the RIBA award-winning £26m Silberrad Student Centre opened in 2015 to provide student services and study areas.

This is in addition to extensive existing facilities such as the Lakeside Theatre, Art Exchange Gallery and the four-star Wivenhoe House Hotel and Brasserie which has 46 rooms and conference facilities. There is also access to the 200 acres (81ha) of Wivenhoe Park, an historic parkland once painted by John Constable.

Bryn Morris comments: "There is a mutuality of benefit between the University and the town. It is absolutely in our interests to see Colchester develop as an attractive place with a vibrant cultural life where students will want to study."

Profile of the University of Essex

- ▶ Is investing £250m between 2010-2020 in improving the student experience and capitalising on business opportunities from the university
- ▶ Contributes £404m to the East of England economy
- ▶ Is in the top 2% of the world's universities
- ▶ Supplies 4,000 work ready graduates each year
- ▶ Is 2nd in the UK for student satisfaction
- ▶ Has an ambition to grow student numbers by 50% from 10,000 students to 15,000 by 2019
- ▶ It provides 1,870 direct jobs and a further 2,693 indirectly.
- ▶ Is one of the most international universities in the country; 130 countries represented providing a real meshing of expertise



Interior of the University of Essex's £21m Business School showcasing the ambition to create ethical economies around the world.
© University of Essex



New Sport & Leisure Gateway to Colchester

Colchester has ambitious plans to create a lively and attractive sports and leisure destination which will act as a Northern Gateway into the town. Building on a number of successful existing projects, this will involve the development of new facilities which will serve a rapidly-growing local population within Colchester itself and attract visitors from a much wider area across the region.

The aim of the project is to stand out from other locations, as North Colchester Programme Manager, Patrick O'Sullivan, explains, "We want to include a significant design element in the development. We don't want someone to visit and think it looks just like somewhere else".

Other ambitions include supporting the efforts being made to improve the town centre, by offering a different array of activities and by making it easy for visitors to travel there from Northern Gateway. There is also a strong focus on sustainability. The project aims to create around 3,500 jobs on around 101ha (250 acres).

Some of the existing attractions in Northern Gateway are well-established, including the Weston Homes Community Stadium, completed in 2008. As well as being home to Colchester United Football Club this is an important venue for conferences, exhibitions and gigs by big names such as Elton John and Lionel Richie.

The turnover from non-football activities at the stadium is now approaching £2m a year and the system of Community Yield units – where all activities are assessed as to their benefit to the community – rose 11% during last year.

The sport and leisure element of Northern Gateway has been boosted by the completion of a new David Lloyd Leisure club, which opened in 2016. Nearby there are plans for a

new sports centre including a 'Cyclogym', badminton courts and a high quality café. Outdoors there will be rugby, archery, dog training, two new 3G artificial pitches, a cycling race track and a BMX course. In addition, there will be informal walking, cycling and horse-riding routes in landscaped parkland.

Access to the area has already been improved with the building of Junction 28 onto the A12 in 2010. Roads into the town centre have also been created and upgraded as part of the Park and Ride facility that opened in 2015 just north of the new junction.

Colchester Borough Council will be heavily involved with a series of development partners to realise the potential of the area, which is on Council-owned land. For example, the Council has chosen Turnstone Estates as its development partner for a multi-million pound leisure complex on an 18-acre (7.3ha) site close to the Weston Homes Community Stadium.

This will include a 12-screen regional destination multiplex cinema to be operated by Cineworld, 13 restaurant units, an 80-bed hotel, indoor active leisure units, car parking for 750 vehicles and a high-quality landscaped piazza. The development is expected to open in 2018.

There is also employment space in Northern Gateway at the 250,000 sq ft Colchester Business Park, which is home to a number of office occupiers. Further office development is also possible for major occupiers, something that will be helped by Colchester's Ultrafast Broadband (UFBB) project, which is giving Colchester some of the fastest upload and download Broadband speeds in the country and the Council is intending to roll this out to Northern Gateway in future.

In addition, there will be a residential element including 1,500 homes on the site of the former Severalls Hospital and, across the north of the town as a whole, 6,200 homes could be built.

The Council as Developer

Colchester Borough Council is acting as a development partner in Northern Gateway, by retaining ownership of the land and letting it out on long leases. This provides a revenue stream that can help fund Council services. It also keeps the land in public hands for future generations who will benefit further when leases come up for renewal. Involvement in development activity is also being seen further into the town centre at the former Sheepen Road Car Park which became surplus to requirements when the new Park and Ride scheme opened. A purpose-built 19,700 sq ft office for local solicitors Birkett



Long, which will rent the building from the council on a long lease, is being developed – in this case the Council is developing the scheme itself without a partner. The council also has a second, adjacent site, which could accommodate a building of 13,000 sq ft.



The David Lloyd Leisure centre will provide unrivalled racquet sports facilities at Colchester's new leisure destination.



CGI of the new Cineworld development at Colchester Northern Gateway, one of only 12 regional destination multiplex cinemas in the UK.



Home to Colchester United FC and host of gigs by global artists such as Sir Elton John and Lionel Richie, the Weston Homes Community Stadium is central to the sport and leisure destination ambitions in Colchester's Northern Gateway.

Northern Gateway Profile

- It is hoped that Ultrafast Broadband will come to the Northern Gateway in 2016/17 - faster than 99% of the UK and 89% of the EU
- Fully installed Low Carbon Heat Network in place which means businesses can be heated more efficiently and save costs with lower energy bills



New Homes for a Growing Population

Colchester's ambition continues around housing. The Borough has had more new housing completions over the past five years than any other of the 13 local authorities in Essex. Colchester's build rate reflects the Council's willingness to work with developers to bring schemes forward, including a flexible approach to scheme cost appraisals. This growth is expected to continue with a projected further 9,454 net additional dwellings projected between 2015/6 to 2028/29.

Completion figures were particularly impressive coming out of the recession due to Colchester's comparatively good prices for people moving out of the capital and also the availability of sites for developers in the Borough.

This ability to deliver has generated a solid momentum among house builders here. But it's not all about the numbers. There is a concern also to ensure quality of place so that communities can emerge and develop solid foundations too.

Affordable Housing is key to a growing population and is an important part of the housing strategy for Colchester, including an active role for the Local Authority in developing new options where opportunities arise. 259 affordable housing units were delivered in 2014/15 which represented 26.2% of all new homes delivered. This is a significant improvement on the previous year's 103 units which represented 14.2% of all new homes delivered.

New build is just part of the story. There is a buoyant local housing market with turnover of properties higher than neighbouring authorities, at 4% in 2015/2016. For those households that want more flexibility, there is a strong private rented sector which has more than doubled in the last 10 years.

The market has responded well to supporting households into owner-occupation. From 2013 to 2015 Help to Buy equity loans enabled 614 households to buy (22nd highest in country) of which 511 were first time buyers of new homes (21st highest in country).

Colchester benefits from having an Adopted Local Plan which ensures that growth is taking place in a programmed way. This approach is also important in the Borough's visionary role in pursuing the consideration of new Garden Communities as a way of addressing future long term growth across North Essex. This approach would allow for the provision of high quality communities together with transformational new infrastructure, comprehensive networks of green space and considerable local economic growth opportunities.



Colchester's Garrison has relocated to land south of the town providing an opportunity for a new urban village to be created within walking distance of the town centre.



New homes line a new road route into the town centre from Colchester's Northern Gateway.



A growing population requires growth in services across the piece including this new school at Colchester's Northern Gateway.



Focus on Skills: Growing Our Own

Colchester has a working age population of 91,800 people of whom 81% are employees and 19% are self-employed. As a sub-regional centre the Borough also draws its workforce from neighbouring authorities in North Essex and South Suffolk. However, Colchester's proximity to London also means that there is significant out commuting, an issue which the Council is keen to address through inward investment activity.

Colchester is well positioned to retain more talent locally and 'grow its own' with a range of high quality education options which generate an abundance of talent to help their businesses grow and prosper. The Borough has 63 primary schools, 10 secondary schools, the Colchester Institute as the Further Education College, the Colchester 6th Form College and the University of Essex. Two of Colchester's secondary schools, The Colchester County High School for Girls and the Colchester Royal Grammar School, are both in the top 10 nationally for GCSE results.

Stand Out Skills Development

Beyond the formal education route Colchester continues its skills development on a range of fronts. The Edge Hotel School at the Wivenhoe House Hotel is the country's only hotel school set in a 4* operational hotel. The school offers a fast-track Hotel Management Degree designed to provide the best possible preparation for the realities of a job - and ultimately a successful career - in the hospitality industry.

The Eastern Enterprise Hub is the leading provider of entrepreneurial support in the East of England. Supportive of would-be entrepreneurs across the piece, the EEH also runs the Games Hub in association with Shark Infested Custard and the University of Essex. On completion of the Games Hub training programme, which is fully funded and therefore free

to applicants, the development teams are able to show their game to invited media, investors and publishers with the aim of getting investment to take their game to market. The programme has strong support from the gaming industry including Microsoft, Dala Studios, Square Enix and Tower Studios.

STEM Strength Coming Through

A new £10m teaching centre for science, technology, engineering and mathematics (STEM) students is to be built at the University of Essex creating a 'science square' at the Colchester Campus.

The new teaching centre will enhance provision of high quality laboratory and IT learning spaces, and will also support developments in interdisciplinary teaching, for example the University's new degree programme in Data Science and Analytics. This Degree is based on Essex's internationally recognised research expertise in this area and engagement with employers and industry. The new centre will open in 2017.

Responsive

Relationships are the key word in Colchester. There are strong links between Further Education, secondary schools, the University and industry.

Currently The Mercury Theatre is working with the Colchester Institute to offer a Degree in Technical Theatre, including lighting, sound, stage management and scenic construction to address a skills gap caused by the increasing popularity of Festivals. In addition, a playwriting competition and festival is being developed jointly with the University of Essex. A funding bid has been submitted to test the feasibility of completing on-the-job NVQs.

The University of Essex's Knowledge Transfer Partnerships (KTPs) support businesses to improve their competitiveness, productivity, performance and profitability by accessing knowledge and expertise available on campus. KTPs provide solutions to a specific strategic issue such as product R&D or developing new management processes.



The Games Hub run by the Eastern Enterprise Hub benefits from strong support from the international gaming industry.



The Mercury Theatre is working with the Colchester Institute to offer a Degree in Technical Theatre to address a national skills gap.

Join us on the Colchester Journey



Colchester has been on a 2,000 year journey. This guide highlights Colchester's important past, its vibrant present and very exciting future. Join us and be part of the continuation of Colchester's journey and realise our collective true potential. Find out more: www.colchesterultraready.com and watch *Colchester: The Journey* video. Like to visit or discuss potential projects further? Tel. 01206 282915 or email: enterprise@colchester.gov.uk

**Councillor Paul Smith,
Leader, Colchester Borough Council.**



Building brand new homes and communities across Essex and East London

Part of leading UK housebuilder Taylor Wimpey plc, Taylor Wimpey East London currently offers a wide selection of brand new homes at developments across Essex and Greater London.

Delivering high-quality houses and apartments, and superb value for money for purchasers in a range of circumstances, Taylor Wimpey is providing a variety of helpful homebuyer incentives to make moving even easier and more affordable.

As a considerate, responsible housebuilder, Taylor Wimpey East London is committed to maintaining the highest standards of health and safety, promoting environmental sustainability and energy efficiency, encouraging innovative design and providing exceptional customer care.

With several Taylor Wimpey developments across Colchester, the company aims to ensure that a high proportion of its workforces on site come from the local area and offers opportunities to apprentices wherever possible to support the future of the home-building industry.

Taylor Wimpey East London has a great track record of supporting the local community in Colchester, as well as helping to reflect the town's unique Roman heritage - home to the country's only known Roman Circus - and proud military history as a garrison town dating back to the Napoleonic Wars.

From the old weavers' cottages in the Dutch Quarter, and the historic Castle Museum and its surrounding Castle Park, to art galleries and exhibitions, and an eclectic selection of shops, bars and restaurants, Colchester is a truly fascinating place to explore.

Within easy reach of the rural Essex landscape, which inspired old masters from Constable to Gainsborough, the town is also close to the great British seaside, with West Mersea just 10 miles away.*

There are good rail and road links to Chelmsford, Brentwood and London, as well as to Ipswich, Bury St Edmunds, Cambridge and the Midlands, while the M11 and Stansted Airport are also easily accessible via the A120.





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In just under 70 years, Bellway has grown from a small, family-owned firm to one of the most successful house builders in the UK. Today we directly employ 2,000 people and have earned an enviable reputation, built on the pillars of quality, service and trust.

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Bellway buys land with and without the benefit of detailed planning permission. Where sites are progressed through the planning process, we work closely with both local councils and the local residents to arrive at a scheme that is beneficial to the community, whilst at the same time enhances the local environment. We do this by combining the talents of the in-house teams with expert external consultancy.

Contact details:

www.bellway.co.uk

01245 259989

Land Director Designate:

richard.gardner@bellway.co.uk

See also page 2



Bloor Homes

The Bloor Group began building houses over 45 years ago and today is one of the largest privately owned house-building groups in the UK, building in excess of two thousand homes each year. We are known for our unique approach to building, only placing new homes for sale in carefully selected areas. To us, it is never about just the bricks and mortar. It's everything.

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Email: east@bloorhomes.com

www.bloorhomes.com

See also inside back cover



Colbea
The Colchester Business Enterprise Agency

"We delivered over 1,000 training and advice sessions in 2014/15, so it's fair to say that we know what we're talking about."

Colbea is a not-for-profit organisation dedicated to supporting local enterprise.

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"I'd advise anybody who's setting up their own business to go one of Colbea's Business Centres." –
Jeannie Gordon, The Ministry of Parenting

Call Colbea today on 01206 548833

www.colbea.co.uk

See also page 3



Colchester Institute keeps finger on economic pulse

Despite national unemployment at lowest levels since 2006, many companies continue to report that skills availability is one of the greatest challenges to their ambitions for business growth. As one of the largest Further Education providers in the East of England, Colchester Institute is committed to consistent delivery of high quality skills training to support workforce development. Consistently voted the best College provider of training solutions in the County by employers, Colchester Institute continues to deliver bespoke solutions to drive economic growth.

Newly launched CI Business Solutions at Colchester Institute brings together a wealth of experience in developing strategic partnerships with employers, delivering apprenticeships and accredited professional qualifications. With a strong focus on sector trends, market intelligence and business priorities, the CI Business Solutions team keeps its finger on the economic pulse, both locally and regionally, and remains flexible to evolving market needs.

Courses - ranging from intermediate level to postgraduate - are tailored to provide students and delegates with the requisite skills, knowledge and work ethic to make them highly employable and are delivered by sector specialists with excellent industrial experience. Colchester Institute's extensive range of apprenticeships now delivers to over 2,000 apprentices every year, making it the largest provider of apprenticeships in Essex.

The College recently completed a £15m investment project at the Sheepen Road, Colchester Campus providing outstanding resources designed to meet the requirements of local employers. To discuss our range of programmes or visit our new state-of-the-art Science, Technology, Engineering and Maths (STEM) study centre, contact us through the details below.

T: 01206 712727

E: business.solutions@colchester.ac.uk

W: www.cibusinesssolutions.co.uk

See also back cover



Colchester Borough Homes

We are an award-winning company providing high-quality, value for money services to the private, public and non-profit sectors, including:

- Buildings maintenance
- Renovations, refurbishments & repairs
- Construction projects
- Facilities management
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- Energy efficiency
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We have a highly skilled workforce of over 200, including surveyors, designers, tradespeople, housing management professionals and other property specialists. We also benefit from a trusted network of local suppliers.

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The choice for solutions and opportunities in housing and property services, in our local community and beyond.

www.cbhomes.org.uk/business

Tel: 01206 282826

Email: newbusiness@cbhomes.org.uk

See also page 4



Fenwick Colchester

We're proud of our tradition and heritage at Fenwick. It makes us who we are and underpins everything that we do. It is this dedication to remaining true to our roots that sets Fenwick apart and establishes us as one of England's most cherished department stores.

Our store was formed in 1963 from a merger of two independent stores. Today, the store offers an exclusive range of premium brands from beauty and fashion to furniture and home and is a mainstay of Colchester High Street.

In 2013, a £35million re-development began to expand the shop floor space by 50%, offering an enhanced beauty and fashion offer with over 70 new brands. The store now boasts three atriums to maintain natural light offset by the natural features of the buildings, in particular the Tudor Building that now houses our newly launched personal shopping area. The completed new store, which has remained opened throughout the re-development period, provides an enhanced beauty services offer encompassing formal beauty rooms providing services for nails, brows and head to toe beauty treatments.

Telephone: 01206 571212

Email: service@wandg.co.uk

www.fenwick.co.uk/colchester

See also page 6



Hotels | Bars | Casinos | Restaurants | Cinemas | Leisure

Phelan Construction is a Clacton based building contractor combining expertise in construction, refurbishment and fit out across the hospitality, leisure, education and healthcare sectors. In order to provide the best possible service and quality we have two distinct brands specialising in niche areas.

Phelan Construction operates nationally and specialises in delivering high quality hospitality and leisure projects for the private sector ranging from £500k to £10m. Typical projects include casinos, restaurants, cinemas, luxury holiday resorts and hotels. The capability to carry out complex structural work whilst also providing the highest quality fit-out

means that Phelan Construction can provide a truly turnkey solution.

Phelan Special Projects operates throughout the South East and specialises in delivering public sector projects within controlled environments such as schools or hospitals. Key clients include Essex County Council, The University of Essex, NHS and University Campus Suffolk.

Our locally based teams provide a friendly service whilst our extensive resources enables us to deliver complex projects ranging from £100k to £5m.

1 Brunel Court, Brunel Road, Clacton-on-Sea, CO15 4LU
01255 433 000 | matthew.jolly@phelans.co.uk | www.phelans.co.uk

See also inside front cover

About the University of Essex

We are committed to excellence in teaching and excellence in research. We are a university where exploring new ways of thinking and pushing boundaries isn't just encouraged – it's expected. In 2014 we were ranked in the top 20 in the UK for research excellence. Our world-leading research in data science and analytics, artificial intelligence and robotics is helping to support businesses and organisations and boost productivity.

In 2015 our economic impact report revealed that we contribute almost £0.5bn to the regional economy – and we're committed to creating further growth and jobs. Our £13m investment to date in the Knowledge Gateway science and technology park, located on our Colchester Campus, is creating the location of choice in the eastern region for knowledge-based enterprises in science, technology and the creative sector.

www.essex.ac.uk



Frazer Merrick of games developers Teaboy Games, one of the 20 companies now located on Parkside Office Village, our growing SME cluster on the Knowledge Gateway.





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Wivenhoe House

Wivenhoe House is the country house hotel in Colchester, ideally located for meetings, conferences and entertaining.


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Email: info@wivenhoehouse.co.uk
www.wivenhoehouse.co.uk

See also pages 10-11



"We delivered over 1,000 training and advice sessions in 2014/15, so it's fair to say that we know what we're talking about."



THE COLCHESTER BUSINESS ENTERPRISE AGENCY

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JEANNIE GORDON,
THE MINISTRY OF PARENTING



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Sales Centre coming soon

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Find business services by keyword, or company name

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It's free for Colchester based companies to advertise and use.

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