

Weston Homes Community Stadium – Strategic Community Development Plan –Year 3- 5 updated plan October 2010

Community Vision

The Weston Homes Community Stadium (WHCS) will improve quality of life and offers a unique facility for the residents of Colchester and for the wider populations located in the county of Essex and the East of England. Residents will participate in, and benefit from, a rich and diverse range of recreational, social, economic and regeneration activities. The stadium is the new home for Colchester United Football Club.

The stadium serves as a hub for several key partners who are engaged in delivering services that meet the identified needs of residents from local, county and regional perspectives. This document is supported by community partners and endorsed and monitored by the WHCS Board. It will steer the direction of community development of the WHCS over the next three years.

Community Development Objectives

- 1. Facility Development** – to create integrated community facilities capable of sustaining an extensive range of sports, health, education, regeneration and community partnership activities
- 2. Health Promotion** – to create an environment in which sport and physical activity can be used to address issues of improvement of health status
- 3. Education, training and employment** – to use the emotive power of sport to engage learners and develop confidence in personal study skills; to create training opportunities and new jobs for local people
- 4. Regeneration** – we have created an iconic facility that support the wider regeneration and transport infrastructure of north Colchester. Community use must be inclusive and reflect the demonstrated needs of local groups, neighbourhoods and individuals.
- 5. Community Partnerships** – to work with local community partners addressing the accommodation needs of the voluntary sector in the neighbourhood and the borough of Colchester and increasingly accessibility to neighbourhood services,

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Years 1-2 (September 2008 – August 2010)

The completion of two floodlit synthetic pitches, a well equipped IT suite and meeting facilities will have enabled CUCST and partners to embed the current activity in the north of the town and strengthen the current provision of high quality sports, health, community and education services to individuals, schools and the wider community.

Deliverable	What does it look like?	Success criteria (outcomes)	Outputs	Timescale	Report April 10
Facility Development					
Health Promotion	Dependent upon needs assessment will define whether, if any, new facilities will be required	Dependent upon assessment Needs identified and published in NHSNEE 5 year strategic plan	Potential requirements could include revenue and capital programmes	Healthy Stadia project launched March 2009. Revenue programmes April 2009 and 2010 identified and started	CUCST/ NHSNEE (FL Trust/ FSC) Healthy Stadia Project launched NHSNEE funding secured 2009 and 2010
Regeneration	Ensure that meeting / training rooms (1 x 20sq.m; 1 x 40sq.m.) are made available for key users e.g. CBC training courses, community/voluntary sector	Governance procedures setting level of usage of space Levels of external hire: CBC, community, voluntary sector	Delivery to concur with bus. plan Availability of facilities	September 2008	CCS management co. - ongoing
Community Partnerships	Construction of a fully equipped nursery / crèche facility Size/specifications to be determined but will possibly to be 52 place nursery with subsidised crèche places for those engaged in activities at CCS. Establishment of community café / bar for users of facilities, families and community groups such as CUSA within CCS Development of an Independent Living Centre at CCS	Nursery / crèche / children's centre constructed to terms of agreement Full phase 3 children's centre offer available Delivery to terms of agreement Sign up to Fair Trade principles Access to funding Partnership with Essex Adult Social Care	52 place full day-care 10 place crèche – sessional Operational plan devised to fulfil business plan Staff recruited Centre developed as part of CCS	December 2010 December 2009 Feasibility study August 2011	CBC / CUCST Nursery provider identified Section 106 funds secure NSA/ F Foundation funds part secured – returned April 10 CUCST / Lindley and partners. Action plan and joint delivery process in place. C.Cafe opened April 2010. CUCST / ECC No progress

Activities	What does it look like?	Success criteria (outcomes)	Outputs	Timescale	Report April 10
Sports development	To develop a football development programme based on the successes of the Community Soccer Centre at Layer Road and Shrub End SC	Meeting performance standards of CCS business plan. Shrub End site currently offers opportunities for 1250 young people	500 y.p. per week 100 adults per week	August 2009	CUCST Achieved 09 and 10
Health Promotion	CUCST to develop a sustainable programme of physical activity and healthy activity opportunities such as dance programmes etc.	The development of health status in order to improve the quality of life of individuals and neighbourhoods Accessing funding to develop the programme Meeting output and outcomes of development plan Utilisation of space on second floor of West Stand and executive boxes	3 ongoing health programmes 90 regular attendees £100,000 funding accessed	August 2009	CUCST/ FL Trust/ NHSNEE Achieved 09 and 10
Education, training and employment	CUCST to develop a viable 'Education through Sport' programme with a remit to develop computer training programmes, basic skills courses, programmes for young people with special educational needs, programmes for excluded pupils Further education courses – the development of courses within PfS centre and other existing flexible spaces offering complementary uses during the daytime periods To develop a targeted programme sited at the Community Stadium to work with e.g. long term unemployed, training to become community volunteers, older people and people with disabilities	Contribution to meeting the educational needs of north Essex. Fulfilling obligations of PfS funding agreement. Development of formal relationships with SEEVIC Colchester Institute and North Essex Adult Community College and informal programmes with partners Accessing funding to develop programme. Contribution to meet local skill needs assessment - regular meetings with CBC	6 schools per week 15 y.p. per session Continuation of PfS funding Potential base for adult courses e.g. life skills / counselling & support Community forum meetings & training sessions Carers support groups	June 2009 August 2010	CUCST Achieved Pfs funding to cease March 2011 CUCST/education providers ongoing Apprenticeship programme launched Discussions with Colchester Inst. and Colchester Academy ongoing CUCST / Essex Ongoing

Activities	What does it look like?	Success criteria (outcomes)	Outputs	Timescale	Report April 10
Regeneration	<p>A range of inclusive educational and community programmes</p> <p>To develop an activity programme with space for supervised informal / group activity within a multi-use hall area (community space)</p>	<p>Utilisation of community space on ground floor of West Stand and executive boxes</p> <p>Accessing funding to develop Youth Activities programme. Contribution to meet youth needs assessment of Myland and Highwoods wards</p>	<p>Develop a CU volunteer Programme for 50 individuals Street Soccer; Sports training engagement programmes</p>	<p>August 2009/10</p>	<p>CUCST / Community Stakeholders / CCS Man. Co. / partners ongoing</p> <p>CUCST / Essex CC, Community Stakeholders Youth Club funding secured May 2010</p>
Partnership working	<p>Development of community space on the ground floor of the CCS to offer study, research and informal meeting opportunities. Could host some of the community elements such as parish council, community associations, youth clubs etc.</p> <p>Develop a community engagement programme making best use of flexible spaces for activities such as meetings; seminars; leisure, arts and sporting activities; workshops and receptions Would utilise space within a number of the stadium areas</p>	<p>Delivery to terms of SLA</p> <p>Devise programme. Location of funding, ongoing community consultation, effective access levels adhered to</p> <p>Ground floor community space, first floor function rooms, second floor executive boxes</p>	<p>Meeting space allocated for: Myland Parish Council - for public meetings up to 6 per year - room for 48</p> <p>Gilberd Neighbourhood Action Panel 2 to 4 times per year for up to 30 people</p> <p>Myland Community Association committee meetings up to 4 per year - up to 10 people.</p>	<p>July 2009</p> <p>July 2009</p> <p>July 2009</p>	<p>CCS Man. Co. / CUCST / Events Group Events group co-ordinating as part of Community Events Programme</p> <p>Ongoing</p> <p>Ongoing, Essex CC transfer ownership of Imagine Centre to CUCST October 2010</p>

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Phase Three – Years 3-5 (September 2010 – August 2013)**

The expansion of the floodlit five a side provision and the potential to add one or two storey building on land adjacent to five a side courts to accommodate further community activities that will enable CUCST and partners to expand current provision and contribute further to a widening community agenda in which health promotion, education training and employment opportunities, regeneration programmes, partnership working with local and sub regional groups will become key focal points.

Deliverable	What does it look like?	Success criteria (outcomes)	Outputs	Timescale	Responsibility and report October 2010
Facility Development					
Sports development	Construction of a minimum of a further two, outdoor, five-a-side pitches at the CCS Community Soccer Centre	Locating finances to support construction. Construction to specification. Viable business plan to support development. Maximum use of this space.	Two pitches constructed ; supported by business plan National Skills Academy established	August 2012	CUCST, Kickstart bid to FF put on hold April 2010
Health Promotion	Potential use of flexible space for health clinics and PCT support services and drug advice More specialised space for physiotherapy and chiropractor services – link with CUFC?	Accessing funding to develop the programme Meeting output and outcomes of development plan The development of health status in order to improve the quality of life of individuals and neighbourhoods	Establishment of Nursery and Wellness Centre	December 2011	NEE PCT/ F.F/ RFU/ CUFC, Kickstart bid put on hold April 2010
Education, training and employment	To provide a regional performance space and offices for Chicken Shed Theatre Company for drama workshops and inclusive theatre productions	Location of delivery partner Signing of binding SLA agreement Delivery to terms of agreement	Construction of facility	September 2011	CUCST, Essex Imagine Centre opened April 2010
Community Regeneration	To be developed subject to business plan	CBC/Police/PCT public meetings & consultations. Neighbourhood action panels. Ward Councillor public surgeries	Space made available for meetings	January 2010	To be developed subject to business plan
Partnership working	Target special groups and utilise existing space in west stand.	Trageted groups e.g children, young people, adults, vulnerable individuals access and benefit sustainable programmes.	Exclusive accommodation Identified programmes delivered.	August 2012	CUCST/CUFC/CBC/ CCS Board

Activities	What does it look like?	Success criteria (outcomes)	Outputs	Timescale	Responsibility and report October 2010
Education, training and employment	CUCST to develop an education through sport programme sited at the Community Stadium with a remit to develop computer training programmes, basic skills courses, programmes for young people with special educational needs, programmes for excluded pupils.	No. of courses; No. of participants; Sustainability of programmes	Joint agreement on use of Imagine Centre with partners	September 2011	CUCST
Community Regeneration	To be developed subject to business plan	To be developed subject to business plan	TBD	TBD	To be developed subject to business plan
Partnership working	ECC – Integrated Support Service Essex Young Person's Drug & Alcohol Advice Service (EYPDAS) ECC – Youth Service: New Approach Essex Young People's Assembly	Development of formal relationships with partners Usage of Second Floor Executive Boxes	At least three partners making regular use of CCS. Youth use of Community Enterprise Café.	September 2011	TBD Reduction in public sector funding causes review of partnership working.

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Phase Four – Year Five and onwards (September 2013 onwards)

A focus on regional activities and sharing good practice especially around social inclusion, community development programmes and capacity building programmes, particularly for third sector organisations. Further, an emphasis on cultural/tourism initiatives.

Deliverable	What does it look like?	Success criteria (outcomes)	Outputs	Timescale	Responsibility
Facility Development					
Sports Development	Construction of a multi-use, indoor, two basketball court sports hall with synthetic turf surface and spectator facilities	Locating finances to support construction. Construction to specification. Viable business plan to support development. Balance of theatre (day time + performances), football (week day evenings), basketball (weekends) and social inclusion activities	Delivery of various exercise classes including Tai Chi, Weight Watchers and others. Weekly run drama club.	September 2013	TBD
Health Promotion	Potential CCS Primary Care Facility - Local Improvement Finance Trust (LIFT) project through Colchester Primary Care Trust and Realise Health	Potential local primary care facility for 8 G.P. practice LIFT Level 2 service provision The development of health status in order to improve the quality of life of individuals and neighbourhoods	TBD	TBD	NHSNEE
Education, training and employment	To be developed subject to business plan	To be developed subject to business plan	TBD	TBD	To be developed subject to business plan
Community Regeneration	Skate park - A purpose built building fitted out with ramps, jumps etc	Locating finances to support construction. Construction to specification. Ongoing maintenance programme to support development.	TBD	TBD	TBD
Partnership working	To be developed subject to business plan	To be developed subject to business plan	TBD	TBD	To be developed subject to business plan

Activities	What does it look like?	Success criteria (outcomes)	Outputs	Timescale	Responsibility
Health Promotion	To be developed subject to business plan	To be developed subject to business plan	TBD	TBD	To be developed subject to business plan
Education, training and employment	To be developed subject to business plan	To be developed subject to business plan	TBD	TBD	To be developed subject to business plan
Community Regeneration	To be developed subject to business plan	To be developed subject to business plan	TBD	TBD	To be developed subject to business plan
Partnership working	To be developed subject to business plan	To be developed subject to business plan	TBD	TBD	To be developed subject to business plan