

A 2035 Vision for Essex – Developing the future together

# **DEVELOPING A SHARED VISION FOR ESSEX**

**WHAT IS THE VISION FOR ESSEX?**

# Why have a Vision?

'This is Essex;  
this is who we  
are and this is  
what we do;  
these are our  
achievements  
and assets,  
and this is  
where we are  
going'

We want to develop a single, shared long-term vision for Essex as a whole.

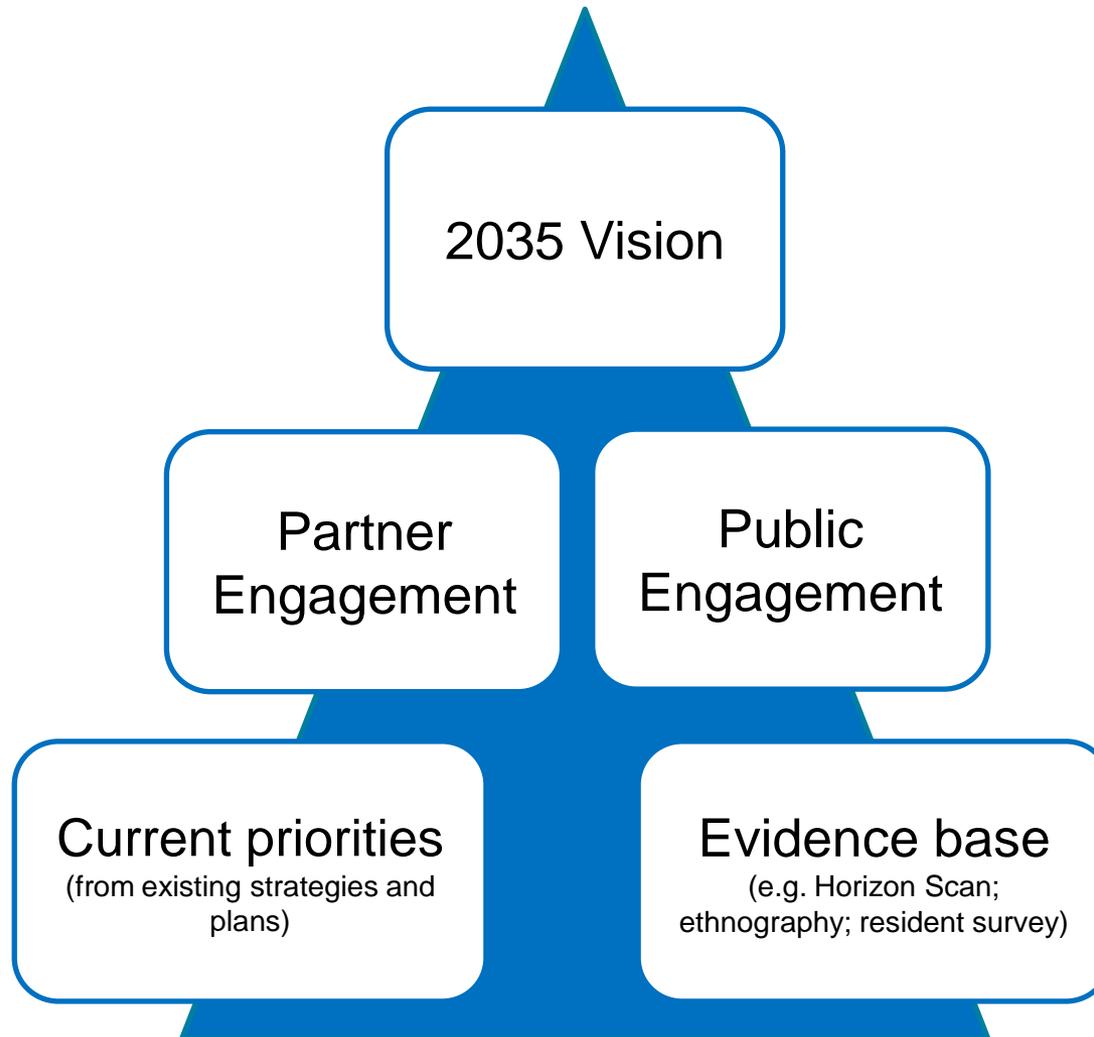
A shared vision for the county would provide:

- ✓ A narrative to promote Essex on the national and international stage;
- ✓ A framework for stronger collaboration;
- ✓ A statement of priorities for Essex that we can aspire to achieve together and frame public consultation.

# How is it being developed?

- The Essex Partnership Board has initiated this process to strengthen how we work together and provide a clear focus going forward.
- The vision is being developed through a process of partner and public engagement between November and March.
- A draft will be developed after the engagement to be discussed at an inaugural meeting of the “Essex Assembly”

# What are the building blocks of the vision?



# Progress to date: who have we engaged?

We have so far engaged over 2,000 people in the development of a vision for Essex.

Partners and the public have been engaged through the following ways:

- Two summits – which approx. 150 people attended – to discuss the future of the Essex economy and what an ageing population means for Essex in 20 years.
- Interviews with 50 senior public service leaders across Essex.
- A ‘pulse survey’ to over 500 people across the public, private and voluntary sectors.
- Cultural probes – a self-facilitated workshop to engage different groups about how they feel about a place – to 40 community groups, schools, and businesses.
- A public engagement campaign – with a dedicated microsite and social media campaign – in which over 1,000 people visited the site and over 500 individual people responded to the five questions.

**WHAT ARE PEOPLE SAYING?**

# How do people describe Essex?



# Progress to date: emerging key themes

1. **Economic growth** is a priority, but need to balance more homes with protecting greenbelt
2. Essex is well-connected, but **transport infrastructure needs improvement**
3. Essex has a strong **entrepreneurial spirit**
4. People are proud to be from Essex, but think **Essex has an image problem**
5. An **increasing and ageing population** is one of our biggest challenges
6. Our natural **environment is under-valued**
7. **Diversity** is a defining feature of Essex

# What makes Essex a great place?

- **Diversity – ‘we’ve got everything here’**  
*“Rich in history and culture, diverse and multicultural. Proud to live here.”*
- **Friendly people and sense of community**  
*“I find Essex very welcoming.”*
- **Our natural and cultural heritage (but it’s currently undervalued)**  
*“Essex is more than just a glam façade, there is history and culture and beautiful countryside and coastline.”*
- **Proximity and connections to London**  
*“Close to the seaside and close to London.”*

# What are our biggest challenges?

- **Changing the image of Essex**

*“Essex has a set image that couldn't really be further from the truth”*

- **Improving our transport network**

*“The traffic on the roads. More people are using cars than the public transport which is increasing congestion.”*

- **Affordable homes while protecting the countryside**

*“I would build more houses on 'brownfield' sites and less on our green areas.”*

- **Dealing with population pressures**

*“Increasing population and the increasing age of its citizens a big challenge”*

# Next steps

1. A draft is currently being developed based on views and comments received during the engagement process.
2. A draft is due to be agreed by the EPB Vision Steering Group at the start of February, and discussed at ECC's Full Council on Feb 14<sup>th</sup>.
3. An "Essex Assembly" event – bringing together a wide range of partners – will be held on March 6<sup>th</sup> to discuss the draft and how we will together make it tangible.

