

Why Jumbo should be a national public attraction

1. Considering the profound importance of the development of a constant water supply for the population, there is very little publicly accessible historic infrastructure to reflect this. The vast majority of water towers of any architectural merit have been converted to private accommodation. Such few water towers that are open to the public offer attractions which have little or nothing to do with their original function as water towers. The magnificent and original Jumbo therefore represents a unique opportunity to partially compensate for this lost heritage. This uniqueness would be a major part of Jumbo's appeal as a national attraction.
2. Jumbo is in a prominent and accessible city centre location close to the historic Roman Balkerne Gate, the city's main theatre and Colchester Arts Centre. This de facto cultural quarter has been given a recent economic boost by a complete rebuild of the Mercury Theatre, and

major landscaping of the Balcerne Gate area by the City Council.

3. Colchester has well established attractions such as the Castle, theatres and Hollytrees, alongside more recent ones such as Firstsite and the Roman Circus Centre (also unique in Britain and a short distance from Jumbo). All these make Colchester a popular visitor destination and therefore an ideal location for a major new attraction as envisaged for Jumbo by North Essex Heritage.

Brian Light
Chair, Balcerne Tower Trust