



FELIXSTOWE
TOWN COUNCIL

BUSINESS PLAN 2020 - 2024



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OUR VISION

"A well-connected, thriving and friendly seaside town where people of all ages and backgrounds aspire to live, work and visit."

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FOREWORD

Welcome to Felixstowe Town Council's Business Plan for 2020 – 2024 which outlines the strategic objectives of the Council over the next four years. The priorities in this plan will determine how your council will address the challenges ahead in pursuit of our overarching vision for Felixstowe as a well-connected, thriving and friendly seaside town where people of all ages and backgrounds aspire to live, work and visit.

Work began on this Plan following elections in May 2019. Since this time we've held workshops and conducted an extensive public consultation process asking for your views on the priorities for our beautiful seaside town. We received many thought-provoking suggestions and, though some lay beyond our realm of control, our Business Plan was drafted to encapsulate the essence of those ideas. The draft Plan was then put to public consultation for feedback from 23 January - 5 March 2020, prior to being adopted by the Council. We would like to thank everyone who participated; particularly you, the people of Felixstowe.

Your team of Councillors and Council staff are now looking forward to delivering this exciting Business Plan over the next four years to support the town in efficient, innovative and effective ways. However, our work is not limited by these objectives and we are always ready to consider new projects, take on new challenges and listen to your ideas. Community engagement and involvement is key to our success and we welcome your comments and suggestions as we move forward.

Felixstowe Town Council, March 2020

“We received many thought-provoking suggestions [...] We would like to thank everyone who participated.”

Contents

YOUR COUNCIL 4

BUSINESS PLAN OBJECTIVES 5

OBJECTIVE 1: FOCUS ON OUR ENVIRONMENT..... 6

OBJECTIVE 2: SUPPORT OUR COMMUNITY..... 7

OBJECTIVE 3: ENHANCE PUBLIC SPACES AND SERVICES 8

OBJECTIVE 4: PROMOTE FELIXSTOWE 9

MONITORING PROGRESS 10

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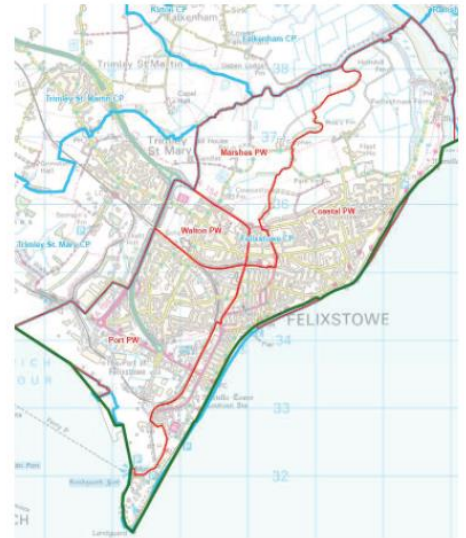
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Key

* Councillor is also a Member of East Suffolk Council

** Councillor is also a Member of Suffolk County Council



The Council comprises 16 Members representing four wards who are elected every four years. Council also delegates some of its functions to its Committees:

Finance & Governance Committee

Considers and monitors the finances and governance of the Council.

Assets & Services Committee

Oversees the provision of our assets and services such as our halls, allotments and cemetery.

Civic & Community Committee

Considers our civic functions, community engagement, partnership working and grants.

Planning & Environment Committee

Makes recommendations to East Suffolk Council, Suffolk County Council and other authorities on planning applications and policies affecting local development.

Members of the public are very welcome to attend all meetings of the Council and its Committees, which are usually held at the Town Hall. 15 minutes is set aside for public participation, during which time members of the public can speak or ask a question. Details on when meeting takes place, the matters for consideration and records of decisions made are all available on our website www.felixstowe.gov.uk

BUSINESS PLAN OBJECTIVES

The Council will prioritise the following strategic objectives over the next four years...

1

The Town Council declared a Climate Emergency in 2019. This Business Plan makes climate change action and improving our environment a key priority.

Focus on our environment

2

The Town Council is embedded in the community and engaging with local stakeholders is core to our function. We will work collaboratively to identify and address community need and continue to offer financial support through our occasional and annual grants scheme.

Support our community

3

The provision and enhancement of our community services, facilities and open spaces are critical to the health and wellbeing of our town. The Town Council will deliver excellent services and work in partnership with other relevant agencies to maximise the opportunities for Felixstowe.

Enhance public spaces and services

4

The Town Council will lead on initiatives to promote a thriving Felixstowe, its town centre, seafront, heritage and culture.

Promote Felixstowe

The ways in which we will address these objectives are outlined on the following pages

OBJECTIVE 1: FOCUS ON OUR ENVIRONMENT

Over the next 4 years, Felixstowe Town Council will...

- 1 Deliver a proactive action plan targeted at reducing our corporate environmental impact to meet our aspiration to be carbon neutral by 2030
- 2 Promote environmentally friendly practices and reduce waste for all town council activities and events wherever possible
- 3 Increase public awareness of positive actions that can be taken to reduce environmental harm, champion exemplars in the community and signpost resources
- 4 Support appropriate re-wilding and biodiversity initiatives
- 5 Consider investment in renewable energy facilities at Council-owned buildings
- 6 Promote public transportation links by working with responsible appropriate authorities and with landowners and support opportunities for new or enhanced cycle routes.
- 7 Support the provision of EV car charging points in Felixstowe
- 8 Make grants available to support environmental initiatives
- 9 Consider the environmental impact of developments and encourage homes to be built to green standards
- 10 Work alongside local environmental groups on improvement schemes

OBJECTIVE 2: SUPPORT OUR COMMUNITY

Over the next 4 years, Felixstowe Town Council will...

- 1 Provide a platform for promoting community activities through our printed magazine, online and at Council meetings
- 2 Work with a range of partners to provide initiatives to ensure the town remains a safe place
- 3 Work with young people and support the provision of youth groups and activities
- 4 Review our support of grant applicants, ensuring specific aspirations are met
- 5 Focus funding to support the continued health, wellbeing and cultural offer within the community
- 6 Collaborate with local stakeholders to tackle hidden needs within our community
- 7 Ensure the sustainability of the town magazine with advertisements from reputable local businesses
- 8 Celebrate our community heroes

OBJECTIVE 3: ENHANCE PUBLIC SPACES AND SERVICES

Over the next 4 years, Felixstowe Town Council will...

- 1 Continue to improve the standard of local play areas
- 2 Plan for the extension and enhancement of Felixstowe Cemetery
- 3 Consider opportunities for the Town Council to manage assets from other bodies where this will result in a tangible benefit to residents
- 4 Promote and encourage health walks along the prom
- 5 Collaborate with local authority partners to develop a vision for the town centre
- 6 Ensure the town remains disability & dementia friendly, leading by example and encouraging others
- 7 Remain financially stable to deliver the Council's priorities
- 8 Ensure the Council's effective and efficient use of resources
- 9 Invest in our staff and Councillors, providing training and development opportunities to meet the Council's business objectives
- 10 Ensure that developer contributions appropriately target infrastructure requirements

OBJECTIVE 4: PROMOTE FELIXSTOWE

Over the next 4 years, Felixstowe Town Council will...

- 1 Encourage more people to use the town centre through public events supported by commercial sponsorship whenever possible
- 2 Promote & support initiatives with positive impact on tourism and the town centre
- 3 Promote digital technologies that support the visitor experience
- 4 Encourage a range of events for the benefit of the community
- 5 Work with local authority partners to improve the gateway to the town
- 6 Celebrate and champion the unique opportunities of our seafront
- 7 Support cultural activities that foster civic pride
- 8 Promote and protect Felixstowe's heritage

MONITORING PROGRESS

The actions outlined within this Business Plan 2020 – 2024 will be regularly monitored to support delivery with the Council's four main objectives.

A detailed delivery plan will be produced, setting out how the Council will meet the priorities in this Plan from May 2020, which will feed into appraisal targets and performance management processes.

Council's Finance & Governance Committee will evaluate progress and a summary will be provided to the public within the Town Council's Annual Report.

The Council will continue to update the public on its work through our seasonal magazine, website and via our social media channels.

For more information about the work we do visit our website. Details of how to contact your local Councillor are on page 4 or you can contact the



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