

Felixstowe Forward

Progress Report Sponsor Group: Aug 2016 (*latest update in italics*)



<b>Town Improvement Plan Objectives</b>			
<b>1. Oversee the development and delivery of further economic growth in Felixstowe to build upon its reputation as a dynamic and prosperous town, attracting inward investment to continue to enhance the town's infrastructure.</b>			
<b>1.1 Establish sub group to support this work stream</b>	Establish Business and Enterprise sub group (B&E)	Effective and identified business and enterprise group and partnership engagement	Attended and presented to the Flyer Business Club. Well engaged group who are keen to help and support Felixstowe Forward. <i>Regular column in the Flyer magazine. Attended Business Lunch with Dr Therese Coffey MP</i>
<b>1.2 Support the development of the local Chamber of Commerce</b>  <i>(Note: SLA SCDC with Chamber)</i>	Single portal for Felixstowe businesses, traders, retailers	Effective portal and database of contacts in Felixstowe  Increased Chamber membership	<i>Meeting held with Suffolk Chamber of Commerce and Felixstowe Chamber of Commerce to explore partnership working. Suffolk Chamber would be delighted to welcome the Felixstowe Chamber as a Linked To Chamber or a full branch Chamber. Felixstowe Chamber of Commerce to review the relationship at their September e4xecutive meeting.</i>
	Three 'profile' networking events Winter, Spring, Summer	3 annual events  Increased contact with local commercial organisations	Business and Enterprise workshop to be held at the June engagement event 22 June. <i>Outcomes built in to Year 2 plan (agenda item)</i>
	Hold monthly informal networking event	12 events Increased contacts with commercial organisations	Felixstowe Chamber has held a successful early evening networking event and will continue to develop these in the future. Meanwhile Felixstowe Forward has been progressing town centre relationship with M&S, Adnams, and Barclays. <i>Adnams hosting 'Retail Gathering' 7<sup>th</sup> Sept to develop a coherent Christmas Campaign in the town.</i> <i>M&amp;S heading up a Macmillan event in the town centre.</i>
	Welcome programme for new businesses and campaign to	Increased contact with commercial	<i>New guide Sustaining Town and Village Economies circulated to Town Councillors.</i>

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	attract businesses	organisations	
	Business Improvement District	Inward investment	Attended Future High Street conference and followed up with meeting with Ipswich BID team. Further meetings planned with Lowestoft and Bury BID teams to explore the BID process further. <i>Attended National CCT Conference – good networking opportunities.</i>
<b>1.4 Maximising Town Centre and Town Developments</b>	DCLG 'Expert' visit, Great British High Street	Enabling the High Street to do more for themselves	Attended Future High Street Conference. Shared learning experience. <i>Application made to Great British High Street 'Rising star' award. Outcome pending.</i>
	Annual Audit of Town Centre and Seafront businesses, annual benchmarking (footfall etc), annual use of Triangle	Statistical measurements and comparison data	<i>Completed and full report circulated.</i> <i>Disability Action Day – report circulated.</i>
<b>1.5 Car Parking Review</b>	Review and audit existing car parking provision	Recommendations to Cabinet, Town Council	
<b>1.6 Maintain prestige areas to a high standard</b>	Ensure Suffolk Coastal Norse maintenance is completed to contract expectations especially in gateway approaches and prestige areas during visitor season	Visual enhancement of the town	Ongoing maintenance issues reported to SCN via customer care line. Ongoing vandalism at Martello Park and the Octagonal shelter. Police and SC Norse aware. <i>A number of complaints have been received throughout the Summer – gravel paths in Seafront Gardens, vandalism, rat sightings, weed growth Martello Park, dogs on beach, litter on beach and Promenade etc..</i>
<b>1.7 Funding and Investment</b>	Maximise external funding opportunities and inward investment	Increased funding (exc sponsors of FF)	<ul style="list-style-type: none"> <li>• <i>Application to the Paul Hamlyn Foundation was unsuccessful (Aldeburgh Music lead partner). Aldeburgh making application to the Arts Council 'Cultural Destinations' pot.</i></li> <li>• <i>Application to CCF 'Coastal Icons' project pending outcome of Stage 1. (working with Deben Peninsula CCT)</i></li> </ul>
<b>2. Seek and support new developments and projects within the town that contribute to the vitality of the town and wellbeing of residents.</b>			
<b>2.1 Establish sub group to support this work stream</b>	Establish Community Sub Group/s (Comm)	Effective and identified community sub group	<i>Meeting held: Outcomes built in to Year 2 plan (agenda item).</i> <i>Community Action Suffolk and Suffolk County Council officers supporting community objectives</i>

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		and partnership engagement	<i>and will occasionally be in the office at the Town Hall.</i>
<b>2.2 Better Information for Residents (<i>and where applicable Visitors</i>) on what is going on in Felixstowe</b>	Establish InfoLink as community portal  Improve listings and links of what is on with Press partners, Visit Felixstowe, FTC and Library	Infolink annual stats measurement	Community workshop to be held at the June engagement events planned 22 June. Felixstowe Forward facebook page set up.
	Establish single town calendar ( <i>self updating</i> )	Improved awareness of community events and activities	<i>Meeting planned with Suffolk InfoLink to progress.</i>
<b>2.3 Enable the voluntary sector to find new ways of strengthening relationships between different sectors who have a role to play in the vitality of the town</b>	Hold three annual community themed seminars to explore collaboration, better use of resources etc <i>(eg Health and Wellbeing, Volunteering, Adult and Social care)</i>	Enabling the community	Promoted and attended the communities and mental health workshop. Working with Dementia Alliance to make Felixstowe a dementia friendly town. Submitted an action plan online and encouraged Barclays and M&S to do likewise. <a href="http://www.dementiaaction.org.uk/local_alliances/14357_felixstowe_dementia_action_alliance">http://www.dementiaaction.org.uk/local_alliances/14357_felixstowe_dementia_action_alliance</a> <a href="#">e</a>
<b>3. Promote Felixstowe as a high quality destination town for residents and visitors developing the tourism offer by working with hotel and tourist attraction providers</b>			
<b>3.1 Establish sub group to support this work stream</b>	Establish Tourism sub group (TG)	Effective and identified tourism sub group and partnership engagement	Effective and monthly meetings ongoing.
<b>3.2 Review <a href="http://www.visitfelixstowe.co.uk">www.visitfelixstowe.co.uk</a> to be THE single source of information and branding for visitors to the town</b>	Review website/s VF and SFG and associated social media	Increased awareness of Felixstowe  Statistical analysis	Review underway. Plans to merge Seafront Gardens website to Visit Felixstowe Work ongoing: work held up due to organisational changes by host agent
	Promote branding and improve tourist information available to	Improved visitor experience	Visit Felixstowe Beach Hut Tourist information points open. <i>34 volunteers registered to help and offers to support a limited winter opening..</i>

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	visitors within the town		
<b>3.3 Develop coherent seasonal marketing campaign for Felixstowe</b>	<p>Agree campaign headlines and key events and develop a seasonal tourism offer</p> <p>Increase visitor event programmes</p>	<p>Improved visitor experience</p> <p>Hold three additional events</p>	<p>Annual promotions calendar completed with key campaigns identified and regular press releases:.</p> <ul style="list-style-type: none"> <li>• The Great Outdoors (April)</li> <li>• Made in Felixstowe (May)</li> </ul> <p>Clare Baker joined 1 April as Change Coordinator.</p> <p>Macmillan Charity event with M&amp;S plus other Hamilton Road businesses (30 Sept), Country Markets craft event enquiry for The Triangle (10 Oct)</p> <p>Other events secured – RSPB Give Nature a Chance, Felixstowe and Walton United Music event, Army recruitment event, Walk and Push fundraising for MS Society</p> <p>‘Everlasting Light’ Suffolk Schools Christmas Charity Music Project filming in Sea Front Gardens (28 Aug), Tai Chi display on the Triangle (8 Oct)</p> <p>Beachside Events area enquiries</p> <p>Enquiries from Ipswich transport museum re bus event (rather than located at Portman Road Ipswich)</p> <p>Enquiries from Truck Fest to move to Felixstowe (rather that located at Orwell Crossing Ipswich)</p> <p>Enquiries from OPE live music &amp; media agency for 2017</p> <p>Felixstowe Historic Vehicle rally to expand their current event onto new site.</p>
<b>3.4 Review all gateway signage, noticeboards and information taking into account integrated transport</b>	<p>Felixstowe resort ready</p> <p>Review, audit, improve existing provision</p> <p>Town map</p> <p>Audit Street Furniture Year 2</p>	<p>Annual programme of monitoring and maintaining noticeboards</p>	<p>Noticeboard recommendations agreed by Sponsor group.</p> <p>Condition Survey review – awaiting recommendations</p> <p>Encouraging meeting with First Counties.</p>
<b>3.5 Protect the Natural Environment</b>	<p>Coastal Management against flooding and erosion and land reclamation – ongoing relationship and support for Service Plan</p>	<p>Increased awareness of Coastal Management</p>	<p><i>Running workshop with Lowestoft and Deben Peninsula at the Suffolk Coast Forum in October</i></p>

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	Establish a Felixstowe combined 'green and environmental' offer - Grove, Landguard, Seafront Gardens etc	Enabling the community to do more	
	Landguard Reserve Management Plan 2015	Protection of Site	Landguard Reserve management Plan reviewed and updated and circulated for feedback.
<b>4. Preserving and promoting the heritage of the Town</b>			
<b>4.1 Support ongoing major projects:</b>	<p>Working with partners to realise the full potential of:</p> <ul style="list-style-type: none"> <li>• Seafront gardens</li> <li>• Landguard Fort</li>   <li>• Martello Tower</li> <li>• Boating Lake</li> <li>• Pier Development</li> <li>• Spa Pavilion</li> </ul> <p>And other projects as they develop</p>	<p>Project Plans and briefs</p> <p>Successful completion of projects</p> <p>Inward Investment</p> <p>Partnership engagement</p> <p>Enabling the community</p>	<p><b>Seafront Gardens</b></p> <ul style="list-style-type: none"> <li>- ongoing monthly Progress Meetings to discuss any ongoing concerns reported via the Seafront Gardens Project Board. Vandalism problem at the octagonal shelter</li> <li>- Ongoing delivery against activity plan</li> <li>- Links for the first Chronicle stories <a href="https://vimeo.com/167438977">https://vimeo.com/167438977</a> <a href="https://vimeo.com/167449826">https://vimeo.com/167449826</a> <a href="https://vimeo.com/167447687">https://vimeo.com/167447687</a> <a href="https://vimeo.com/167455252">https://vimeo.com/167455252</a></li> <li>- Link to survey <a href="https://www.snapsurveys.com/wh/s.asp?k=145622252800">https://www.snapsurveys.com/wh/s.asp?k=145622252800</a></li> <li>- Felixstowe Seafront gardens won in the regeneration category RICS East of England awards and RIBA Suffolk Craftsmanship award.</li> <li>- Felixstowe and District Horticulture Association will be looking after the two planters in the Long Shelter</li> <li>- secured Green Flag Award and Green Heritage Award</li> <li>- Purple4Polio – 5,000 crocus corms to be planted in October on the bank approaching the Spa Pavilion</li> <li>- Trip Adviser Certificate of Excellence achieved.</li> <li>- National RICS award pending outcome October.</li> <li>- Tours to Rotary Club Ipswich East, Brackenbury WI Tour, Felixstowe Chamber, Fisons Group,</li> <li>- Schools workshop piloted</li> </ul> <p><b>Landguard Fort and Landguard Nature Reserve</b></p> <ul style="list-style-type: none"> <li>- discussions ongoing with English Heritage and other stakeholders with reference governance arrangements</li> <li>- plans ongoing for an Armed Forces day 24 and 25 June 2017,</li> </ul>

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			<p><b>Martello Park</b></p> <ul style="list-style-type: none"> <li>- Vandalism reported to SCN</li> <li>- Public consultation on Options for Martello P planned for Heritage Weekend Sept</li> <li>- <i>Martello Park 'Highly Commended' in the category Award for regeneration, the Planning &amp; Placemaking Awards.</i></li> </ul> <p><b>Events Area</b></p> <ul style="list-style-type: none"> <li>- <i>Planning underway for a familiarisation event on 3 October.</i></li> </ul> <p><b>PierHead Development</b></p> <ul style="list-style-type: none"> <li>- Currently on target for work to commence September 2016.</li> </ul>
<b>5. Support and develop an enterprise and entrepreneurship culture within Felixstowe, supporting coordinated and targeted marketing of the facilities, events and opportunities within the town</b>			
<b>5.1 Coordination of major Felixstowe Events</b>	Explore setting up of a CIC or similar to bring together Felixstowe Carnival, Art on the Prom, etc	Enabling the community	<p><i>Four applications received for Directors role.</i></p> <p><i>Confirmation of Independent Panel from: Carnival Committee (verbal), Art on the Prom, Landguard Fort Trust.</i></p> <p><i>Confirmed expressions of interest for members received from: Carnival Committee, Book festival, Landguard Fort Trust (verbal), Felixstowe Community Arts Trust, Art on the Prom, Rapsallion Theatre, and Felixstowe Museum.</i></p>
<b>6. Supporting and contributing to the skills education and employability of young people</b>			
<b>6.1 School Summit</b>	Hold a School summit to agree a program to support Felixstowe Academy and local primary schools in providing information and guidance to young people for future careers	Improved awareness of local career opportunities and employability skills	<p>Felixstowe Youth Forum</p> <ul style="list-style-type: none"> <li>- invited to showcase their work at Engagement event 22 June</li> <li>- views sought on cycling on the Prom</li> </ul>
<b>6.2 Communication strategy for Schools</b>	Provide better information on local groups and organisations, sport and art provision and volunteering opportunities to young people.	Improved awareness of local youth provision	
<b>6.3 Support ongoing</b>	Working with partners to realise		MyGo now developing outreach service in Felixstowe

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<b>major projects:</b>	the full potential of: <ul style="list-style-type: none"> <li>• Level 2 (lottery Bid)</li> </ul> And other projects as they develop	As above	
<b>7. Additional activities</b>			
	<b>Cycling on the Promenade</b>		<i>Completed. Trial to be launched.</i>

Objective	Task and Outcome		
<b>Networking and Engagement (since last report)</b>	Meetings attended (June-Aug)  Monthly Seafront Gardens Progress meetings, monthly pier working group meetings, Chamber Executive, Felixstowe Youth Forum, Felixstowe Town Council Meeting, Tourism sub group, EDO Bury St Edmunds, East Suffolk Resource Network, Suffolk Chamber of Commerce, Community Action Suffolk, Nottingham Green Flag event, Peter Vaddan (Cultural Engine), Coastal icons meeting,  Presentations to: Flyer Breakfast, Engagement Event		
<b>Marketing and PR</b>	Enhanced profile of FF <ul style="list-style-type: none"> <li>• Newsletter distributed</li> <li>• Website review</li> <li>• Local, regional and national profile</li> </ul>	Increased awareness measured by stats	News update distributed May 2016 (650+ recipients), June 2016, July 2016, August 2016.