



## Felixstowe Forward

### Progress Report Felixstowe Town Council: July 2016

Objective	Task and Outcome	Measure	Progress Year 2 April 2016-march 2017
<b>Networking and Engagement (since last report)</b>	<p>Meetings attended:</p> <p>Monthly Seafront Gardens Progress meetings, monthly pier working group meetings, Lowestoft Vision, Steve Mayhew (Action Coach), Chamber Executive, Felixstowe Youth Forum, Felixstowe Town Council Meeting, Great British Seaside Conference (Brighton). Norfolk and Suffolk NHS Foundation Trust, Seafront Gardens Project Board.</p> <p>Held: One Year On annual stakeholder event, 22 June 2016, The Orwell Hotel.</p> <p>Presentations to:</p> <p>Tour of the Seafront Gardens to The Suffolk Gardens Trust, Greeters project, Grange Primary School and the Felixstowe Chamber.</p> <p>Coming Up (July)</p> <p>East Suffolk Resource Network, Pier Working group, Community meeting to discuss outcomes of engagement event, Suffolk Chamber.</p>		
<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 June 2016 (700+ recipients)

<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	Monthly attendance and update to the Flyer Business Club. Well engaged group who are keen to help and support Felixstowe Forward.
<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	Meeting planned with Suffolk Chamber of Commerce and Felixstowe Chamber of Commerce to explore partnership working.
	Three 'profile' networking events Winter, Spring, Summer	3 annual events  Increased contact with local commercial organisations	Business and Enterprise workshop held at the June engagement event 22 June.
	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 relationships with M&S, Adnams, and Barclays.
	Welcome programme for new businesses and campaign to attract businesses	Increased contact with commercial organisations	New SCDC booklet 'Creating Sustainable Town and Village Economies - an invitation to work together'. Copies available at the meeting.
	Business Improvement District	Inward investment	Attended Future High Street conference and followed up with meeting with Ipswich BID team and Lowestoft Vision. Further meetings planned with Lowestoft and Bury BID teams to explore the BID process further.
<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.  Attended the Great British Seaside Conference. Met with coastal community teams (CCT) across England. Invitation to visit Folkestone and Hythe CCT, and Ramsgate and Broadstairs CCT. Minister remembered visiting Felixstowe and asked how Landguard was progressing.

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	Annual Audit of Town Centre and Seafront businesses, annual benchmarking (footfall etc), annual use of Triangle	Statistical measurements and comparison data	Ongoing. Survey complete and report attached.
<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.
<b>1.7 Funding and Investment</b>	Maximise external funding opportunities and inward investment	Increased funding <i>(exc sponsors of FF)</i>	Bid has been made by SCDC to the Coastal Communities Fund project 'Coastal Icons – Under the Radar'. Joint bid to improve heritage awareness from Landguard through to Bawdsey radar – enhanced visitor information and interpretation, improved access, provide new and sustainable activities and improved infrastructure at Felixstowe / Bawdsey foot ferry. (Fund is likely to be heavily oversubscribed).
<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 and partnership engagement	
<b>2.2 Better Information for Residents (and where applicable Visitors) 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 held at the June engagement events planned 22 June. Follow up meeting planned. Felixstowe Forward facebook page set up.
	Establish single town calendar <i>(self updating)</i>	Improved awareness of community events and activities	

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<p><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></p>	<p>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></p>	<p>Enabling the community</p>	<p>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&amp;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></p> <p>Met with the Norfolk and Suffolk NHS Foundation Trust to establish link to the VASP Group (Voluntary and Statutory Partnership) with an interest in working together to tackle mental health.</p> <p>Worked with the Suffolk Disability Forum who held their AGM in Felixstowe on 5<sup>th</sup> July. Awaiting their findings on accessibility in Felixstowe.</p> <p>Volunteer event on the Triangle resulted in eight volunteers registering an interest in supporting town events.</p>
<p><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></p>			
<p><b>3.1 Establish sub group to support this work stream</b></p>	<p>Establish Tourism sub group (TG)</p>	<p>Effective and identified tourism sub group and partnership engagement</p>	<p>Effective and monthly meetings ongoing.</p>
<p><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></p>	<p>Review website/s VF and SFG and associated social media</p>	<p>Increased awareness of Felixstowe  Statistical analysis</p>	<p>Review underway. Plans to merge Seafront Gardens website to Visit Felixstowe Work ongoing: work held up due to organisational changes by host agent</p>
	<p>Promote branding and improve tourist information available to visitors within the town</p>	<p>Improved visitor experience</p>	<p>Visit Felixstowe Beach Hut Tourist information points open. Town Hall hut very successful. 20 volunteers registered to help. More enquiries yet to process.</p>
<p><b>3.3 Develop coherent seasonal marketing campaign for Felixstowe</b></p>	<p>Agree campaign headlines and key events and develop a seasonal tourism offer</p>	<p>Improved visitor experience</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> </ul>

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	Increase visitor event programmes	Hold three additional events	<ul style="list-style-type: none"> <li>• Made in Felixstowe (May)</li> <li>• Summer Holiday Fun (June)</li> </ul> <p>Clare Baker joined 1 April as Change Coordinator. Progressing enquiries. Confirmed Modern Market (10-14 Aug) Enquiry Circus and fun fair (Oct. half term) Enquiry Truck Fest (May 2017) Draft Felixstowe Events Policy for SCDC written. Currently identifying resource to hold a familiarisation event in September at the Events Area.</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>	Annual programme of monitoring and maintaining noticeboards	<p>Noticeboard recommendations agreed by Sponsor group</p> <p>Encouraging meeting with First Counties.</p> <p>Noticeboard Condition survey requested.</p> <p>Felixstowe Seafront Assets review – kiosk provision etc.</p>
<b>3.5 Protect the Natural Environment</b>	Coastal Management against flooding and erosion and land reclamation – ongoing relationship and support for Service Plan	Increased awareness of Coastal Management	Felixstowe Forward presenting workshop at annual Suffolk Coast and Estuaries Community Conference in October to establish closer links with the Coastal Management team.
	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 currently under review.
<b>4. Preserving and promoting the heritage of the Town</b>			
<b>4.1 Support ongoing major projects:</b>	Working with partners to realise the full potential of:	Project Plans and briefs	<b>Seafront Gardens</b> - announcement of the Green Flag and Green Heritage Award is expected 21 July

	<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>Successful completion of projects</p> <p>Inward Investment</p> <p>Partnership engagement</p> <p>Enabling the community</p>	<p><b>Landguard Fort and Landguard Nature Reserve</b></p> <p>- HLF progress delayed due to governance issues</p> <p><b>Martello Park</b></p> <p>- Vandalism reported to SCN</p> <p>- Public consultation on Options for Martello P planned for Heritage Weekend Sept</p> <p>- Martello Park received Highly Commended in Award for regeneration, the Planning &amp; Placemaking Awards.</p> <p><b>Events Area</b></p> <p>- work due to complete mid Aug. No delays expected.</p> <p><b>PierHead Development</b></p> <p>- Currently on target for work to commence September 2016.</p> <p><b>Martello P Tower</b></p> <p>- awaiting the appointment of a consultant to lead the options appraisal document for consultation later this year.</p>
<p><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></p>			
<p><b>5.1 Coordination of major Felixstowe Events</b></p>	<p>Explore setting up of a CIC or similar to bring together Felixstowe Carnival, Art on the Prom, etc</p>	<p>Enabling the community</p>	<p>Felixstowe Forward Sponsor group endorsed the setting up of a CIC. However they recommended that an independent panel elect the Board of Directors to serve alongside the two non executive directors Change Director (in the capacity of Felixstowe Forward on behalf of Suffolk Coastal District Council) and the Town Clerk (on behalf of Felixstowe Town Council).</p>
<p><b>6. Supporting and contributing to the skills education and employability of young people</b></p>			
<p><b>6.1 School Summit</b></p>	<p>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</p>	<p>Improved awareness of local career opportunities and employability skills</p>	<p>Felixstowe Youth Forum</p> <p>- invited to showcase their work at Engagement event 22 June</p> <p>- views sought on cycling on the Prom</p>
<p><b>6.2 Communication</b></p>	<p>Provide better information on</p>	<p>Improved awareness of</p>	

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<b>strategy for Schools</b>	local groups and organisations, sport and art provision and volunteering opportunities to young people.	local youth provision	
<b>6.3 Support ongoing major projects:</b>	Working with partners to realise 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	MyGo now developing outreach service in Felixstowe
<b>7. Additional activities</b>			
	<b>Cycling on the Promenade</b>		Over 513 responses received. 63.5% in favour of removing the byelaw. 36.5% against. Full response including comments has been sent to SCDC.