

Progress report: October 2015



Objective	Task and Outcome	Measure	Progress April – Oct 2015
<p>Networking</p>	<p>Attended: Felixstowe Forward Sponsor group, Seafront Gardens Project Board, Seafront Gardens Opening, Area Action Plan drop in session, Art on the Prom, Felixstowe Town Council Meeting, Tourism Sub Group, Felixstowe in Flower awards evening, Grow your Community Conference</p> <p>Presentations to: RICS breakfast meeting (SFG Presentation) Felixstowe Chamber (Presentation) Town Residents Association (Presentation) Outside Broadcast, BBC Radio Suffolk, Felixstowe Society,</p> <p>One to One meetings: Dr Adrian Cooper and Mark Angliss (Nature Reserve), Stephen Wyatt and Phil Dance (Improvement Plan), Gareth Jones (volunteer), Leigh Trevail, (Eastern Counties Motor Club), Bill Parker (Coastal Management), Stan Threadwell (Pier), Keri Ryder (Felixstowe Sports Hub), Christian Zeeman (Foot Ferry) Fiona Ginn (St Elizabeth Hospice) Gary Wright (Spa Pavilion) Suzanne Hawks (Black and White Productions) Lucy Thurman (DWP Job Centre) Jan Willis, Felixstowe Museum Murray Gibson, Uniserve Anthony Williams (Principal of Felixstowe Academy) Haley Dosser (Music in Felixstowe) Phil Hadwin (Felixstowe Society)</p> <p>Coming Up (November) HLF monitoring visit (Seafront Gardens) Felixstowe District Horticultural Society (presentation)</p>		

Ordinary Council 11 November 2015 Appendix A

	<p>DMO Pier Working group Annual ESP Event (presentation) Rotary Club (presentation) Felixstowe and D.C for sports (presentation) East Suffolk Resource Network Labour party (Presentation) DCI Salmon</p>		
<p>Governance</p> <p>Felixstowe Forward achieves its objectives to:</p> <ol style="list-style-type: none"> 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; 2. Seek and support new developments and projects within the town that contribute to the vitality of the town and wellbeing of residents; 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; 4. Preserving and promoting the heritage of the town; 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; and, 6. Supporting and contributing to the skills, education and employability of young people. 	<p>Effective sponsor group working and partnership engagement</p> <p>Engagement Event</p> <p>Celebration Event</p> <p>Improvement Plan</p>	<p>Sponsor group established with terms of reference, aims and objectives. Membership established and agreed. Sponsor group meetings held April, June, August, October. Notes of meetings available. Nick Barber appointed chair.</p> <p>Held 17th July 2015. 126 attendees. Full report written and circulated to all who attended.</p> <p>Planning January launch of improvement plan and progress event.</p> <p>Approved by Sponsor Group. Progress report Qtr 1 and 2 completed.</p> <p>Megan Edwards appointed as Felixstowe Forward apprentice Sept 2015. Making an excellent start.</p>	
<p>Marketing and PR</p>	<p>Enhanced profile of FF</p> <ul style="list-style-type: none"> • Newsletter distributed • Website review • Local, regional and national profile 	<p>Increased awareness measured by stats</p>	<p>Engagement event / launch event well attended by 126 people. Full report available. Newsletter distributed in June to approx. 300 recipients (June 2015), 459 recipients increase of 53% on original distribution (Sept 2015)</p> <p>Publicity and promotion (major news coverage) Cabinet Minister visit and launch of Coastal revival Fund July 2016 at Landguard</p>

Ordinary Council 11 November 2015 Appendix A

			<p>Fort June 2015 appointment HG, EADT July 2015 engagement event and minister visit covered in EADT, BBC radio and BBC TV Aug 2015 SFG gardens and double spread in EADT on Felixstowe regeneration, Outside broadcast held by BBC</p>
--	--	--	--

Section 2			
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.			
1.1 Establish sub group to support this work stream	Establish Business and Enterprise sub group (B&E)	Effective and identified business and enterprise group and partnership engagement	Meeting held with Felixstowe Chamber of Commerce Breakfast presentation to chamber of commerce.
1.2 Support the development of the local Chamber of Commerce <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	No action to date
	Three 'profile' networking events Winter, Spring, Summer <i>(Suggestions: Internet of Things, Tourism, Supporting our Young People)</i>	3 annual events Increased contact with local commercial organisations	No action to date
	Hold monthly informal networking event	12 events Increased contacts with commercial organisations	No action to date
	Welcome programme for new businesses and campaign to attract businesses	Increased contact with commercial organisations	No action to date

Ordinary Council 11 November 2015 Appendix A

	Business Improvement District	Inward investment	No action to date
1.4 Maximising Town Centre and Town Developments	DCLG 'Expert' visit, Great British High Street	Enabling the High Street to do more for themselves	Awaiting confirmation by DCLG. Date to be agreed.
	Annual Audit of Town Centre and Seafront businesses, annual benchmarking (footfall etc), annual use of Triangle	Statistical measurements and comparison data	Work in progress. . Available on request.
1.5 Car Parking Review	Review and audit existing car parking provision	Recommendations to Cabinet, Town Council	No action to date
1.6 Maintain prestige areas to a high standard	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. Promotion of customer care helpline in Newsletter Weeding and gateway approaches cleaned up July 2015 Ongoing SFG maintenance plan to be finalised.
1.7 Funding and Investment	Maximise external funding opportunities and inward investment	Increased funding <i>(exc sponsors of FF)</i>	- £10k Coastal Community Team awarded April 2015 - £3k (circa) Commitment Locality Budget Cllr G Newman to progress visitor information - £20k circa Funding secured for Felixstowe Forward Apprentice as part of SCDC commitment to apprenticeship programme.
2. Seek and support new developments and projects within the town that contribute to the vitality of the town and wellbeing of residents.			
2.1 Establish sub group to support this work stream	Establish Community Sub Group/s (Comm)	Effective and identified community sub group and partnership engagement	Meeting held. Representation yet to be fulfilled. Links with Health remain weak. Meeting planned for Dec 2015 with better representation.
2.2 Better Information for Residents (and where applicable Visitors) on what is going on in	Establish InfoLink as community portal Improve listings and links of what	Infolink annual stats measurement	Baseline as at Sept 2015 295 organisations across Childcare, Health and Care, Housing, Learning, Leisure, Money, People and Places, Transport, Work

Ordinary Council 11 November 2015 Appendix A

Felixstowe	is on with Press partners, Visit Felixstowe, FTC and Library		
	Establish single town calendar <i>(self updating)</i>	Improved awareness of community events and activities	No action to date
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	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	Volunteering conference held 22 October. Approximately 30 attended.
2.4 Contribute to Area Action Planning in relation to housing, employment, retail, tourism and the environment	Facilitate consultation via promotion and publicity of AAP	Increased awareness of AAP	Consultation open. Promoted in meetings and email sent out to all contacts.
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			
3.1 Establish sub group to support this work stream	Establish Tourism sub group (TG)	Effective and identified tourism sub group and partnership engagement	Established group meeting regularly. Notes of minutes Aug 2015, Sept 2015, Oct 2015.
3.2 Review www.visitfelixstowe.co.uk to be THE single source of information and branding for visitors to the town	Review website/s VF and SFG and associated social media	Increased awareness of Felixstowe Statistical analysis	Review underway. Ready for Spring launch 2016 Plans to merge Seafront Gardens website to VisitFelixstowe
	Promote branding and improve	Improved visitor	Planning underway to provide town guides, Visit Felixstowe flags and information A frames to

Ordinary Council 11 November 2015 Appendix A

	tourist information available to visitors within the town	experience	be resort ready for 2016
3.3 Develop coherent seasonal marketing campaign for Felixstowe	Agree campaign headlines and key events and develop a seasonal tourism offer Increase visitor event programmes	Improved visitor experience Hold three additional events	Planning campaign underway Meetings to discuss potential arts and drama festival, Arts Community centre, Car Rally event Ice Rink event planned 19-23 Dec (FTC)
3.4 Review all gateway signage, noticeboards and information taking into account integrated transport	Felixstowe resort ready Review, audit, improve existing provision Town map Audit Street Furniture Year 2	Annual programme of monitoring and maintaining noticeboards	Audit of all noticeboards completed. Gipping Homes expressed interest in sponsorship. Small working group and progress short, medium and long term plans.
3.5 Protect the Natural Environment	Coastal Management against flooding and erosion and land reclamation – ongoing relationship and support for Service Plan	Increased awareness of Coastal Management	Meeting with Coastal Management team held. Coastal community team stand at Coastal Management Conference held 1 Oct
	Establish a Felixstowe combined 'green and environmental' offer - Grove, Landguard, Seafront Gardens etc	Enabling the community to do more	Urban Community Nature reserve proposal received and potential sites being investigated. Plans ongoing for a meeting of interested parties to bring all involved together. 'Felixstowe urban community reserve' establishing wildlife corridors across the town.
	Landguard Reserve Management Plan 2015	Protection of Site	Dog walking issues remain on Landguard Reserve. Currently with SCDC legal dept. Designated nature reserve. Currently with SCDC legal dept.
4. Preserving and promoting the heritage of the Town			
4.1 Support ongoing major projects:	Working with partners to realise the full potential of: <ul style="list-style-type: none"> • Seafront gardens • Landguard Fort 	Project Plans and briefs Successful completion of projects	Seafront Gardens - Official opening Aug 2015 with the exception of Town Hall Gardens which are due to open Dec 2015. Work progressing on shelter. Ongoing maintenance issues reported directly to SCN via customer services helpline. Issues with pram Walk have been resolved. - Work in hand to progress activity plan, next HLF report.

Ordinary Council 11 November 2015 Appendix A

	<ul style="list-style-type: none"> • Martello Tower • Boating Lake • Pier Development • Spa Pavilion <p>And other projects as they develop</p>	<p>Inward Investment</p> <p>Partnership engagement</p> <p>Enabling the community</p>	<ul style="list-style-type: none"> - 10 year maintenance programme. - Evaluation ongoing. - Handover to Felixstowe Forward being under taken. - Friends of Seafront Gardens social evening successful <p>Landguard Fort</p> <ul style="list-style-type: none"> - HLF bid progressing - Bid made to Coastal Revival Fund pending outcome - active events programme ongoing <p>Landguard Reserve</p> <ul style="list-style-type: none"> - see 3.5 <p>Martello Park</p> <ul style="list-style-type: none"> - Fully open. Ongoing maintenance issues reported directly to SCN via customer services helpline. - Progressing Place making award 2015 application. Awaiting outcome. <p>Boating Lake</p> <ul style="list-style-type: none"> - approved recommendations by Cabinet (Oct 2016) but expecting work to start by the end of the year. Work due to start Jan and conclude June 2016. <p>Pier Development</p> <ul style="list-style-type: none"> - Cabinet (Oct 2016) approved recommendations. Pier working group to be convened to progress development. Currently on target for work to commence September 2016. <p>Spa Pavilion</p> <ul style="list-style-type: none"> - meeting with Gary Wright, confirmation of programme, box office has now opened. Opening event 14th November.
<p>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</p>			
<p>5.1 Coordination of major Felixstowe Events</p>	<p>Explore setting up of a CIC or similar to bring together Felixstowe Carnival, Art on the</p>	<p>Enabling the community</p>	<p>Currently being explored by Tourism sub-Group and initial ideas being investigated. Project initiation bid to be progressed.</p>

Ordinary Council 11 November 2015 Appendix A

	Prom, etc		
6. Supporting and contributing to the skills education and employability of young people			
6.1 School Summit	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>Meetings held with Work Inspiration broker. Date to be agreed. Meeting with new principal, Anthony Williams, was successful and plans are to be developed further.</p> <p>Other activities to note: May 2015: Academy Drop Down day – workshops with Year 9 students Sept 2015: Meeting with UCS and plans to work with 20 students studying tourism and event management using Felixstowe as case study Sept 2015: Workshop held with pupils from Priory School (Bury St Edmunds) who were on field trip to Felixstowe Sept 2015: Contact made with Dulwich School who visit Felixstowe every year Sept 2015: Business Planning Presentation to Year 9 students Felixstowe Academy</p>
6.2 Communication strategy for Schools	Provide better information on local groups and organisations, sport and art provision and volunteering opportunities to young people.	Improved awareness of local youth provision	No action to date
6.3 Support ongoing major projects:	<p>Working with partners to realise the full potential of:</p> <ul style="list-style-type: none"> • Level 2 (lottery Bid) <p>And other projects as they develop</p>	As above	<p>Mtg to discuss Talent Match Mtg with Job centre to explore potential links My Go supported with pop up events at the Triangle and leisure Centre car park My Go now have drop in centre at Job centre.</p>