

Introduction

Felixstowe is an Edwardian seaside destination with a charming town centre and a wonderful mix of attractions and activities based around the popular promenade and seafront. Like many towns of this size and make up it faces some traditional challenges. This has been exacerbated by the Covid 19 pandemic but we believe Felixstowe can emerge stronger. Strength comes from working together and partnership and the BID offers this opportunity in an organised and sustainable way. The BID will re-invest in the priorities that matter locally whilst appreciating that tourists are an important element of the business mix.

The Felixstowe BID Task Group



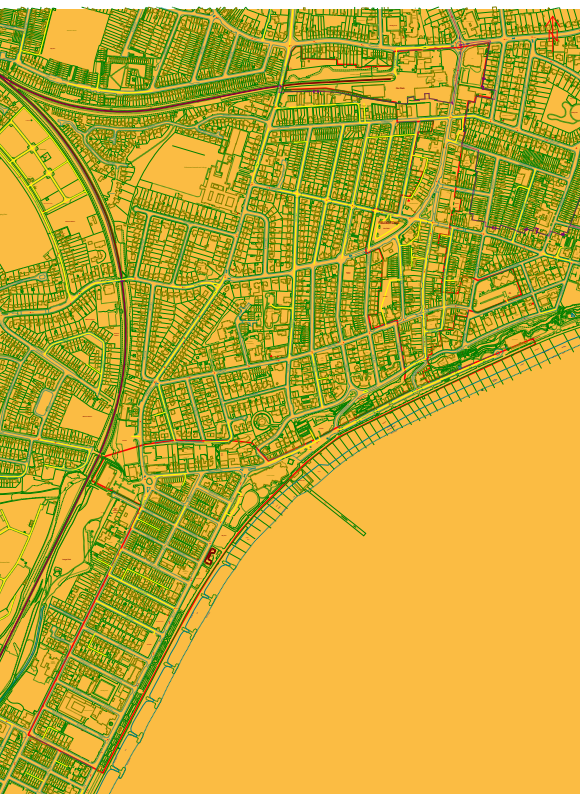
We believe that a Felixstowe BID will really help our town.

Paul Armbruster & David Wyard,
Underwood Hardware & DIY

Business Improvement Districts Explained

BIDs are an arrangement whereby businesses come together and decide which improvements they feel could be made in their destination and, how they will implement these improvements and what it will cost them. BIDs are financed and controlled by the businesses within the selected area. BIDs deliver additional projects and services over and above those already provided by public bodies.

The map is for illustrative purposes only.
Please refer to street list below.



Town Centre

- Bent Hill
- Cobbold Road
- Crescent Road
- Gainsborough Road (part)
- Garrison Lane
- Great Eastern Square
- Hamilton Road
- High Road West (part)
- Orwell Road (part)
- Penfold Road
- Ranelagh Road (part)
- Victoria Street

Seafront

- Arwela Road
- Beach Station Road (part)
- Langer Road (south side only)
- Manning Road
- Sea Road
- Undercliff Road West

The BID Area

Felixstowe BID Projects

These projects have been developed through extensive consultation with businesses over the last year.

01

Local and Visitor Marketing & Promotion

Say 'YES' to a Felixstowe BID and we will:

- Develop a marketing plan that will include destination and local marketing to promote the town centre, sea front and BID businesses. This will include conventional and online marketing platforms
- Develop a comprehensive website and social media platforms to showcase the complete Felixstowe experience, promote offers and be an effective way of communicating with customers and engaging with businesses
- The Council are piloting Town Centre Wi-fi already. The BID will work to further develop this and the customer movement tracking
- Deliver a Reward/Gift Card scheme
- Increase dwell time and spend through linking existing events and promotions to businesses

Over £600,000 invested during the five year life of the BID!

02

Car Parking/ Public Transport & Signage

Say 'YES' to a Felixstowe BID and we will:

- As part of the Covid 19 response to 'Reopening High Streets', pilot pedestrianisation of Hamilton Road has already commenced. The BID will review this to measure success and learn lessons. If it facilitates events and improves footfall, the BID will seek resources to make it permanent
- Improve wayfinding and signage to increase connectivity between the town centre and sea front
- Develop car parking and public transport initiatives

03

Business Support

Say 'YES' to a Felixstowe BID and we will:

- Develop centralised procurement for services such as trade waste, recycling, insurance and the like to ensure reduced costs for businesses
- Be an influential lobbying and advocacy group
- Work to ensure that Post COVID, Felixstowe is in a position with a plan and a partnership to secure stimulus funding to help businesses and the town recover
- Provide regular intelligence and information about the business environment
- Leverage additional funding and grant opportunities



The Finances

BIDs are funded by the eligible businesses included in the BID area. If businesses vote 'yes' for the Felixstowe BID, the levy will raise approximately £122,000 per annum for five years. With additional income, this equates to over £600,000 to deliver improvements that will directly benefit you. If the BID vote is successful, all eligible businesses will pay a levy of 2% of the rateable value of the business per annum. Small businesses, with a rateable value of less than £5,000, will be exempt from paying but can join voluntarily

We believe by working together with common goals, the BID will positively impact Felixstowe.

Charlie Manning, Manning's Amusements



70%
of businesses will pay
£1 a day
or less

BID Governance and Management

If the BID ballot is successful, an independent, not-for-profit company, limited by guarantee, will govern the BID. The Board will be made up of businesses and they will be directly accountable to BID levy payers. Its performance will be measured and reported regularly.

The Felixstowe Chamber of Trade & Commerce is supporting these plans.

Roger Abbott, Felixstowe Chamber of Trade & Commerce

Your BID Team

The Felixstowe BID has been guided to this point by a Task Group, of local business people, champions and Stakeholders who are passionate about the future success of the Town.

I am fully behind the BID as in time it will bring more events and ideas increasing footfall.

Nick Barber, Nick Barber Auctions



What's Next?

Businesses within the BID area will receive a ballot paper by post. The vote to establish a BID for Felixstowe is then formally open. From this date businesses can complete and return their ballot papers to Civica ERS, the independent agents acting on behalf of East Suffolk Council's Returning Officer. The following outlines the Ballot timetable:

13 October 2020

Despatch of Ballot Papers

10 November 2020

Close of Postal Ballot

11 November 2020

Formal Declaration of Ballot Result



I am in favour of the Felixstowe BID as it can offer our businesses opportunities we would not necessarily have access to individually.

Jessie Fotherby, The Little Ice Cream Co

TO SEE THE FULL BUSINESS PLAN, FIND OUT MORE ABOUT THE BID TEAM OR TO CONTACT US, PLEASE VISIT:

www.felixstowebid.co.uk