

DRAFT

April 2018 – March 2021

# Felixstowe Forward Delivery Plan



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Felixstowe Forward



## 1. 2021 Vision of Success

To support the East Suffolk business plan vision to:

**Maintain and sustainably improve the quality of life for everyone growing up in, living in, working in and visiting East Suffolk.**

and Felixstowe Town Council business plan vision for:

**Felixstowe to be a successful, vibrant, attractive town, where people want to live, work, study, visit and play.**

Felixstowe Forward will continue to be an active 'enabling' initiative – creating the conditions for public, business and voluntary sectors to work with community groups and local champions to effectively tackle local needs, improving the quality of life for those who live in, work in and visit Felixstowe.

The ethos of Felixstowe Forward will be to work in collaboration with partners and focus on building community resilience within the town.

Earlier in 2017 the Felixstowe Forward Sponsor Group, Felixstowe Town Council and Suffolk Coastal District Council agreed the priorities and committed to a continued three year term to 2021 with an investment of £95k per annum.

This is an overview document that sets out the agreed priorities for Felixstowe Forward until 2021 along with an action plan for delivery over the three year term, including indicative measures of success and expected timescales.

This document will be used as the basis of reports to the Felixstowe Forward Sponsor Group, Felixstowe Town Council and other stakeholders as appropriate.

## 2. Strategic priorities 2018-2021

Felixstowe Forward will work with partners to deliver the following three key strategic priorities and outcomes by 2021.

### 1 Economic Growth

#### Outcomes

- 1.1 Felixstowe is recognised as a vibrant town where businesses are sustained and contribute to the economic success of the town and East Suffolk.
- 1.2 Felixstowe has enhanced its reputation as a destination resort contributing to the visitor economy in Felixstowe and East Suffolk.

### 2 Enabling Communities

#### Outcomes

- 2.1 Felixstowe is an exemplar for East Suffolk place based collaboration, community and cohesion.
- 2.2 There is improved awareness of what is available to Felixstowe residents locally and how they can engage in community events and activities.
- 2.3 Felixstowe Forward has helped to improve the mental and physical health and wellbeing of the community.

### 3 Sustainability

#### Outcomes

- 3.1 Felixstowe Forward provides an exemplar of place-based collaborative working as progression is made towards the new East Suffolk Council and will leave behind a legacy of strong partnership working beyond the lifetime of the initiative.

### 3. Outline Action Plan

Please note: Each action has a risk rating from Low to High.

Low - ongoing and highly likely to be delivered

Medium - likely to be delivered with some challenges

High - significant challenges

Felixstowe Forward will:	Stakeholders and Partners	Measures of Success	Time Scale
<b>1 Economic Growth</b>			
<b>1.1 Felixstowe is recognised as a vibrant town where businesses are sustained and contribute to the economic success of the town and East Suffolk.</b>			
Explore the viability of a Business Improvement District (BID)  Risk Rating - Low	Stakeholders SCDC – ED&R Cabinet FTC SCC Suffolk Chamber Felixstowe Chamber Visit Felixstowe CIC Anglia Revenue Partnership BID working group (Town and Resort Businesses)	Working group monthly meetings  Final feasibility, scoping report and action plan  Cabinet Paper	Ongoing to July 2019  by April 2018  tbd
Consult with Town and Resort businesses on the benefits of a Business Improvement District  Risk rating – Low	Stakeholders SCDC – ED&R FTC SCC Suffolk Chamber Felixstowe Chamber Visit Felixstowe CIC BID working group (Town	Consultation Events  Consultation feedback and questionnaire  Presentations at business events  Visibility in the Town	April 2018 – March 2019  April 2018 – March 2019  April 2018 – March 2019  April 2018 – March 2019

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	and Resort Businesses)	News Updates and information	April 2018 – March 2019
	Town Centre Businesses	Draft BID Prospectus	March 2019
	Resort Businesses		
Ballot and implement a Business Improvement District for Felixstowe Town and Resort	BID working group (Town and Resort Businesses)	Establish appropriate management and governing body.	by Dec 2018
<p style="color: red;">Risk rating – High: Town and Resort may decline a BID. (Sponsor Group agenda for Dec 2017 meeting).</p>	SCDC Democratic Services	Final prospectus and call	by June 2019
	Anglia Revenue Partnership	Successful Ballot	June/July 2019
	Town Centre Businesses	Increased investment	tbd
	Resort Businesses	Collection of Levy (expected to be in excess of £50k)	tbd
		Handover to BID Managing body	July 2019
		Support in first BID year	August 2019-2020
Engagement with businesses to build growth	Stakeholders	No of business engaged	Ongoing throughout term
<p style="color: green;">Risk rating - Low</p>	Felixstowe Chamber	- dissemination	
	Suffolk Chamber	- support	
	SCDC ED&R team	No of jobs created	
	Growth Hub	No of referrals to partners	
	Menta	Town Centre annual benchmark report	
	Business owners	News Updates	

1.2 Felixstowe will have enhanced its reputation as a destination resort contributing to the visitor economy in Felixstowe and East Suffolk.			
<p>Fully enable Visit Felixstowe CIC to take an active role in developing the local tourism offer.</p> <p>Risk rating – Medium: Visit Felixstowe CIC aims and objectives are likely to be a significant work stream of a BID.</p>	<p>Visit Felixstowe CIC Suffolk Coastal District Council Felixstowe Town Council</p>	<p>Evolved authority to manage events in Felixstowe and to build revenue streams</p> <p>Investment through grants and funding opportunities.</p> <p>Visit Felixstowe CIC fully engaged in the BID process and lead on destination resort management and event programme</p>	<p>Ongoing to July 2019</p> <p>Ongoing to July 2019</p> <p>Ongoing to July 2019</p>
<p>Capitalise on existing strengths and present a strong and diverse, year round programme of events.</p> <p>Risk rating - Low</p>	<p>Tourism Sub Group Suffolk Coast DMO</p> <p>Visit Felixstowe CIC</p> <p>Resort Businesses</p> <p>Event Organisers - commercial - community</p> <p>Volunteers</p> <p>Residents and Visitors</p>	<p>Nos of event organisers engaged</p> <p>Nos of events listed</p> <p>New events attracting different audiences</p> <p>Seasonal event publicity</p> <p>Feedback responses</p> <p>Updated information on website</p> <p>No's of estimated visitors</p> <p>No's of estimated volunteers</p> <p>Annual event economic impact report</p>	<p>Ongoing throughout term</p> <p>December 2018, 2019, 2020</p>
<p>Build on the momentum of promoting Felixstowe as a destination, and cross-promotion of visitor related activity.</p> <p>Risk rating - Low</p>	<p>Visit Felixstowe CIC Suffolk Coast DMO</p> <p>Resort Businesses</p>	<p>Manage Tourist Information Hut volunteers</p> <p>Visit Felixstowe Charter</p> <p>Maintain TIP's</p>	<p>Ongoing through term</p>

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	Event Organisers - commercial - community  Volunteers  Visitors	Maintaining Visit Felixstowe website  Google analytics  Social Media statistics  2018, 2019, 2020, 2021 promotional leaflets (digital and hard)  Open Season Event, National Tourism Week	Easter 2018, 2019, 2020
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## 2. Enabling Communities

### 2.1 Felixstowe is an exemplar for East Suffolk place based collaboration, community and cohesion.

Target engagement with community and voluntary sector partners to build community cohesion  <i>Risk Rating - Low</i>	CAS SCC SCDC Communities Team Local voluntary sector organisations	no of VSO's engaged - dissemination information - support	Ongoing throughout term
Work with partners to exploit the full potential of Felixstowe through collaborations and projects as they arise, including attracting external funding.  <i>Risk rating – Low</i>	SCDC FTC SCC Others as determined by project	to be determined by project/s	to be determined by project/s

### 2.2 Improved awareness of what is available to residents locally and how they can engage in community events and activities.

Develop an online community portal to	Felixstowe Town Council	Google analytics	Ongoing through term
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<p>promote improved joint working and collaborations</p> <p>Risk rating - Low</p>	<p>Suffolk Info Link</p> <p>VSO's</p> <p>Residents</p>	<p>Live online presence</p> <p>No's of users</p> <p>Feedback</p>	<p>Dec 2018</p> <p>Ongoing from Dec 2018</p> <p>Easter 2019</p>
<h3>2.3 Improved health and wellbeing of the community</h3>			
<p>Continue to build on Felixstowe being recognised as a dementia friendly community.</p> <p>Complete delivery of Community Call to Action project</p> <p>Risk Rating - Low</p>	<p>SCDC, Enabling Communities Felixstowe DAA National DAA Dementia Together Sue Ryder East of England Coop</p> <p>Memory Lane Support Group Felixstowe Parish Support Group</p> <p>People affected by dementia Dementia Friendly Organisations</p>	<p>Increased awareness of what a dementia friendly community is</p> <p>Increased no's of Dementia Friendly organisations</p> <p>Increased no's of Dementia Friends and Dementia Champions</p> <p>Increased no's of volunteers supporting people living with dementia</p> <p>Increased no's of people affected by dementia attending support groups locally</p> <p>Dissemination of information via social media, news updates, publicity and promotion</p> <p>Transition of Fxt DAA to an independent Chair</p>	<p>Ongoing throughout term</p> <p>Ongoing throughout Term</p> <p>Ongoing throughout Term</p> <p>Ongoing throughout Term</p> <p>Ongoing throughout Term</p> <p>Ongoing throughout Term</p> <p>December 2018</p>
<p>Introduce a pilot person to person Timebanking scheme in Felixstowe</p>	<p>SCDC, Enabling Communities SCC Community Action Suffolk</p>	<p>Timebank project launch</p> <p>Oversee project deliverables (tbd)</p>	<p>January 2018</p> <p>Ongoing to Jan 2019</p>



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<p>Risk rating – High: Dec 2017 subject to funding applications: outcome not yet confirmed</p>	<p>TimeBank UK</p> <p>VSO's</p> <p>Residents and volunteers</p>	<p>- no's of opportunities (asks and offers)</p> <p>- no's of volunteers</p> <p>-</p> <p>Transition project to local community organisation</p>	<p>by January 2019</p>
<h3>3. Sustainability</h3>			
<h4>3.1 Felixstowe Forward provides an exemplar of place-based collaborative working as progression is made towards the new East Suffolk Council and will leave behind a legacy of strong partnership working beyond the lifetime of the initiative.</h4>			
<p>Develop a model that will connect and support the town, resort and community post 2021</p> <p>Risk rating – Medium: new Council emerging</p>	<p>East Suffolk Council</p> <p>Felixstowe Town Council</p> <p>Stakeholders to be determined.</p>	<p>Pilot model in 2020-2021</p> <p>Transition to new model 2021</p> <p>Finalise handover of Felixstowe Forward projects appropriately</p>	<p>April 2020 – March 2021</p> <p>March 2021</p>
<p>Work with partners to exploit the full potential of Felixstowe through collaborations and projects as they arise. (eg Leisure Vision)</p> <p>Risk rating – Low.</p>	<p>SCDC</p> <p>FTC</p> <p>SCC</p> <p>others as determined by project/s</p>	<p>to be determined by project/s</p>	<p>Ongoing throughout term.</p>
<p>Oversee Landguard Partnership governance review</p>	<p>Landguard Partnership</p> <p>Partners</p>	<p>Governance review and model</p> <p>Introduction of car parking</p>	<p>by 2021</p> <p>by 2018</p>