

Felixstowe Forward

Progress Report Felixstowe Town Council: to end of December 2017

*(latest update in italics)*



Town Improvement Plan Objectives			
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	Support given to the new Co Chairs of Felixstowe Chamber of Commerce and Trade. Chamber is now attending regularly the Vibrant Economies Group and is working with the Town Centre Partnership. Early discussions held about holding some sort of Felixstowe Summit to inform a potential application for funding. <i>Felixstowe Chamber considering proposals for a business incubation club, as well as a business studies project with the Academy.</i> <i>The Chamber is also close to establishing formal links with the Suffolk Chamber of Commerce and the Felixstowe Port Users Association in a concerted effort to boost Felixstowe's commercial centre.</i>
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	Following an initial contact database work is ongoing to keep it updated.
	Hold monthly informal networking event	12 events Increased contacts with commercial organisations	Felixstowe Flyer and Chamber continue to hold successful joint business breakfasts. <i>Collaboration with Local Enterprise Partnership, Growth Hub, Felixstowe Chamber of Commerce to hold business roadshow Wednesday 8<sup>th</sup> November, 08.45-10.30am. Free. Attended by 10 businesses.</i> <i>Regular attendance at monthly business breakfasts to host 5 minute good news stories.</i>
	Welcome programme for new businesses and campaign to	Increased contact with commercial	Ideas came out of the recent Town Centre Partnership soft launch to be progressed. <i>Felixstowe Chamber has received funding to progress a 'welcome package' for new businesses.</i>

## Ordinary Council 10 January 2018 – Appendix B

	attract businesses	organisations	<i>HG to support. Felixstowe Chamber and Flyer looking to hold a Business Networking Conference / Event October 2018.</i>																					
	Business Improvement District	Inward investment	Feasibility for a Town and Resort Business Improvement District continue to be explored. Ongoing and included in Cabinet proposal going forward. <i>Working party set up to progress the feasibility. Meeting held with Colchester, Economic Development Manager, visit to 'Our Bury St Edmunds' by Town Councillors and conference call in the diary with Falmouth and Hitchin.</i>																					
<b>1.4 Maximising Town Centre and Town Developments</b>	Town Centre developments	Enabling the High Street to do more for themselves	Town Centre Partnership soft launch held 24 May 2017. Terms of reference agreed, membership fee structure agreed and initial members are in the process of signing up.  Multi Cultural event held 26 Aug. Good atmosphere in the Town centre and high footfall. 35 retailers involved on the day. Variable feedback on the food market – public generally satisfied retailers critical. Fresh Gold Radio did an excellent job. All three music acts well received.  <i>Christmas campaign agreed: Friday late night opening in December until 7pm. Free car parking agreed. Town Centre retailers are organising most of this years campaign with support from Visit Felixstowe. Successful Christmas switch on.</i>																					
	Annual Audit of Town Centre and Seafront businesses, annual benchmarking (footfall etc), annual use of Triangle	Statistical measurements and comparison data	<p><i>Retail and Commercial Leisure Study 2017: Felixstowe Town Centre</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;"></th> <th style="width: 20%;"><b>2017 %</b></th> <th style="width: 20%;"><b>National %</b></th> </tr> </thead> <tbody> <tr> <td><i>Convenience shops</i></td> <td style="text-align: center;">9%</td> <td style="text-align: center;">9%</td> </tr> <tr> <td><i>Comparison shops</i></td> <td style="text-align: center;">45% (+7%)</td> <td style="text-align: center;">32%</td> </tr> <tr> <td><i>Retail service</i></td> <td style="text-align: center;">14%</td> <td style="text-align: center;">14%</td> </tr> <tr> <td><i>Leisure Services</i></td> <td style="text-align: center;">18% (-5%)</td> <td style="text-align: center;">23%</td> </tr> <tr> <td><i>Finance and Business Services</i></td> <td style="text-align: center;">11%</td> <td style="text-align: center;">11%</td> </tr> <tr> <td><i>Vacant</i></td> <td style="text-align: center;">3% (-8%)</td> <td style="text-align: center;">11%</td> </tr> </tbody> </table> <p><i>Meeting national average with the exceptions: Comparison stores (books, clothing, furniture, chemists, jewellery) higher than national average. Leisure services below national average. Planned Wetherspoon development will address this. Vacant units significantly below national average (at their lowest in 7 years) The study supports the vision for the Town Centre to be around a unique shopping experience.</i></p>		<b>2017 %</b>	<b>National %</b>	<i>Convenience shops</i>	9%	9%	<i>Comparison shops</i>	45% (+7%)	32%	<i>Retail service</i>	14%	14%	<i>Leisure Services</i>	18% (-5%)	23%	<i>Finance and Business Services</i>	11%	11%	<i>Vacant</i>	3% (-8%)	11%
	<b>2017 %</b>	<b>National %</b>																						
<i>Convenience shops</i>	9%	9%																						
<i>Comparison shops</i>	45% (+7%)	32%																						
<i>Retail service</i>	14%	14%																						
<i>Leisure Services</i>	18% (-5%)	23%																						
<i>Finance and Business Services</i>	11%	11%																						
<i>Vacant</i>	3% (-8%)	11%																						
<b>1.5 Car Parking Review</b>	Review and audit existing car parking provision	Recommendations to Cabinet, Town Council	<i>Paper regarding Civil Parking Enforcement consultation to SCDC Cabinet on 7 Nov (includes option to introduce car parking charges at Landguard). Further consultation on proposals will start 17th Nov and close 8th Dec 2017.</i>																					

## Ordinary Council 10 January 2018 – Appendix B

<p><b>1.6 Maintain prestige areas to a high standard</b></p>	<p>Ensure Suffolk Coastal Norse maintenance is completed to contract expectations especially in gateway approaches and prestige areas during visitor season</p>	<p>Visual enhancement of the town</p>	<p>First quarterly resort meeting held. Issues of Anti Social Behaviour in Seafront Gardens discussed. Escalated to Safety Neighbourhood Team. CCTV partnership reconvened. Actions taken to mitigate – increased CCTV signage, dummy camera installed, and prompt reporting to police. Anti Social Behaviour remains a priority for SNT and a concern. Level Two outreach unit now operational. Suffolk Coastal Norse appointed Steve Green as Felixstowe local contact. Masonry Bees have returned to the Gardens in abundance! 2 Minute Beach Clean Board introduced to the Visit Felixstowe Tourist Information Hut. Launched at Art on the Prom and well used. The Board dispenses a litter picker and a plastic bag to collect litter. <a href="https://beachclean.net/boards">https://beachclean.net/boards</a> <i>Anti Social Behaviour remains a concern with ongoing damage to Seafront gardens. Incidents are being reported to the police in a timely manner.</i></p>
<p><b>1.7 Funding and Investment</b></p>	<p>Maximise external funding opportunities and inward investment</p>	<p>Increased funding (<i>exc sponsors of FF</i>)</p>	<ul style="list-style-type: none"> <li>• Felixstowe Dementia Action Alliance awarded £5k from Community call for Action</li> <li>• <i>Funding application to be made to Exemplar for Time Banking initiative</i></li> <li>• <i>Joint Coastal Community Team bid being considered with Deben and Leiston around connecting heritage along the coast).</i></li> </ul>
<p><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></p>			
<p><b>2.1 Establish sub group to support this work stream</b></p>	<p>Establish Community Sub Group/s (Comm)</p>	<p>Effective and identified community sub group and partnership engagement</p>	<p>Officers meeting held to discuss Engagement Event.</p>
<p><b>2.2 Better Information for Residents (<i>and where applicable Visitors</i>) on what is going on in Felixstowe</b></p>	<p>Establish InfoLink as community portal  Improve listings and links of what is on with Press partners, Visit Felixstowe, FTC and Library</p>	<p>Infolink annual stats measurement</p>	<p>Signposting regularly made to InfoLink.  News update circulated March and May via MailChimp which allows for monitoring</p>
	<p>Establish single town calendar (<i>self updating</i>)</p>	<p>Improved awareness of community events and activities</p>	<p>Progress has been made to providing a community portal on FTC website which pulls information direct from InfoLink. <i>Ongoing</i></p>
<p><b>2.3 Enable the voluntary</b></p>	<p>Hold three annual community</p>	<p>Enabling the</p>	<p><b>Felixstowe Dementia Action Alliance</b></p>

## Ordinary Council 10 January 2018 – Appendix B

<p><b>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>themed seminars to explore collaboration, better use of resources etc <i>(eg Health and Wellbeing, Volunteering, Adult and Social care)</i></p>	<p>community</p>	<p>Local DAA well established Dementia Support Group successfully transferred to St Johns Church. Work ongoing to transfer the memory café. Mapping Event held 11<sup>th</sup> July, Old Felixstowe Community Centre, 12.00-4pm to map provision, identify gaps and needs. Newsletter update circulated including report on the event held 11 July.</p> <p><i>IP11 postcode – 12 Champions, 800+ Friends, 182 Digital Friends, 29 Alliance members. Memory Lane opened 6 Oct. Open every Friday 11am-3pm Drop in at the Salvation Army, Cobbold Road. Attendance being monitored. Leaflets currently being produced. Formal opening by the Mayor being planned 19 January 11.30am. All councillors are invited to attend.</i></p> <p><b>Time banking Project</b> <i>Visit to Somersham Time Bank made. Plans to have Felixstowe pilot up and running in the New Year.</i></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>Work ongoing on refresh of Visit Felixstowe website. <i>Refreshed website to go live before Christmas. Social Media: Twitter is up +12% on previous quarter, Facebook +3%. (Website stats will be updated at end of the quarter)</i></p>
	<p>Promote branding and improve tourist information available to visitors within the town</p>	<p>Improved visitor experience</p>	<p>2017 Open Season launch held 29 March. 2017 Visitor products produced and in circulation. 2017 campaign across North Essex, Suffolk and South Norfolk underway.</p> <p>Feedback suggests 2017 Season has been excellent: Beach Hut volunteers report more visitors than last year, Landguard Fort +3,000 visitors between May-Aug, vehicle count to Landguard Peninsula increased +4,700 on year to date, anecdotal evidence Bank Holiday weekend suggests busiest year ever.</p>

## Ordinary Council 10 January 2018 – Appendix B

			<i>BeachHut stats currently being collated.</i>																																																																																							
<b>3.3 Develop coherent seasonal marketing campaign for Felixstowe</b>	Agree campaign headlines and key events and develop a seasonal tourism offer	Improved visitor experience	<b>Event enquiries: For full listing of what's on <a href="http://www.visitfelixstowe.org.uk">www.visitfelixstowe.org.uk</a></b>																																																																																							
	Increase visitor event programmes	Hold three additional events	<table border="1"> <thead> <tr> <th>Event Date</th> <th></th> <th>Event name</th> <th>Location</th> </tr> </thead> <tbody> <tr> <td>15-21 January</td> <td>New</td> <td>Dogs Trust promotional event</td> <td>The Triangle Felixstowe</td> </tr> <tr> <td>19-25 February</td> <td>New</td> <td>Dogs Trust promotional event</td> <td>The Triangle Felixstowe</td> </tr> <tr> <td>11/03/2018</td> <td>New</td> <td>Mothers Day Dip -Blossom Appeal</td> <td>Felixstowe Beach/Sea</td> </tr> <tr> <td>30/03/2018</td> <td>Annual</td> <td>CTF Good Friday service</td> <td>The Triangle Felixstowe</td> </tr> <tr> <td>30th March -2 April 18</td> <td>Annual</td> <td>Felixstowe Easter Fair</td> <td>Beachside events area</td> </tr> <tr> <td>22nd April 18</td> <td>Annual</td> <td>St Georges Day parade</td> <td>Prom</td> </tr> <tr> <td>23-29 April 2018</td> <td>New</td> <td>Dogs Trust promotional event</td> <td>The Triangle Felixstowe</td> </tr> <tr> <td>Monday 30 April</td> <td>Annual</td> <td>Rotary Fun Run</td> <td>Promenade Felixstowe</td> </tr> <tr> <td>06-May-18</td> <td>Annual</td> <td>Classic Vehicle rally</td> <td>Sea front gardens by the Alex</td> </tr> <tr> <td>06-May-18</td> <td>Annual</td> <td>Scouts refreshment tent</td> <td>(part of above event)</td> </tr> <tr> <td>19/05/2018</td> <td>Annual</td> <td>Kite Festival Promotional Day</td> <td>The Triangle Felixstowe</td> </tr> <tr> <td>20-May-18</td> <td>Annual</td> <td>Kite Festival Rotary Club of Landguard</td> <td>International College</td> </tr> <tr> <td>28 May - 3 June 2018</td> <td>New</td> <td>Dogs Trust promotional event</td> <td>The Triangle Felixstowe</td> </tr> <tr> <td>June</td> <td>Annual</td> <td>Discover Landguard promotional day</td> <td>The Triangle Felixstowe</td> </tr> <tr> <td>June</td> <td>Annual</td> <td>Felixstowe in Flower Launch</td> <td>The Triangle Felixstowe</td> </tr> <tr> <td>23 June 2018</td> <td>New</td> <td>Midnight Walk</td> <td>Promenade Felixstowe</td> </tr> <tr> <td>29/06/18 to 01/07/18</td> <td>Annual</td> <td>Felixstowe Book Festival</td> <td>Various</td> </tr> <tr> <td>08/07/2018</td> <td>Annual</td> <td>Walk for Wards</td> <td>Felixstowe prom</td> </tr> <tr> <td>28/07/2018</td> <td>Annual</td> <td>Felixstowe Carnival</td> <td>Various locations</td> </tr> <tr> <td>27th-29th July 2018</td> <td>Annual</td> <td>Felixstowe Carnival</td> <td>The Triangle Felixstowe</td> </tr> <tr> <td>18 August 2018</td> <td>Annual</td> <td>Stand Up to Cancer event</td> <td>Promenade</td> </tr> </tbody> </table>	Event Date		Event name	Location	15-21 January	New	Dogs Trust promotional event	The Triangle Felixstowe	19-25 February	New	Dogs Trust promotional event	The Triangle Felixstowe	11/03/2018	New	Mothers Day Dip -Blossom Appeal	Felixstowe Beach/Sea	30/03/2018	Annual	CTF Good Friday service	The Triangle Felixstowe	30th March -2 April 18	Annual	Felixstowe Easter Fair	Beachside events area	22nd April 18	Annual	St Georges Day parade	Prom	23-29 April 2018	New	Dogs Trust promotional event	The Triangle Felixstowe	Monday 30 April	Annual	Rotary Fun Run	Promenade Felixstowe	06-May-18	Annual	Classic Vehicle rally	Sea front gardens by the Alex	06-May-18	Annual	Scouts refreshment tent	(part of above event)	19/05/2018	Annual	Kite Festival Promotional Day	The Triangle Felixstowe	20-May-18	Annual	Kite Festival Rotary Club of Landguard	International College	28 May - 3 June 2018	New	Dogs Trust promotional event	The Triangle Felixstowe	June	Annual	Discover Landguard promotional day	The Triangle Felixstowe	June	Annual	Felixstowe in Flower Launch	The Triangle Felixstowe	23 June 2018	New	Midnight Walk	Promenade Felixstowe	29/06/18 to 01/07/18	Annual	Felixstowe Book Festival	Various	08/07/2018	Annual	Walk for Wards	Felixstowe prom	28/07/2018	Annual	Felixstowe Carnival	Various locations	27th-29th July 2018	Annual	Felixstowe Carnival	The Triangle Felixstowe	18 August 2018	Annual	Stand Up to Cancer event
Event Date		Event name	Location																																																																																							
15-21 January	New	Dogs Trust promotional event	The Triangle Felixstowe																																																																																							
19-25 February	New	Dogs Trust promotional event	The Triangle Felixstowe																																																																																							
11/03/2018	New	Mothers Day Dip -Blossom Appeal	Felixstowe Beach/Sea																																																																																							
30/03/2018	Annual	CTF Good Friday service	The Triangle Felixstowe																																																																																							
30th March -2 April 18	Annual	Felixstowe Easter Fair	Beachside events area																																																																																							
22nd April 18	Annual	St Georges Day parade	Prom																																																																																							
23-29 April 2018	New	Dogs Trust promotional event	The Triangle Felixstowe																																																																																							
Monday 30 April	Annual	Rotary Fun Run	Promenade Felixstowe																																																																																							
06-May-18	Annual	Classic Vehicle rally	Sea front gardens by the Alex																																																																																							
06-May-18	Annual	Scouts refreshment tent	(part of above event)																																																																																							
19/05/2018	Annual	Kite Festival Promotional Day	The Triangle Felixstowe																																																																																							
20-May-18	Annual	Kite Festival Rotary Club of Landguard	International College																																																																																							
28 May - 3 June 2018	New	Dogs Trust promotional event	The Triangle Felixstowe																																																																																							
June	Annual	Discover Landguard promotional day	The Triangle Felixstowe																																																																																							
June	Annual	Felixstowe in Flower Launch	The Triangle Felixstowe																																																																																							
23 June 2018	New	Midnight Walk	Promenade Felixstowe																																																																																							
29/06/18 to 01/07/18	Annual	Felixstowe Book Festival	Various																																																																																							
08/07/2018	Annual	Walk for Wards	Felixstowe prom																																																																																							
28/07/2018	Annual	Felixstowe Carnival	Various locations																																																																																							
27th-29th July 2018	Annual	Felixstowe Carnival	The Triangle Felixstowe																																																																																							
18 August 2018	Annual	Stand Up to Cancer event	Promenade																																																																																							

## Ordinary Council 10 January 2018 – Appendix B

			<p>02 September 2018 Annual Art on the Prom The Triangle Felixstowe</p> <p>09 September 2018 Annual Jacks Walk - Cancer Research UK Prom</p> <p>13/09/18 to Bi- 16/09/18 Annual Heritage Open Days Various locations</p> <p>27/10/18 to 28/10/18 New Steam Punk weekend Landguard Dellwood Avenue F &amp; W Utd</p> <p>04/11/2018 Annual Felixstowe Firework spectacular</p> <p>Christmas day Annual St Elizabeths hospice dip Felixstowe Beach/Sea</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>3 New Visit Felixstowe town welcome signs</p> <p>Successful rerouting of bus service to Seafront (operational from July 2<sup>nd</sup>).</p> <p>East Line Group re-convene. Progress made on signage at Co-Op.</p> <p><i>Revised audit report written and request for obsolete noticeboards to be removed.</i></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	<p>Attendance and stand at Coastal Coast Forum conference 6 Oct</p> <p><a href="http://www.greensuffolk.org/about/suffolkcoastforum/">http://www.greensuffolk.org/about/suffolkcoastforum/</a></p>
<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> </ul>	<p>Project Plans and briefs</p> <p>Successful completion of projects</p> <p>Inward Investment</p> <p>Partnership engagement</p>	<p><b>Landguard Fort and Landguard Nature Reserve</b></p> <ul style="list-style-type: none"> <li>- Landguard Partnership Governance review being progressed.</li> <li>- Christmas at the Fort Saturday 16th December.</li> <li>- Consultation on Landguard Car Parking closed 31 Oct. Proposals consultation will start 17<sup>th</sup> Nov and close 8<sup>th</sup> Dec.</li> <li>- Winter work on the reserve will include putting in a new path, and new fencing to create a new permanent conservation area.</li> <li>- Planning for next years events is underway and Steam Punk festival confirmed at Landguard.</li> </ul>

## Ordinary Council 10 January 2018 – Appendix B

	<ul style="list-style-type: none"> <li>Spa Pavilion</li> </ul> <p>And other projects as they develop</p>	Enabling the community	<p><b>Martello P</b></p> <p>- Options appraisal: Awaiting outcome.</p> <p><b>PierHead Development</b></p> <p>- . Project completed ahead of schedule. Snagging issues identified and being dealt with.</p> <p>- <i>Pier Plaza scheme completed.</i></p> <p><b>Seafront Gardens</b></p> <p>- Green flag award secured for 2017-2018.</p> <p>- Anti-social behaviour remains a concern</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>			
<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>Visit Felixstowe CIC Business Plan completed.</p> <p><i>Funding application being progressed to Exemplar Fund.</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>Meeting held with Community Action Suffolk to discuss Suffolk Young Leadership programme which aims to increase the number of young people in leadership roles.</p> <p><i>Year 1 University of Suffolk tourism students visit to Felixstowe planned Nov 13</i></p> <p><i>Meeting with Felixstowe Academy to explore links in preparation for a University Technical College application. 2-3 year timeline.</i></p>
<b>7. Additional activities</b>			
<p>20 July 2017: Third annual engagement event held. Attended by 100+. One minute pitch presentations went very well with follow up enquiries to the wider Economic Development Team at SCDC and community grant enquiries to Felixstowe Town Council.</p>			