Felixstowe Forward. Progress report March 2018



	Measures of Success	Time Scale	Progress to Date
1 Economic Gro	wth		

1.1 Felixstowe is recognised as a vibrant town where businesses are sustained and contribute to the economic success of the town and Fast Suffolk.

town and East S	uffolk.		
Explore the viability	Working group monthly	Ongoing to July	BID working group meeting monthly.
of a Business	meetings	2019	Current Priorities
Improvement			- Determining BID area and financial viability
District (BID)	Final feasibility, scoping	by April 2018	- Draft timescales and outcomes plan
	report and action plan	tbd	
	Cabinet Paper	tou	
Consult with Town and Resort	Consultation Events	Apr 18 – Mar 19	6 th July Felixstowe Forward Engagement Event Workshop planned.
businesses on the	Consultation feedback		Draft business survey being worked on.
benefits of a	and questionnaire		
Business			
Improvement	Presentations at		
District	business events		
	Visibility in the Town		
	News Updates and		
	information		
	Draft BID Prospectus		
Engagement with	No of business engaged	Ongoing	
businesses to build	- dissemination	Q3 Oct-Dec 2018	

growth	- support	
		98 Businesses engaged with
	No of jobs created	132 Businesses supported
		67 Organisations engaged with through partnership meetings
	No of referrals to	10 Youth organisations
	partners	25 Young people engaged with
	Town Centre annual	Monthly 'Good News' update Felixstowe Flyer breakfast meeting
	benchmark report	Monthly attendance Felixstowe Chamber of Commerce
	News Updates	Felixstowe Chamber of Commerce:
		Funding secured to conduct a micro, sme, micro business need study in Felixstowe
		AGM 21 March. Councillors are welcome to attend.

1.2 Felixstowe will have enhanced its reputation as a destination resort contributing to the visitor economy in Felixstowe and East Suffolk.

Fully enable Visit	Evolved authority to	Ongoing to July	Visit Felixstowe CIC engaged via BID working group
Felixstowe CIC to	manage events in	2019	
take an active role	Felixstowe and to build		
in developing the	revenue streams		
local tourism offer.			
	Investment through		
	grants and funding		
	opportunities.		
	Visit Felixstowe CIC fully		
	engaged in the BID		
	process and lead on		
	destination resort		
	management and event		
	programme		
Capitalise on	Nos of event organisers	Ongoing throughou	it term
existing strengths	engaged		
and present a		SCDC review of the	Event Management Process on SCDC land.

strong and diverse,	Nos of events listed				bullett 14 march 2010 App	CHAIX A	
year round	1103 Of Events listed	Events					
programme of	New events attracting	3 Commercial events					
events.	different audiences	17 Community Events					
			st. Visitors				
	Seasonal event publicity	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,					
		Events Up and Coming (Bold – confirmed)					
	Feedback responses	Event Date			Event name	Location	
		19-25 March		Annual	Circus Petite	Beachside events area (BSEA)	
	Updated information on	30/03/2018		Annual	CTF Good Friday service	The Triangle Felixstowe	
	website	01/04/2018		Annual	CTF Easter Sunrise service	Pier Plaza	
	No's of estimated	28th March -2	Anril 19	Annual	Felixstowe Easter Fair	Beachside events area (BSEA)	
	visitors	31-Mar-18	April 10	New	Craft Fair	The Triangle Felixstowe	
		22nd April 18		Annual	St Georges Day parade	Prom	
	No's of estimated	23-29 April 20:	10	New	Dogs Trust promotional event	The Triangle Felixstowe	
	volunteers Annual event economic impact report	4-5 May 18	10		Mannings Beach Fest	Mannings Amusement park	
				New		Pier Plaza & The Triangle	
		5-6 May 18		New	Cycle Felixstowe 24hr static race		
		06-May-18		Annual	Classic Vehicle rally	Prom & BSEA	
		06-May-18		Annual	Scouts refreshment tent	(part of above event)	
		07 May 2018		Annual	Rotary Fun Run	Promenade Felixstowe	
		19/05/2018		Annual	Kite Festival Promotional Day	The Triangle Felixstowe	
		20-May-18		Annual	Kite Festival Rotary Club of Landguard	various locations	
		28 May - 3 Jun	ne 2018	New	Dogs Trust promotional event	The Triangle Felixstowe	
		09-Jun-18		Annual	Discover Languard promotional day	The Triangle Felixstowe	
		23-Jun-18		Annual	Felixstowe in Flower Launch	The Triangle Felixstowe	
		21-Jun-18		Annual	St Elizabeths hospice - Suffolk Day	Spa Approach & gardens	
		29/06/18 to 0	1/07/18	Annual	Felixstowe Book Festival	Various locations incl beach front	
		08/07/2018		Annual	Walk for Wards	Prom	
		14/07/2018		Annual	Trimley Carnival	Trimley various locations	
		July		Annual	Praise on the Prom	Prom & Gardens	
		27th-29th July	2018	Annual	Felixstowe Carnival	Prom & other location incl BSEA	
		4-5 August 201	18	New	Manning's Beachfest	Mannings Amusement park	

	18 August 2018		Annual		The Triangle Felixstowe
	_		Annual	Art on the Prom	Prom
	7-12 September 2018 09 September 2018		New	Continental Street Market	BSEA & Prom
			New Bi -	Paws on the prom - Cancer Research UK	Various locations
	8-9 September 2018	3	Annual	Heritage Open Days	Various locations
	23 September 2018		Annual	Felixstowe Coastal 10 mile race	Landguard to Ferry incl prom
	27/10/18 to 28/10/	18	New	Steam Punk weekend	Landguard
	04/11/2018		Annual	Felixstowe Firework spectacular	Felixstowe & Walton Utd FC
	Christmas day		Annual	St Elizabeth's hospice dip	Felixstowe Beach/Sea
Manage Tourist Information Hut volunteers Visit Felixstowe Charter Maintain TIP's 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	43 volu 4 TIP po Visit Fe March March 2018 Le Take Or Open S	nteers ma pints kept lixstowe w 2018 6,255 2018 3,844 eaflets Upo ne Media o eason eve	nning Visit Felixstowe Tourist Information updated with literature vebsite refresh completed and live. Analys Followers Facebook Followers Twitter dated. Campaign live across Suffolk, North Essex Int planned 22 March, 5pm, Copas bar. A	ytics to be monitored from 1 April. (, South Norfolk (42,000 leaflets)
	Information Hut volunteers Visit Felixstowe Charter Maintain TIP's Maintaining Visit Felixstowe website Google analytics Social Media statistics 2018, 2019, 2020, 2021 promotional leaflets (digital and hard) Open Season Event,	7-12 September 2018 8-9 September 2018 23 September 2018 27/10/18 to 28/10/ 04/11/2018 Christmas day Manage Tourist Information Hut volunteers Visit Felixstowe Charter Maintain TIP's Maintaining Visit Felixstowe website Google analytics Social Media statistics 2018, 2019, 2020, 2021 promotional leaflets (digital and hard) Open Season Event, Easter 2018,	O2 September 2018 7-12 September 2018 09 September 2018 23 September 2018 27/10/18 to 28/10/18 04/11/2018 Christmas day Manage Tourist Information Hut volunteers Visit Felixstowe Charter Maintain TIP's Maintaining Visit Felixstowe website Google analytics Social Media statistics O18 2019, 2020, 2021 promotional leaflets (digital and hard) O2 September 2018 7-12 September 2018 8-9 September 2018 2018 to 28/10/18 Ongoing through term 4 TIP port 4 TIP port 4 TIP port 5 Take Ongoing through term 4 TIP port 6 Take Ongoing through term 4 TIP port 7 Tourism 7 Tourism 7 Tourism 8 Tourism 9 Tourism 10 Tourism 11 Tourism 12 Tourism 12 Tourism 13 Tourism 14 Tourism 15 Tourism 16 Tourism 17 Tourism 18 Tourism 18 Tourism 19 Tourism 19 Tourism 10 Tourism 10 Tourism 11 Tourism 12 Tourism 12 Tourism 13 Tourism 14 Tourism 15 Tourism 16 Tourism 17 Tourism 18 Tourism 18 Tourism 18 Tourism 18 Tourism 19 Tourism 19 Tourism 19 Tourism 10 T	O2 September 2018 Annual 7-12 September 2018 New 09 September 2018 New Bi- 8-9 September 2018 Annual 23 September 2018 Annual 27/10/18 to 28/10/18 New 04/11/2018 Annual Christmas day Annual Wanage Tourist Information Hut volunteers Visit Felixstowe Charter Maintain TIP's Wisit Felixstowe Website Google analytics Social Media statistics Open Season eve 2018, 2019, 2020, 2021 promotional leaflets (digital and hard) Open Season Event, Easter 2018,	O2 September 2018 7-12 September 2018 New Continental Street Market 09 September 2018 8-9 September 2018 23 September 2018 Annual Heritage Open Days 23 September 2018 Annual Felixstowe Coastal 10 mile race 27/10/18 to 28/10/18 New Steam Punk weekend 04/11/2018 Christmas day Annual Felixstowe Firework spectacular Christmas day Annual St Elizabeth's hospice dip Manage Tourist Information Hut volunteers Visit Felixstowe Charter Maintain TIP's Maintaining Visit Felixstowe website March 2018 6,255 Followers Facebook March 2018 3,844 Followers Twitter 2018 Leaflets Updated. Take One Media campaign live across Suffolk, North Essex Social Media statistics 2018, 2019, 2020, 2021 promotional leaflets (digital and hard) Open Season Event, Easter 2018,

2. Enabling Con	nmunities		
2.1 Felixstow	e is an exemplar for	East Suffolk plac	e based collaboration, community and cohesion.
Target engagement with community and voluntary sector partners to build community cohesion	no of VSO's engaged - dissemination information - support	Ongoing throughout term	17 VCSO organisations engaged with.
Work with partners to exploit the full potential of Felixstowe through collaborations and projects as they arise, including attracting external funding.	to be determined by project/s	to be determined by project/s	Line Group East £3k per annum New Welcome sign Felixstowe Station - pending Level 2 commissioned to do a new Station Board. Mens Shed Launched and ongoing
2.2 Improved	awareness of what	is available to re	sidents locally and how they can engage in community events and activities.
Develop an online community portal to promote improved joint working and collaborations	Google analytics Live online presence No's of users Feedback	Ongoing through term Dec 2018 Ongoing from Dec 2018 Easter 2019	Progress made and work is underway by technical expertise.
2.3 Improved	health and wellbein		nity

	T	T	Ordinary Council 14 March 2010 Appendix A
on Felixstowe	what a dementia	throughout term	14 Users of Memory Lane support group
being recognised as	friendly community is		
a dementia friendly			5 Volunteers
community.	Increased no's of	Ongoing	
	Dementia Friendly	throughout Term	
Complete delivery	organisations		Promotional materials being worked on by Prominent PR locally.
of Community Call			
to Action project	Increased no's of	Ongoing	Programme for Dementia Action Week in May being worked on 'Paint the Town Blue'
	Dementia Friends and	throughout Term	
	Dementia Champions		£2,600 - Rotary Club Felixstowe and Rotary Club Landguard supported £1,300 each to help secure
			future of Memory Lane.
	Increased no's of	Ongoing	
	volunteers supporting	throughout Term	David Button Independent Funeral Director has agreed to become Chair.
	people living with		
	dementia		Living in Felixstowe article highlighting dementia friendly community in Felixstowe.
		Ongoing	
	Increased no's of people	throughout Term	
	affected by dementia		
	attending support		
	groups locally	Ongoing	
		throughout Term	
	Dissemination of		
	information via social		
	media, news updates,	December 2018	
	publicity and promotion		
	Transition of Fxt DAA to		
	an independent Chair		
Introduce a pilot	Timebank project	January 2018	Project in its infancy.
person to person	launch		
Timebanking			
scheme in	Oversee project	Ongoing to Jan	
Felixstowe	deliverables (tbd)	2019	
	- no's of opportunities		

(asks and offers) - no's of volunteers			
Transition project to local community organisation	by January 2019		

3. Sustainability

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.

Work with partners	to be determined by	Ongoing	Leisure Vision
to exploit the full	project/s	throughout term.	Leisure Vision survey live at
potential of			https://www.surveymonkey.co.uk/r/felixstoweleisurecentre
Felixstowe through			Good response to date,. Closes end of April.
collaborations and			Presentations at Youth Forum, Business Breakfast, Chamber AGM.
projects as they			Workshop to be held at FF annual engagement event 6 July.
arise.			
Oversee Landguard	Governance review and	by 2021	Ongoing
Partnership	model		
governance review		by 2018	
	Introduction of car		
	parking		