

Felixstowe Forward. Progress report June 2018 (*latest update*)



	Measures of Success	Time Scale	Progress to Date
<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)	<p>Working group monthly meetings</p> <p>Final feasibility, scoping report and action plan</p> <p>Cabinet Paper</p>	<p>Ongoing to July 2019</p> <p>by April 2018</p> <p>tbd</p>	<p>BID working group meeting monthly.</p> <p>Current Priorities</p> <ul style="list-style-type: none"> <li>- <i>Proposed BID area agreed.</i></li> <li>- <i>Financial viability suggests a BID of approximately £120k per annum could be raised for non statutory interventions</i></li> <li>- <i>Draft timescales and outcomes plan completed.</i></li> <li>- <i>Currently identifying some BID champions and working on presentation to 6<sup>th</sup> July engagement event.</i></li> <li>- <i>To note: Lowestoft have been successful in their second term BID with a high turnout. <a href="http://www.lowestoftvision.co.uk/">http://www.lowestoftvision.co.uk/</a> With 77% of voting businesses backing a ‘yes’ outcome and nearly 90% by rateable value.</i></li> </ul>
Consult with Town and Resort businesses on the benefits of a Business Improvement District	<p>Consultation Events</p> <p>Consultation feedback and questionnaire</p> <p>Presentations at business events</p> <p>Visibility in the Town</p> <p>News Updates and information</p> <p>Draft BID Prospectus</p>	<p>Apr 18 – Mar 19</p>	<p>6<sup>th</sup> July Felixstowe Forward Engagement Event Workshop planned.</p> <ul style="list-style-type: none"> <li>- Officers meeting 26 April to finalise detail with the intention of sending out early invitation in May.</li> <li>- <i>56 attendees booked to date</i></li> <li>- <i>Draft business survey being worked on ahead of 6<sup>th</sup> July event to identify key priorities.</i></li> </ul>

<p>Engagement with businesses to build growth</p>	<p>No of business engaged - dissemination - support</p> <p>No of jobs created</p> <p>No of referrals to partners</p> <p>Town Centre annual benchmark report</p> <p>News Updates</p>	<p><b>Ongoing</b> <b>Q4 Jan-Mar 2018 Q1 2018-2019 report due end of June</b></p> <p>54 Businesses engaged with</p> <p>43 Businesses supported</p> <p>4 Organisations engaged with through partnership meetings</p> <p>1 Youth organisations</p> <p>1 Young people engaged with</p> <p>Monthly 'Good News' update Felixstowe Flyer breakfast meeting</p> <p>Monthly attendance Felixstowe Chamber of Commerce</p> <p><b>Felixstowe Chamber of Commerce:</b> Funding secured to conduct a micro, sme, micro business need study in Felixstowe AGM held 21 March. Good attendance. Chamber reporting an increase in membership.</p>	
<p><b>1.2 Felixstowe will have enhanced its reputation as a destination resort contributing to the visitor economy in Felixstowe and East Suffolk.</b></p>			
<p>Fully enable Visit Felixstowe CIC to take an active role in developing the local tourism offer.</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</p>	<p>Ongoing to July 2019</p>	<p>Visit Felixstowe CIC engaged via BID working group</p>

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	programme				
Capitalise on existing strengths and present a strong and diverse, year round programme of events.	Nos of event organisers engaged	Ongoing throughout term			
	Nos of events listed	SCDC review of the Event Management Process on SCDC land.			
	New events attracting different audiences	<b>Event Bookings received (Jan-Mar) Q1 report due end June</b>			
	Seasonal event publicity	2	Commercial events		
	Feedback responses	14	Community Events		
	Updated information on website	18,8500	Est. Visitors		
	No's of estimated visitors	0			
	No's of estimated volunteers	Events Up and Coming			
	Annual event economic impact report	<b>Event Date</b>	<b>Event name</b>	<b>Location</b>	
		08-Jun-18	<b>New</b>	<b>Suffolk wildlife Trust, Beach Picnic (Part of World Ocean Day)</b>	<b>South Beach</b>
		23-Jun-18	Annual	Felixstowe in Flower Launch	The Triangle Felixstowe
		21-Jun-18	Annual	St Elizabeths hospice – Suffolk Remembers (Suffolk Day)	Spa Approach & gardens
		<b>21-Jun-18</b>	<b>Annual</b>	<b>Tea and Cakes, Suffolk day</b>	<b>Felixstowe Town Hall</b>
		<b>24-Jun-18</b>	<b>Annual</b>	<b>Darells Day</b>	<b>Landguard Fort</b>
		29/06/18 to 01/07/18	Annual	Felixstowe Book Festival	Various locations incl beach front
	08-Jul-18	Annual	Walk for Wards	Prom	
	14-Jul-18	Annual	Trimley Carnival	Trimley various locations	
	July (date tbc)	Annual	Praise on the Prom	Prom & Gardens	
	27th-29th July 18	Annual	Felixstowe Carnival	Prom & other location incl BSEA	
	4-5 Aug 18	New	Manning's Beachfest	Mannings Amusement park	
	<b>7-10 Aug 18</b>	<b>New</b>	<b>Continental Street market</b>	<b>BSEA &amp; Prom</b>	
	<b>11-Aug-18</b>	<b>New</b>	<b>Proms on the Prom</b>	<b>Pier Plaza</b>	
	18-Aug-18	Annual	Stand Up to Cancer event	The Triangle Felixstowe	
	<b>25-27 Aug 18</b>	<b>New</b>	<b>Felix Ferry Fest</b>	<b>Felixstowe Ferry</b>	
	02-Sep- 18	Annual	Art on the Prom	Prom	
	<b>01-02 Sep 18</b>	<b>New</b>	<b>National Windsurfing Championships</b>	<b>South Beach</b>	
	<b>7-12 Sep 18</b>	<b>New</b>	<b>Continental Street Market</b>	<b>BSEA &amp; Prom</b>	

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		<p>09-Sep-18                      New                      Paws on the prom - Cancer Research UK                      Various locations</p> <p>8-9 Sep 18                      Annual                      Heritage Open Days                      Various locations</p> <p>23-Sep-18                      Annual                      Felixstowe Coastal 10 mile race                      Landguard to Ferry incl prom</p> <p><b>06-Oct-18                      Annual                      Felixstowe Festival of Fabric                      The Orwell Hotel</b></p> <p>27/10/18 to 28/10/18                      New                      Steam Punk weekend                      Landguard</p> <p><b>27-Oct-18                      Annual                      EACH Halloween Glow Walk                      Promenade</b></p> <p>04-Nov-18                      Annual                      Felixstowe Firework spectacular                      Felixstowe &amp; Walton Utd FC</p> <p><b>01-Dec- 18                      Annual                      Christmas Lights Switch On                      The Triangle</b></p> <p>Christmas Day                      Annual                      St Elizabeth's Hospice dip                      Felixstowe Beach/Sea</p>	
<p>Build on the momentum of promoting Felixstowe as a destination, and cross-promotion of visitor related activity.</p>	<p>Manage Tourist Information Hut volunteers</p> <p>Visit Felixstowe Charter</p> <p>Maintain TIP's</p> <p>Maintaining Visit Felixstowe website</p> <p>Google analytics</p> <p>Social Media statistics</p> <p>2018, 2019, 2020, 2021 promotional leaflets (digital and hard)</p> <p>Open Season Event, National Tourism Week</p>	<p>Ongoing through term</p> <p>Easter 2018, 2019, 2020</p>	<p>Tourism Sub Group monthly meetings</p> <p>44 volunteers manning Visit Felixstowe Tourist Information Huts</p> <p>4 TIP points kept updated with literature</p> <p>Visit Felixstowe website refresh completed and live. Analytics to be monitored from 1 April.</p> <p><i>May 2018 6,636 (April - 6,428) Followers Facebook</i></p> <p><i>May 2018 4,020 (April - 3,945) Followers Twitter</i></p> <p>2018 Leaflets Updated.</p> <p>Take One Media campaign live across Suffolk, North Essex, South Norfolk (<i>13,800 May</i> distributed out of 20,000 leaflets)</p> <p>Open Season event planned 22 March, 5pm, Copas bar. Approx. 80 attended.</p> <p>2018 Visitor Questionnaire now live. <i>First Quarter report due end June.</i></p> <p>South Seafront Questionnaire. <i>Report circulated for information.</i></p>

<b>2. Enabling Communities</b>			
<b>2.1 Felixstowe is an exemplar for East Suffolk place based collaboration, community and cohesion.</b>			
Target engagement with community and voluntary sector partners to build community cohesion	no of VSO's engaged - dissemination information - support	Ongoing throughout term	19 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	<p><b>Line Group East £3k per annum</b> New Welcome sign Felixstowe Station – completed and installed. <i>Level 2 new art work installed. Press release pending.</i></p> <p><b>Mens Shed</b> Launched and ongoing</p> <p><b>Things Connected Project</b></p> <p><i>Part of Innovate UK: Digital Catapult and Things Connected innovation programme brings together Local Authorities and Low Power Wide Area Network innovators to work on real time challenges. 4 LA's chosen for the pilot, including Suffolk. Felixstowe chosen as pilot.</i></p> <p><i>The 4 challenges are:</i> Croydon – measuring the impact of construction sites on air pollution in the area Suffolk (Felixstowe) – Monitoring footfall in a seaside town Sutton – independent travel for vulnerable young adults with learning disabilities Thurrock – more efficient waste management at municipal refuse tips.</p> <p><i>Pilot Trial</i> Two antennae gateways affixed to Mannings and The Orwell Hotel. Sensors on lampposts will then send footfall data back to the antennae for a period of six weeks capturing the Book Festival and the Carnival. All data anonymised.</p> <p><a href="https://www.thingsconnected.net/new-lpwan-innovation-programme-targets-local-authority-use-">https://www.thingsconnected.net/new-lpwan-innovation-programme-targets-local-authority-use-</a></p>

			<u>cases/</u>
<b>2.2 Improved awareness of what is available to residents locally and how they can engage in community events and activities.</b>			
Develop an online community portal to promote improved joint working and collaborations	<p>Google analytics</p> <p>Live online presence</p> <p>No's of users</p> <p>Feedback</p>	<p>Ongoing through term</p> <p>Dec 2018</p> <p>Ongoing from Dec 2018</p> <p>Easter 2019</p>	Progress made and work is underway by technical expertise.
<b>2.3 Improved health and wellbeing of the community</b>			
<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>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</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>39 Dementia Friendly Organisations</p> <p>14 Users of Memory Lane support group</p> <p>5 Volunteers</p> <p><i>Promotional materials distributed across Felixstowe in Dementia Action Week. Anticipated increase in attendance anticipated.</i></p> <p><i>Website live <a href="http://fxtdaa.onesuffolk.net/">http://fxtdaa.onesuffolk.net/</a></i></p> <p><i>Dementia Action Week concluded – Co-Op display, Information stand in Library, Langer Road primary non uniform day raised £80, Mens Shed Litter Pick, Coop Forget me Not Friday</i></p> <p><i>£2,600 - Rotary Club Felixstowe and Rotary Club Landguard supported £1,300 each to help secure future of Memory Lane.</i></p>

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	<p>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>December 2018</p>	<p>An additional £1k has been secured - £500 District Rotary and £500 Ipswich ladies Victuallers Assoc</p> <p><i>An additional £700 has been secured - £500 FCBHA and £200 Felix United Lodge.</i></p> <p><i>David Button Independent Funeral Director hand over concluded.</i></p> <p>Living in Felixstowe article highlighting dementia friendly community in Felixstowe.</p>
<p>Introduce a pilot person to person Timebanking scheme in Felixstowe</p>	<p>Timebank project launch</p> <p>Oversee project deliverables (tbd)</p> <ul style="list-style-type: none"> <li>- no's of opportunities (asks and offers)</li> <li>- no's of volunteers</li> </ul> <p>Transition project to local community organisation</p>	<p>January 2018</p> <p>Ongoing to Jan 2019</p> <p>by January 2019</p>	<p>Funding received from Felixstowe Town Council £1k. Exemplar Funding of £10k confirmed.</p> <p>Logo and flyer drafted.</p> <p>Job Description drafted.</p> <p><i>Recruitment live <a href="https://www.communityactionsuffolk.org.uk/about-cas/vacancies/">https://www.communityactionsuffolk.org.uk/about-cas/vacancies/</a></i></p>
<h3>3. Sustainability</h3>			
<p><b>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.</b></p>			
<p>Work with partners to exploit the full potential of Felixstowe through</p>	<p>to be determined by project/s</p>	<p>Ongoing throughout term.</p>	<p><b>Leisure Vision</b></p> <p>Leisure Vision survey live at <a href="https://www.surveymonkey.co.uk/r/felixstoweleisurecentre">https://www.surveymonkey.co.uk/r/felixstoweleisurecentre</a></p> <p>700+ response to date. Closes end of April.</p>

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collaborations and projects as they arise.			Presentations at Youth Forum, Business Breakfast, Chamber AGM, Rotary, Felixstowe Society Workshop to be held at FF annual engagement event 6 July.
Oversee Landguard Partnership governance review	Governance review and model  Introduction of car parking	by 2021  by 2018	Ongoing  <i>Nicola Wilkinson appointed as new Landguard Fort Manager.</i>