

Felixstowe Forward. Progress report September 2018 (*italics- 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>- Proposed BID area agreed.</li> <li>- Financial viability suggests a BID of approximately £120k per annum could be raised for non statutory interventions</li> <li>- Draft timescales and outcomes plan completed.</li> <li>- Currently identifying some BID champions and working on presentation to 6<sup>th</sup> July engagement event.</li> <li>- 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.</li> <li>- <b><i>BID survey agreed. Awaiting final design work.</i></b></li> <li>- <b><i>Currently walking the BID levy area to confirm occupancy.</i></b></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>- <b><i>Approximately 140 attendees</i></b></li> <li>- <b><i>Felixstowe Forward webpage updated and copies of presentations etc available to view.</i></b></li> </ul> <p><b><i><a href="http://www.eastsuffolk.gov.uk/yourdistrict/felixstowe-forward/">http://www.eastsuffolk.gov.uk/yourdistrict/felixstowe-forward/</a></i></b></p>

<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>Q1 April - June</b></p> <p><b>30 Businesses engaged with</b></p> <p><b>33 Businesses supported</b></p> <p><b>23 Organisations engaged with through partnership meetings</b></p> <p><b>8 Youth organisations</b></p> <p><b>0 Young people engaged with</b></p> <p>Monthly 'Good News' update Felixstowe Flyer breakfast meeting 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. <b>Positive relationship with the Suffolk Chamber continues to build</b></p> <p><b>Business to Business Exhibition 3 October 2018, The Orwell Hotel</b> <b>Premium stand booked for Felixstowe Forward, Visit Felixstowe, SCDC Economic Development Team and Felixstowe Chamber to share.</b></p>
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**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>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</p>	<p>Ongoing to July 2019</p>	<p>Visit Felixstowe CIC engaged via BID working group</p>
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	destination resort management and event programme																																									
Capitalise on existing strengths and present a strong and diverse, year round programme of events.	<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>SCDC review of the Event Management Process on SCDC land.</p> <p><b>Event Bookings received (Q1 April - June)</b></p> <p><b>3 Commercial events</b></p> <p><b>12 Community Events</b></p> <p><b>8,900 Est. Visitors</b></p> <p>Events Up and Coming</p> <table border="1"> <thead> <tr> <th>Event Date</th> <th></th> <th>Event name</th> <th>Location</th> </tr> </thead> <tbody> <tr> <td>09-Sep-18</td> <td>New Bi-</td> <td>Paws on the prom - Cancer Research UK</td> <td>Various locations</td> </tr> <tr> <td>8-9 Sep 18</td> <td>Annual</td> <td>Heritage Open Days</td> <td>Various locations</td> </tr> <tr> <td>23-Sep-18</td> <td>Annual</td> <td>Felixstowe Coastal 10 mile race</td> <td>Landguard to Ferry incl prom</td> </tr> <tr> <td>06-Oct-18</td> <td>Annual</td> <td>Felixstowe Festival of Fabric</td> <td>The Orwell Hotel</td> </tr> <tr> <td><b>27/10/18 to 28/10/18</b></td> <td><b>New</b></td> <td><b>Steam Punk weekend</b></td> <td><b>Landguard</b></td> </tr> <tr> <td>27-Oct-18</td> <td>Annual</td> <td>EACH Halloween Glow Walk</td> <td>Promenade</td> </tr> <tr> <td>04-Nov-18</td> <td>Annual</td> <td>Felixstowe Firework spectacular</td> <td>Felixstowe &amp; Walton Utd FC</td> </tr> <tr> <td>01-Dec- 18</td> <td>Annual</td> <td>Christmas Lights Switch On</td> <td>The Triangle</td> </tr> <tr> <td>Christmas Day</td> <td>Annual</td> <td>St Elizabeth's Hospice dip</td> <td>Felixstowe Beach/Sea</td> </tr> </tbody> </table>	Event Date		Event name	Location	09-Sep-18	New Bi-	Paws on the prom - Cancer Research UK	Various locations	8-9 Sep 18	Annual	Heritage Open Days	Various locations	23-Sep-18	Annual	Felixstowe Coastal 10 mile race	Landguard to Ferry incl prom	06-Oct-18	Annual	Felixstowe Festival of Fabric	The Orwell Hotel	<b>27/10/18 to 28/10/18</b>	<b>New</b>	<b>Steam Punk weekend</b>	<b>Landguard</b>	27-Oct-18	Annual	EACH Halloween Glow Walk	Promenade	04-Nov-18	Annual	Felixstowe Firework spectacular	Felixstowe & Walton Utd FC	01-Dec- 18	Annual	Christmas Lights Switch On	The Triangle	Christmas Day	Annual	St Elizabeth's Hospice dip	Felixstowe Beach/Sea
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Build on the momentum of promoting Felixstowe as a destination, and cross-promotion of visitor related activity.	<p>Manage Tourist Information Hut volunteers</p> <p>Visit Felixstowe Charter</p> <p>Maintain TIP's</p> <p>Maintaining Visit Felixstowe website</p>	<p>Ongoing through term</p>	<p>Tourism Sub Group monthly meetings</p> <p>44 volunteers manning Visit Felixstowe Tourist Information Huts. <b>GDPR has cleaned up volunteer list and we have 26 active volunteers.</b></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><b>Aug 7,065</b> (May 6,636) Followers Facebook</p> <p><b>Aug 4,124</b> (May 4,020) Followers Twitter</p>																																							

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	<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>Easter 2018, 2019, 2020</p>	<p>2018 Leaflets Updated.</p> <p>Take One Media campaign live across Suffolk, North Essex, South Norfolk <b>(19,500 Early Sept)</b> 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. <b>First Quarter report completed. Verbal report at the meeting.</b></p> <p>South Seafront Questionnaire. <b>Report circulated for information.</b></p> <p><b>Season Wash Up event planned 11 Sept 2018. Approx. 30 attendees expected to attend.</b></p>
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### 2. Enabling Communities

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

<p>Target engagement with community and voluntary sector partners to build community cohesion</p>	<p>no of VSO's engaged</p> <ul style="list-style-type: none"> <li>- dissemination information</li> <li>- support</li> </ul>	<p>Ongoing throughout term</p>	<p><b>7 VCSO organisations engaged with.</b></p>
<p>Work with partners to exploit the full potential of Felixstowe through collaborations and projects as they arise, including attracting external funding.</p>	<p>to be determined by project/s</p>	<p>to be determined by project/s</p>	<p><b>Line Group East £3k per annum</b></p> <p>New Welcome sign Felixstowe Station – completed and installed.</p> <p>Level 2 new art work installed. Press release pending.</p> <p><b>Mens Shed</b></p> <p>Launched and ongoing</p> <p><b>Things Connected Project</b></p> <p>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.</p> <p>The 4 challenges are:</p> <p>Croydon – measuring the impact of construction sites on air pollution in the area</p>

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			<p>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>Pilot Trial 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-cases/">https://www.thingsconnected.net/new-lpwan-innovation-programme-targets-local-authority-use-cases/</a></p> <p><b>Technical issues have delayed project. Trial now live. Dashboard recording. Showcase event at Digital Catapult HQ in London on 9 October.</b> <b>To attend <a href="https://www.digicatapult.org.uk/activities/event/things-connected-lpwan-showcase-for-local-authorities/">https://www.digicatapult.org.uk/activities/event/things-connected-lpwan-showcase-for-local-authorities/</a>.</b></p>
<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>	<p>Progress made and work is underway by technical expertise.</p> <p><b>A Google calendar has been set up on the Town Council page as an interim measure as progress has been slow. However Suffolk Infolink are attending the Engagement Event to encourage voluntary sector organisations to start to test how a town page might work. More detail to follow in engagement report.</b></p> <p><b>Meeting planned early Sept with InfoLink to progress project.</b></p>
<b>2.3 Improved health and wellbeing of the community</b>			
Continue to build on Felixstowe being recognised as a dementia friendly community.	<p>Increased awareness of what a dementia friendly community is</p> <p>Increased no's of</p>	<p>Ongoing throughout term</p> <p>Ongoing</p>	<p><b>52 Dementia Friendly Organisations</b></p> <p><b>22 Users of Memory Lane support group</b></p>

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<p>Complete delivery of Community Call to Action project</p>	<p>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>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><b>12 Volunteers</b></p> <p>Promotional materials distributed across Felixstowe in Dementia Action Week. Anticipated increase in attendance anticipated.</p> <p>Website live <a href="http://fxttaa.onesuffolk.net/">http://fxttaa.onesuffolk.net/</a></p> <p>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</p> <p>£2,600 - Rotary Club Felixstowe and Rotary Club Landguard supported £1,300 each to help secure future of Memory Lane. An additional £1k has been secured - £500 District Rotary and £500 Ipswich Ladies Victuallers Assoc An additional £700 has been secured - £500 FCBHA and £200 Felix United Lodge. <b>An additional £1,250 donation made by Felixstowe Ladies Darts League</b></p> <p>David Button Independent Funeral Director hand over concluded.</p> <p>Living in Felixstowe article highlighting dementia friendly community in Felixstowe.</p> <p><b>General meeting planned for 4 September.</b> <b>Application made to Alzheimer's Society to the 2018 Dementia Friendly Community Award.</b></p>
<p>Introduce a pilot person to person Timebanking scheme in Felixstowe</p>	<p>Timebank project launch</p> <p>Oversee project deliverables (tbd)</p> <p>- no's of opportunities (asks and offers)</p> <p>- no's of volunteers</p> <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><b>Jan McGuire started work as TimeBank Coordinator 08 Aug 2018. Jan has spent time familiarising herself with TimeBanking, building the relationship with Community Action Suffolk, and meeting with Community 360 in Essex. Jan has also be in touch with TimeBanking UK to gain access to the national database and on line resources etc. She will be attending the National TimeBank conference in London on 5 and 6 Sept. September priorities identified.</b></p>

<b>3. Sustainability</b>			
<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>			
Work with partners to exploit the full potential of Felixstowe through collaborations and projects as they arise.	to be determined by project/s	Ongoing throughout term.	<p><b>Leisure Vision</b> Leisure Vision survey live at <a href="https://www.surveymonkey.co.uk/r/felixstoweleisurecentre">https://www.surveymonkey.co.uk/r/felixstoweleisurecentre</a> <b>994 response to date.</b> Closes end of April. Presentations at Youth Forum, Business Breakfast, Chamber AGM, Rotary, Felixstowe Society Workshop to be held at FF annual engagement event 6 July.</p> <p><b>Felixstowe Horizons</b> <b>Ongoing involvement in North Felixstowe development, and South Seafront.</b> <b>Working on draft Horizons document to use to promote Felixstowe as a place to invest in and locate to.</b></p> <p><b>Supported Town Council in nomination of Pier for a Quality of Place Award.</b></p>
Oversee Landguard Partnership governance review	Governance review and model  Introduction of car parking	by 2021  by 2018	Ongoing  Nicola Wilkinson appointed as new Landguard Fort Manager.