

	Measures of Success	Time Scale	Progress to Date
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1 Economic Growth

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.

<p>Explore the viability of a Business Improvement District (BID)</p>	<p>Working group monthly meetings</p> <p>Final feasibility, scoping report and action plan</p>	<p>Ongoing to July 2020</p>	<p>Feasibility Study Completed:</p> <table border="1" data-bbox="996 446 1624 598"> <tr> <td><i>Confirmed Yes</i></td> <td>48</td> </tr> <tr> <td><i>Undecided – predicted yes</i></td> <td>7</td> </tr> <tr> <td><i>Outstanding (awaiting confirmation)</i></td> <td>7</td> </tr> <tr> <td><i>No</i></td> <td>2</td> </tr> </table> <p><i>East Suffolk Council funding of £20k to engage Mosaic Partnership to lead project and work on specialist areas of expertise. Mosaic have a 100% success rate and delivered Our Bury, and Newmarket BID.</i></p> <p>Indicative campaign timetable:</p> <p>September:</p> <ul style="list-style-type: none"> - Establish Task Group with formal terms of reference of between 10 and 15 business champions - Create a Campaign Logo to distinguish the BID from Visit Felixstowe - Produce BID factsheet, FAQ's etc - Identify summary business plan priorities <p>October</p> <ul style="list-style-type: none"> - Mosaic to meet Task Group and brief group and detail forward timetable. <p>October/November</p> <ul style="list-style-type: none"> - 6 week consultation period of One to One meetings, general meetings, workshops etc. <p>November</p> <ul style="list-style-type: none"> - Mosaic will work up the draft business plan, baseline agreements, and ballot arrangements. <p>Ballot possibly March / April but definitely no later than June 2020.</p>	<i>Confirmed Yes</i>	48	<i>Undecided – predicted yes</i>	7	<i>Outstanding (awaiting confirmation)</i>	7	<i>No</i>	2
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<p>Consult with Town and Resort businesses on the benefits of a Business Improvement District</p>	<p>Consultation Events Consultation feedback and questionnaire Presentations at business events Visibility in the Town News Updates and information Draft BID Prospectus</p>	<p>Apr 19 – Mar 20</p>	<p>Felixstowe Forward Engagement Event, The Orwell Hotel, 18 June 2019 Over 100 attendees. Good themed discussion with plenty of content.</p> <p>People and Places People and Places have been commissioned by SCDC (now east Suffolk Council) to do a piece of research that will help to identify strategic priorities and initiatives for East Suffolk town centres collectively and/or on an individual town basis. The project aims to develop joined up thinking across all stakeholders for our town centres. The research will seek to take into account the themes associated with the Future High Street Fund alongside other identified opportunities for securing investment. This will help give evidence for a potential application to the Future High Streets Fund in 2020.</p> <p>The Engagement Event included a presentation and an opportunity to discuss short, medium and long term aspirations for Hamilton Road.</p> <p>Detailed report received from People and Places. A more digestible and illustrated summary will be available in the next few weeks.</p> <p><i>Draft Town Action Plan has been circulated for comment.</i></p>																		
<p>Engagement with businesses to build growth</p>	<p>No of business engaged - dissemination - support News Updates</p>	<p>Q4 Jan – Mar 2019 and 2018-2019 Total Figures</p> <table border="0"> <thead> <tr> <th>18-19 Total</th> <th>19-20 Q1</th> <th></th> </tr> </thead> <tbody> <tr> <td>448</td> <td>85</td> <td>Businesses engaged with (reflects Annual Engagement)</td> </tr> <tr> <td>185</td> <td>16</td> <td>Businesses supported</td> </tr> <tr> <td>116</td> <td>11</td> <td>Organisations engaged with through partnership meetings</td> </tr> <tr> <td>10</td> <td>0</td> <td>Youth organisations</td> </tr> <tr> <td>25</td> <td>100</td> <td>Young people engaged with</td> </tr> </tbody> </table> <p><i>Encouraging Economic Development Enquiries received for 2 properties in Town Centre.</i> Monthly 'Good News' update at Felixstowe Flyer breakfast meeting Monthly attendance Felixstowe Chamber of Commerce <i>Regular page in Felixstowe Town Council quarterly magazine Summer 2019, copy completed for Autumn 2010.</i></p>		18-19 Total	19-20 Q1		448	85	Businesses engaged with (reflects Annual Engagement)	185	16	Businesses supported	116	11	Organisations engaged with through partnership meetings	10	0	Youth organisations	25	100	Young people engaged with
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Diary Date: Business to Business Exhibition 6 November 2019, The Orwell Hotel. Part of the East Suffolk Business Festival.

East Suffolk means Business

New live website <https://eastsuffolkmeansbusiness.co.uk/>

Excellent site for businesses to signpost on to relevant and appropriate organisation.

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

<p>Capitalise on existing strengths and present a strong and diverse, year round programme of events.</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>Excellent Art on the Prom event. New organiser has been a pleasure to work with and has some great ideas for future event. Working with the organiser on a detailed case study.</p> <p>New online application process has been live since 1 April 2019. Currently working on an East Suffolk Council strategy for events.</p> <p>Event Bookings received (to Q1 April, May, June 2019)</p> <table border="0"> <tr> <td>Q1</td> <td></td> </tr> <tr> <td>1</td> <td>Commercial events</td> </tr> <tr> <td>11</td> <td>Community Events</td> </tr> <tr> <td>8,000</td> <td>Est. Visitor Numbers 2019/2020 to date Q1</td> </tr> </table> <p>Events Up and Coming 2019-2020</p> <table border="0"> <tr> <td>8th September</td> <td>Paws on the Prom</td> <td>Prom</td> </tr> <tr> <td>14th and 15th September</td> <td>Heritage Open Days</td> <td>Various locations</td> </tr> <tr> <td>15th September</td> <td>Felixstowe Coastal 10 mile race</td> <td>Landguard to Ferry</td> </tr> <tr> <td>28th September</td> <td>Festival of Fabric</td> <td>Orwell Hotel</td> </tr> <tr> <td>26th October</td> <td>Spooky day and Little Fort of Horrors</td> <td>Landguard Fort</td> </tr> <tr> <td>3rd November</td> <td>Felixstowe Firework spectacular</td> <td>Felixstowe & Walton Utd FC</td> </tr> <tr> <td>30th November</td> <td>Christmas Craft market & Lighting up</td> <td>Town Centre</td> </tr> <tr> <td>14th-15th December</td> <td>Christmas at the Fort</td> <td>Landguard Fort</td> </tr> <tr> <td>25th December</td> <td>St Elizabeth's Hospice Christmas day dip</td> <td>Felixstowe Beach/Sea</td> </tr> </table>	Q1		1	Commercial events	11	Community Events	8,000	Est. Visitor Numbers 2019/2020 to date Q1	8th September	Paws on the Prom	Prom	14th and 15th September	Heritage Open Days	Various locations	15th September	Felixstowe Coastal 10 mile race	Landguard to Ferry	28th September	Festival of Fabric	Orwell Hotel	26th October	Spooky day and Little Fort of Horrors	Landguard Fort	3rd November	Felixstowe Firework spectacular	Felixstowe & Walton Utd FC	30th November	Christmas Craft market & Lighting up	Town Centre	14th-15th December	Christmas at the Fort	Landguard Fort	25th December	St Elizabeth's Hospice Christmas day dip	Felixstowe Beach/Sea
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		<p>2020 Dates</p> <p>3rd May Classic Vehicle rally 50th anniversary Promenade</p> <p>8th May Rotary Fun Run Promenade and gardens</p> <p>8-10th May VE Celebrations tbc</p> <p>28th June Praise on the prom Promenade</p> <p>29th August Street Rods Provisional</p> <p>6th Sept Art on the prom Promenade</p>	
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>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>44 volunteers manning Visit Felixstowe Tourist Information Huts. Ongoing</p> <p>4 TIP points kept updated with literature. Ongoing.</p> <p>Sept 2019 8,611 Followers Facebook (reach 22,485 w/c 26 Aug)</p> <p>Sept 2019 4,947 Followers Twitter</p> <p>Regular #TownTalk #LoveIndependent campaign. Please help share and promote on social media pages.</p> <p>2019 Leaflets Updated and distributed</p> <p>Take One Media campaign completed across Suffolk, North Essex, South Norfolk with all 20,000 leaflets distributed.</p> <p>Season launch 3rd April 2019 Season Launch, Harvest House. 70+ attendees.</p> <p>Diary Date: Suffolk Coast (Destination Management Organisation) 14 November, The Orwell Hotel – please note this has been cancelled</p> <p>Sunday Times article weekend 13/14th. National Telegraph article weekend 20/21 Jul.</p> <p>Green Flag and Green Heritage Site status awarded to Felixstowe Seafront Gardens. Thank you to Friends of the Felixstowe Seafront Gardens and Norses. Article submitted to Autumn Edition Felixstowe Town Council magazine.</p> <p>Regular page in Felixstowe Town Council quarterly magazine Summer 2019, copy completed for Autumn 2019.</p>
2. Enabling Communities			
2.1 Felixstowe is an exemplar for East Suffolk place based collaboration, community and cohesion.			
Target engagement	no of VSO's engaged	Ongoing	82 Q1 VCSO organisations engaged with (reflects annual

with community and voluntary sector partners to build community cohesion	- dissemination information - support	throughout term	engagement event)
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	Chloe Winlow appointed as Felixstowe Communities Officer with a focus on Hidden Needs agenda and priorities.
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 promote improved joint working and collaborations	Google analytics Live online presence No's of users Feedback	Ongoing	Progress being made and the Town Page in the process of being built.

2.3 Improved health and wellbeing of the community

<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 affected by dementia attending support groups locally</p> <p>Dissemination of information via social media, news updates, publicity and promotion</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>For the latest updates and activity including donations and sponsorship relevant to Felixstowe Dementia Friendly Community visit: http://fxtdaa.onesuffolk.net/</p> <p>70+ Dementia Friendly Organisations 1,400 Dementia Friends in IP11 30 Users of Memory Lane support group 12 Volunteers</p> <p>St Johns Parish Dementia Support Group has closed. The two key volunteers have had a change in circumstances and attendance has been poor.</p> <p>Dementia Action Week 2019 Memory Dog walk raised nearly £200 Information Stand held at the Library Prom Train Ride and lunch at Delphine Diner in association with Ipswich DAA Dementia Friends session held</p> <p>In association with East of England Coop the Mayor and Chloe Winlow took on the GERT suit challenge - 'Dementia simulation using GERT The number of people with dementia and other age-related cognitive disorders is rapidly rising.. Therefore, it is important to better understand the needs of dementia sufferers and to create environments where they are able to life independently or get the best care if their dementia comes to a point where professional dementia care is necessary.</p> <p>The self-experience is the scientifically proven best way to create empathy and real understanding. The age simulation suit is the ideal tool to enable the self experience of dementia.</p> <p>This effect can be enhanced by adding accessories to the dementia simulation, especially those simulating sensory impairments like the simulation glasses and the tinnitus simulator but also those changing the tactile perception like the overshoes and the tremor simulator gloves.'</p>
<p>Introduce a pilot</p>	<p>Timebank project</p>	<p>January 2018</p>	<p>Funding received from Felixstowe Town Council £1k.</p>

<p>person to person Timebanking scheme in Felixstowe</p>	<p>launch</p> <p>Oversee project deliverables (tbd)</p> <ul style="list-style-type: none"> - no's of opportunities (asks and offers) - no's of volunteers <p>Transition project to local community organisation</p>	<p>Ongoing to Jan 2019</p> <p>by January 2019</p>	<p>Exemplar Funding of £10k confirmed.</p> <p>The steering group meets regularly and has agreed the delivery plan with key outcomes and milestones.</p> <p><i>website: https://tol2.timebanking.org/felixstowe - offers and requests currently listed.</i></p> <p>Update: 99 TimeBank Members registered 30+ matches 175+ hours of exchange</p> <p>National Lottery Reaching Communities Fund: Following a telephone conference call with officer the TimeBank project has been encouraged to put in a two year proposal.</p> <p>CALM cuppa- drop in to support those at risk of suicide to raise awareness and provide a network of community support and wellbeing issues. Programme aimed at men but not exclusively. Successful agreement from 6 Councillors to support a 2 year plan. Campaign Against Living Miserably (CALM) Volunteer training attended, campaign awareness will be rolled out in the coming weeks.</p>
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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.

<p>Work with partners to exploit the full potential of Felixstowe through collaborations and projects as they arise.</p>	<p>to be determined by project/s</p>	<p>Ongoing throughout term.</p>	<p>Ongoing involvement in North Felixstowe development, and South Seafront. 'Felixstowe – a Great Place to live, work and visit' publication completed.</p>
	<p>Coastal Revival Fund 'Renewing the South seafront Promenade' £30k</p>	<p><i>Outcome Dec 2018</i></p>	<p>Confirmation of successful application £30k to provide:</p> <ul style="list-style-type: none"> - new information boards and heritage interpretation - report of ideas for an 'active seafront' <p>Designer engaged to mock up new information boards and Heritage Boards. Text and Images agreed. First draft received.</p>

			Work will start over the summer on an accessibility guide to Felixstowe.
	South Seafront Coastal Communities Fund £950k	Deadline 21 Jan	Successful application made to Coastal Communities Fund £950k for South Seafront. Project Board has been agreed. Neil Cockshaw has taken over as project lead. A further appointment will be made in the Autumn to support the project. Project officer recruitment live.
	Heritage Action Zone	Deadline 12 July	Decision to withdraw from putting in an Expression of Interest as there was insufficient evidence to support a strong application.
Oversee Landguard Partnership governance review	Governance review and model	by 2021	Governance review ongoing. Appointed consultant – Scott B Sullivan Associates - for first phase of Governance project.