

Ordinary Council 13 November 2019 Appendix A
 Felixstowe Forward. Progress Report November 2019 (*italics = latest update*)



	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 town and East Suffolk.

Explore the viability of a Business Improvement District (BID)	Working group monthly meetings Final feasibility, scoping report and action plan	Ongoing to July 2020	<p>Feasibility Study Completed:</p> <table border="1" data-bbox="996 427 1624 587"> <tr> <td>Confirmed Yes</td> <td>50</td> </tr> <tr> <td>Undecided – predicted yes</td> <td>6</td> </tr> <tr> <td>Outstanding (awaiting confirmation)</td> <td>6</td> </tr> <tr> <td>No</td> <td>3</td> </tr> </table> <p><i>Copy of Mosaic Presentation made to the task Group 2 Oct 2019 has been circulated to all members for information.</i></p> <p><i>A Task group of 15 Businesses has been set up. Their role is explained in the presentation. The next task group meeting is planned for 21 November and will be a preparatory meeting for building and nurturing relationships with identified neighbouring businesses, or business interest groups across the town.</i></p> <p><i>A website with Q&A, factsheets etc will be completed and live by the time of the Town Council meeting.</i></p> <p><i>Next steps</i> <i>Mosaic stressed in their presentation that Face to Face contact is the best means of engagement. Talking to businesses and engaging with them at general meetings is key to a successful outcome. It has been recommended that we do not use social media as a means of communication / discussion.</i></p> <p><i>Nov 19 Article Felixstowe Town Council Magazine (Dec, Jan, Feb) promoting logo, website, and January meetings</i> <i>Task Group Meeting 21 Nov 19 – preparation for using the factsheets and website</i></p> <p><i>Nov/Dec Task group out and about talking to identified and neighbouring businesses.</i></p>	Confirmed Yes	50	Undecided – predicted yes	6	Outstanding (awaiting confirmation)	6	No	3
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			<p>19 <i>Email distribution of information to known business contacts</i></p> <p>Jan - <i>Press release to Flyer, Spotlight, EADT etc</i> Mar 20 <i>Invitation to meetings to all levy payers via post / email / by hand</i> <i>Task Group Meeting preparation – date tbc</i> <i>Programme of events including general meetings, face to face meetings, drop in sessions to be arranged though to March 2020 meetings, General meeting held – date tbc</i></p> <p>Other Town Centre engagement - working to introduce a small market on the Triangle featuring Felixstowe businesses (The Bakery, Greenhouse café, Deben Butcher, Fruit n Flowers) with pilot in April 2020.</p>
<p>Consult with Town and Resort businesses on the benefits of a Business Improvement District</p>	<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 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>Draft Town Action Plan has been circulated for comment.</p> <p><i>People and Places will be outlining their findings to the Felixstowe Forward Sponsor group meeting in December and next steps identified.</i></p>

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Engagement with businesses to build growth	No of business engaged - dissemination - support	Q1 and Q2 2019-2020, and 2018-2019 Total Figures		
		18-19	19-20	19-20
		Total	Q1	Q2
	News Updates	448	85	16
		185	16	22
		116	11	34
		10	0	2
		25	100	0
				Businesses engaged with (reflects Annual Engagement)
				Businesses supported
				Organisations engaged with through partnership meetings
				Youth organisations
				Young people engaged with
		<p>Encouraging Economic Development Enquiries received for 2 properties in Town Centre. Monthly 'Good News' update at Felixstowe Flyer breakfast meeting Monthly attendance Felixstowe Chamber of Commerce Regular page in Felixstowe Town Council quarterly magazine.</p>		
		<p>Business to Business Exhibition Held 6 November 2019, The Orwell Hotel. (Part of the East Suffolk Business Festival.) Attended the event – enquiries included freelance space in Felixstowe, potential relocation of a business, useful potential contacts for town council magazine and advertising, and good links made with local concession opportunities. Discussion with Cricket Club and Golf Club about using the Beach Hut Pop Up to promote all sporting activities in Felixstowe.</p>		
		<p>East Suffolk means Business New live website https://eastsuffolkmeansbusiness.co.uk/ Excellent site for businesses to signpost on to relevant and appropriate organisation.</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.

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	Excellent Art on the Prom event. New organiser has been a pleasure to work with and has some great ideas for future event..																																							
	New events attracting different audiences	New online application process has been live since 1 April 2019. Currently working on an East Suffolk Council strategy for events.																																							
	Seasonal event publicity	Developing a traders bible to support events in 2020 and an event volunteering campaign in January 2020.																																							
	Feedback responses	Event Bookings received (to Q1 April, May, June 2019)																																							
	Updated information on website	<table> <thead> <tr> <th>Q1</th> <th>Q2</th> <th></th> </tr> </thead> <tbody> <tr> <td>1</td> <td>4</td> <td>Commercial events</td> </tr> <tr> <td>11</td> <td>17</td> <td>Community Events</td> </tr> <tr> <td>8,000</td> <td>24,120</td> <td>Est. Visitor Numbers 2019/2020 to date Q1</td> </tr> </tbody> </table>	Q1	Q2		1	4	Commercial events	11	17	Community Events	8,000	24,120	Est. Visitor Numbers 2019/2020 to date Q1																											
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		<p>28th June <i>Praise on the prom</i> <i>Promenade</i></p> <p>11th July <i>Trimley carnival</i> <i>Trimley</i></p> <p>18th July <i>Felixstowe Artisan Market</i> <i>Promenade</i></p> <p>24-26 July <i>Felixstowe Carnival</i> <i>various</i></p> <p>29th August <i>Street Rods</i> <i>Provisional</i></p> <p>6th Sept <i>Art on the Prom</i> <i>Promenade</i></p> <p>Sept <i>Heritage Weekend</i></p> <p>13 Sept <i>Felixstowe Coastal 10</i> <i>Promenade</i></p> <p>Using http://www.eventimpacts.com/calculator case studies have been produced that shows the overall economic event of community events</p> <p>The results using the impact calculator for the Felixstowe Carnival (assuming an audience of 30,000) may be of interest (full copy available on request).</p> <p>Direct Economic Impact £530,300</p> <p style="padding-left: 40px;">Spectator spending 512,884</p> <p style="padding-left: 40px;">Participant Spending 31,120</p> <p style="padding-left: 40px;">Direct Leakage 23,633</p> <p style="padding-left: 40px;">Direct Spending 9,929</p> <p>Spending to GVA Ratio 44.7%</p> <p>GVA Impact £237,044</p> <p><small>Gross Value Added (GVA) measures the economic added value created when producing a good or providing a service. GVA is the grand total of all revenues, from final sales and (net) subsidies, which are incomes into businesses.</small></p> <p>GVA per Workforce Job £26,806</p> <p>Jobs Supported 9</p>	
Build on the momentum of promoting Felixstowe as a destination, and cross-promotion of	Manage Tourist Information Hut volunteers Visit Felixstowe Charter	Ongoing through term	<p>44 volunteers manning Visit Felixstowe Tourist Information Huts. Ongoing</p> <p>4 TIP points kept updated with literature. Ongoing.</p> <p>Nov 2019 8,724 Followers Facebook (reach 22,485 w/c 26 Aug)</p> <p>Nov 2019 4,582 Followers Twitter</p> <p>Regular #TownTalk #LoveIndependent campaign. Please help share and promote on social media</p>

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visitor related activity.	<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>	Easter 2018, 2019, 2020	<p><i>pages.</i></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 13/14^t. 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 Norse. Article submitted to Autumn Edition Felixstowe Town Council magazine.</p> <p><i>Regular page in Felixstowe Town Council quarterly magazine Summer 2019, copy completed for Autumn 2019.</i></p>
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2. Enabling Communities

2.1 Felixstowe is an exemplar for East Suffolk place 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	10 <i>Q2 VCSO organisations engaged with</i>
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2.2 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><i>For the latest updates and activity including donations and sponsorship relevant to Felixstowe Dementia Friendly Community visit:</i> 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 Gert Suit</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>Ongoing to Dec 2019</p>	<p>The steering group meets regularly and has agreed the delivery plan with key outcomes and milestones. <i>website: https://tol2.timebanking.org/felixstowe - offers and requests currently listed.</i></p> <p>Update:</p>

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	<p>- no's of opportunities (asks and offers)</p> <p>- no's of volunteers</p> <p>Transition project to local community organisation</p>		<p>103 TimeBank Members registered</p> <p>83+ matches</p> <p>229+ hours of exchange</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> <p>National Lottery Reaching Communities Fund: Working on proposal.</p>
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 exploit the full potential of Felixstowe through collaborations and projects as they arise.	to be determined by project/s	Ongoing throughout term.	<p>Ongoing officer involvement with</p> <p>North Felixstowe development</p> <p>South Seafont development Project Development Officer appointed, Jenny Edgerley, start date mid December.</p> <p>Coastal Revival Fund New information boards – revised design and awaiting final sign off of historical facts.</p> <p>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.</p>
Oversee Landguard Partnership governance review	Governance review and model	by 2021	<p>Governance review ongoing.</p> <p>Appointed consultant – Scott B Sullivan Associates - for first phase of Governance project.</p> <p>Interviews with all stakeholders are ongoing.</p>