

Ordinary Council Meeting 8 January 2020 – Appendix A

Felixstowe Forward. Progress Report January 2020 (*italics = latest update*)



<p>Explore the viability of a Business Improvement District (BID)</p>	<p><i>Felixstowe BID website live https://felixstowebid.co.uk/</i></p> <p><i>Site includes on downloads section Felixstowe BID newsletter/factsheet https://felixstowebid.co.uk/wp-content/uploads/2019/11/felixstowebid-newsletter-nov19.pdf and a feasibility executive summary https://felixstowebid.co.uk/wp-content/uploads/2019/11/Felixstowe-Feasibility-Study.pdf</i></p> <p><i>Task group of approximately 14 businesses are now out and about across the town distributing the newsletter and inviting businesses to the first Business Workshop on January 23rd. Follow up invitations will be distributed in the New Year. (90% of businesses who attend the workshops will vote).</i></p> <p><i>Other activity includes liaison with the nationals Head Offices to ascertain their interest. Mosaic are also developing the Base Line Agreements which are a statutory requirement of any BID and set out what BIDs can expect as part of their services for the BID to determine what might be appropriate enhancements.</i></p>																																				
<p>Engagement with businesses to build growth</p>	<p>Q1, Q2 and Q3 2019-2020, and 2018-2019 Total Figures</p> <table border="1" data-bbox="427 807 1585 1177"> <thead> <tr> <th>18-19 Total</th> <th>19-20 Total to date</th> <th>19-20 Q1</th> <th>19-20 Q2</th> <th>19-20 Q3</th> <th></th> </tr> </thead> <tbody> <tr> <td>448</td> <td>92</td> <td>85</td> <td>16</td> <td>54</td> <td><i>Businesses engaged with</i></td> </tr> <tr> <td>185</td> <td>131</td> <td>16</td> <td>22</td> <td>30</td> <td><i>Businesses supported</i></td> </tr> <tr> <td>116</td> <td>58</td> <td>11</td> <td>34</td> <td>13</td> <td><i>Organisations engaged with through partnership meetings</i></td> </tr> <tr> <td>10</td> <td>5</td> <td>0</td> <td>2</td> <td>3</td> <td><i>Youth organisations</i></td> </tr> <tr> <td>25</td> <td>100</td> <td>100</td> <td>0</td> <td>0</td> <td><i>Young people engaged with</i></td> </tr> </tbody> </table> <p>No 7 Sea Road (North Sea Hotel development) marketed by Kearney Bell at: https://www.shopproperty.co.uk/pdf/40012687434GUNM.pdf?id=8b3dfc6ee379443d917425b3e0287677</p> <p><i>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</i></p>	18-19 Total	19-20 Total to date	19-20 Q1	19-20 Q2	19-20 Q3		448	92	85	16	54	<i>Businesses engaged with</i>	185	131	16	22	30	<i>Businesses supported</i>	116	58	11	34	13	<i>Organisations engaged with through partnership meetings</i>	10	5	0	2	3	<i>Youth organisations</i>	25	100	100	0	0	<i>Young people engaged with</i>
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	<p><i>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.</i></p> <p><i>East Suffolk means Business</i> New live website https://eastsuffolkmeansbusiness.co.uk/ <i>Excellent site for businesses to signpost on to relevant and appropriate organisation.</i></p>																																																																				
<p>Capitalise on existing strengths and present a strong and diverse, year-round programme of events</p>	<p><i>Developing a Traders Guide to support events in 2020 and an event volunteering campaign in January 2020.</i></p> <table border="1" data-bbox="430 483 1872 673"> <thead> <tr> <th colspan="4"><i>Event Bookings received (to Q3 July, Aug, Sept 2019)</i></th> </tr> <tr> <th><i>Q1</i></th> <th><i>Q2</i></th> <th><i>Q3</i></th> <th></th> </tr> </thead> <tbody> <tr> <td><i>1</i></td> <td><i>4</i></td> <td><i>3</i></td> <td><i>Commercial events</i></td> </tr> <tr> <td><i>11</i></td> <td><i>17</i></td> <td><i>9</i></td> <td><i>Community Events</i></td> </tr> <tr> <td><i>8,000</i></td> <td><i>24,120</i></td> <td><i>7850</i></td> <td><i>Est. Visitor Numbers</i></td> </tr> </tbody> </table> <p><i>Events Up and Coming 2020</i></p> <table data-bbox="430 719 1534 1380"> <thead> <tr> <th colspan="3"><i>2020 Dates</i></th> </tr> </thead> <tbody> <tr> <td><i>26 April</i></td> <td><i>St Georges Day Parade</i></td> <td><i>Promenade</i></td> </tr> <tr> <td><i>3rd May</i></td> <td><i>Classic Vehicle rally 50th anniversary</i></td> <td><i>Promenade</i></td> </tr> <tr> <td><i>8th May</i></td> <td><i>Rotary Fun Run</i></td> <td><i>Promenade and gardens</i></td> </tr> <tr> <td><i>8-9th May</i></td> <td><i>VE Celebrations</i></td> <td><i>Tbc</i></td> </tr> <tr> <td><i>13-14th June</i></td> <td><i>Felix Fest inc Windsurfing festival – Details to be announced</i></td> <td><i>Various locations</i></td> </tr> <tr> <td><i>21st June</i></td> <td><i>Suffolk Remembers, St Eliz Hospice</i></td> <td><i>Spa Approach</i></td> </tr> <tr> <td><i>26-28th June</i></td> <td><i>Felixstowe Book Festival</i></td> <td><i>various locations</i></td> </tr> <tr> <td><i>28th June</i></td> <td><i>Praise on the Prom</i></td> <td><i>Promenade</i></td> </tr> <tr> <td><i>11th July</i></td> <td><i>Trimley Carnival</i></td> <td><i>Trimley</i></td> </tr> <tr> <td><i>18th July</i></td> <td><i>Felixstowe Artisan Market</i></td> <td><i>Promenade</i></td> </tr> <tr> <td><i>24-26 July</i></td> <td><i>Felixstowe Carnival</i></td> <td><i>various</i></td> </tr> <tr> <td><i>6th Sept (tbc)</i></td> <td><i>Art on the Prom</i></td> <td><i>Promenade</i></td> </tr> <tr> <td><i>Sept (tbc)</i></td> <td><i>Heritage Weekend</i></td> <td></td> </tr> <tr> <td><i>13 Sept</i></td> <td><i>Felixstowe Coastal 10km</i></td> <td><i>Promenade</i></td> </tr> <tr> <td><i>1 Nov</i></td> <td><i>Felixstowe Fireworks</i></td> <td><i>Dellwood</i></td> </tr> </tbody> </table>	<i>Event Bookings received (to Q3 July, Aug, Sept 2019)</i>				<i>Q1</i>	<i>Q2</i>	<i>Q3</i>		<i>1</i>	<i>4</i>	<i>3</i>	<i>Commercial events</i>	<i>11</i>	<i>17</i>	<i>9</i>	<i>Community Events</i>	<i>8,000</i>	<i>24,120</i>	<i>7850</i>	<i>Est. Visitor Numbers</i>	<i>2020 Dates</i>			<i>26 April</i>	<i>St Georges Day Parade</i>	<i>Promenade</i>	<i>3rd May</i>	<i>Classic Vehicle rally 50th anniversary</i>	<i>Promenade</i>	<i>8th May</i>	<i>Rotary Fun Run</i>	<i>Promenade and gardens</i>	<i>8-9th May</i>	<i>VE Celebrations</i>	<i>Tbc</i>	<i>13-14th June</i>	<i>Felix Fest inc Windsurfing festival – Details to be announced</i>	<i>Various locations</i>	<i>21st June</i>	<i>Suffolk Remembers, St Eliz Hospice</i>	<i>Spa Approach</i>	<i>26-28th June</i>	<i>Felixstowe Book Festival</i>	<i>various locations</i>	<i>28th June</i>	<i>Praise on the Prom</i>	<i>Promenade</i>	<i>11th July</i>	<i>Trimley Carnival</i>	<i>Trimley</i>	<i>18th July</i>	<i>Felixstowe Artisan Market</i>	<i>Promenade</i>	<i>24-26 July</i>	<i>Felixstowe Carnival</i>	<i>various</i>	<i>6th Sept (tbc)</i>	<i>Art on the Prom</i>	<i>Promenade</i>	<i>Sept (tbc)</i>	<i>Heritage Weekend</i>		<i>13 Sept</i>	<i>Felixstowe Coastal 10km</i>	<i>Promenade</i>	<i>1 Nov</i>	<i>Felixstowe Fireworks</i>	<i>Dellwood</i>
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	<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 <u>£530,300</u></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 style="padding-left: 40px;">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>
<p>Build on the momentum of promoting Felixstowe as a destination, and cross-promotion of visitor related activity.</p>	<p>38 volunteers manning Visit Felixstowe Tourist Information Huts. Ongoing</p> <p>4 TIP points kept updated with literature. Ongoing.</p> <p>Jan 2020 8,803 Followers Facebook (reach 22,485 w/c 26 Aug)</p> <p>Jan 2020 5,076 Followers Twitter</p> <p>Regular #TownTalk #LoveIndependent campaign. Visit Felixstowe weekly slot on Felixstowe Radio.</p> <p>Regular page in Felixstowe Town Council quarterly magazine.</p> <p>FF team supporting Blue Flag application.</p>
<p>Target engagement with community and voluntary sector partners to build community cohesion</p>	<p>11 Q3 VCSO organisations engaged with</p>

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<p>Continue to build on Felixstowe being recognised as a dementia friendly community.</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>Introduce a pilot Timebanking scheme in Felixstowe</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: 103 TimeBank Members registered 83+ matches 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 is being rolled out.</p> <p>Agreed to seek 6 months funding to continue project whilst seeking longer term funding from National Lottery Reaching Communities Fund and others</p>
<p>Work with partners to exploit the full potential of Felixstowe through collaborations and projects as they arise.</p>	<p>Ongoing officer involvement with</p> <p>North Felixstowe development</p> <p>South Seafront development <i>Project Development Officer appointed, Jenny Edgerley, who started mid-December. Activity programme being worked up as part of the project and Jenny will be helping to put together the Traders Guide, a Resort Accessibility Guide and begin to explore options for Martello P Tower in the short term and longer term.</i> <i>Ward Councillors will be kept informed on a regular basis via a monthly update.</i> <i>Felixstowe Forward Team working closely with Sarah Shinnie, East Suffolk Council Active Communities Officer on a programme of activities to support an event to be held in June 2020 (expected to be announced 15 January) .</i></p>

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	<p>Coastal Revival Fund New information boards – revised design and awaiting final sign off reference the historical facts.</p>
<p>Oversee Landguard Partnership governance review</p>	<p>Governance review ongoing.</p> <p>Appointed consultant – Scott B Sullivan Associates - for first phase of Governance project. Workshops ongoing and visits to other heritage sites who have undergone similar governance changes.</p> <p><i>Chris Ryde has recently resigned to take up a new Full-Time post in Lowestoft. Recruitment of new ranger underway.</i></p>