

Felixstowe Forward.

Progress Report September 2020 (*latest activity in italics*)



Engagement with businesses	<p>Ongoing liaison with approx. 160 Felixstowe businesses by email and/or phone:</p> <ul style="list-style-type: none">- COVID19 Small Business £10k & Retail, Hospitality and Leisure £25k- COVID19 Discretionary grant- Guidance and application process available at https://www.eastsuffolk.gov.uk/business/covid-19-business-grant-funding/- COVID19 Preparation for re-opening: Circulation of Government, Health and Safety Executive and East Suffolk Council guidance (the resources developed by the Environmental Team at East Suffolk Council have been particularly well received https://www.eastsuffolk.gov.uk/business/food-safety/covid-19-health-and-safety-guidance-for-businesses/)- COVID19 circulation of useful business resources picked up from Association Town Centre Managers Basecamp alerts and conversations- Responding to numerous queries and anxieties- COVID19 business impact: Feeding back to the wider Economic Development Team local intelligence- <i>BID Business Plan (Recovery focused) final draft nearing completion.</i>- <i>Attended Cultural Arts Sector meeting to discuss how best to support this sector that faces a significant impact.</i> <p>Re-Opening Felixstowe Safely</p> <ul style="list-style-type: none">- Consultation with businesses on Re-opening Felixstowe Safely, business signage ordered and delivered across Felixstowe, public realm signage ordered and distributed across the town, Hamilton road closure letters hand delivered to businesses. Road closure confirmed.- Temporary Pedestrianisation survey completed x 667 Read the full report at https://www.surveymonkey.com/results/SM-ZR5YYVNG7/- Temporary Pedestrianisation business survey completed x 35 Read the full report at https://www.surveymonkey.com/results/SM-XQKKJVNG7/- <i>Businesses along the Seafront have welcomed the opportunity to 'spill out' and report that weather permitting service orders and covers are good and visitors are enjoying the new vistas. Seafront questionnaire launched to monitor impact https://www.surveymonkey.co.uk/r/XSD6532</i>- <i>Sanitiser units are being distributed around the Town Centre and public buildings with some kept for use at events and activities on the Triangle</i>-
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	<p>Positive News</p> <ul style="list-style-type: none"> - New businesses opened - Saltwater Fish n Chips, Felixstowe Fine Food Deli, <i>Classic Angels Care Group</i>, <i>Scribble Café</i>, <i>Babyhampersz</i> - Business relocations: Wool Baa in the old Post Office Building, <i>Financial Wealth Management (Orwell Road)</i> - New businesses planned: Seaview Deli and Cafe expected on the corner of Hamilton road/Wolsey gardens in Hamilton Road, - Shop premises sold next to Ruby and Scarlet - The Orwell Hotel reports that bookings have increased this last week. <p>Negative news</p> <ul style="list-style-type: none"> - 5 retail businesses have confirmed closure. - Some retail outlets are changing opening hours to reduce staffing costs. This will have a knock-on impact on local employment. Banks have restricted opening. <p>Visit Felixstowe Re-Opening Campaign</p> <ul style="list-style-type: none"> - 57 <i>informal Mayor zoom interviews</i> with businesses have been completed with more in the pipeline. - The aim has been to acknowledge the essential businesses that have stayed open, build momentum as the town and seafront re-opens and importantly, give reassurance to customers that appropriate social -distancing measures have been put in place. Campaign has been working in partnership with Felixstowe Radio and Felixstowe Chamber of Trade and Commerce. - As an example: Underwood’s video and associated post reached 14,495 and resulted in 2,153 engagements <p>East Suffolk means Business For further information: This page is kept up to date with the latest COVID19 information, advice, and guidance. https://eastsuffolkmeansbusiness.co.uk/</p>						
<p>Capitalise on existing strengths and present a strong and diverse, year-round programme of events</p>	<p>Event booking system is now live.</p> <p>Stephen Rampley has supported bigger events that were to happen with throwback posts and videos, including a virtual Historic Car Rally using archive footage, and VE day using video clips from the performers and acts.</p> <p><i>Visit Felixstowe currently working on a virtual Heritage Open Weekend 12th with videos available subsequently on the Visit Felixstowe You Tube Channel.</i></p> <p>Cinema – <i>Discussions ongoing with Big Outdoor Cinema. Locations discussed. Big Outdoor felt it was too soon to organise for Summer but are looking at an event for October Half Term. The Grove location is preferred.</i></p> <table border="1" data-bbox="398 1326 1989 1410"> <tr> <th colspan="3">Events Up and Coming 2020/2021</th> </tr> <tr> <th>2020 Dates</th> <td></td> <td></td> </tr> </table>	Events Up and Coming 2020/2021			2020 Dates		
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	13 th Sept	Heritage Weekend	Virtual
	Status of these events remain uncertain:		
	13 Sept	Felixstowe Coastal 10 miles	Promenade
	3 Oct	Festival of Fabric	The Orwell Hotel
	31 Oct	Halloween Trail	Landguard Fort
	1 Nov	Felixstowe Fireworks	Dellwood
	?	Walton – Shine a Light	Walton
	28 November	Christmas Lights switch on	Virtual
	25 December	Christmas Day Dip	Seafront
	2021 Provisional Dates		
	02 May	Vehicle Rally	
	03 May	Rotary Fun Run	
	12 June	Women’s Tour	
	21 June	Suffolk Remembers	
	25-27 June	Felixstowe Book Festival	
	10 July	Trimley Carnival	
	23-25 July	Felixstowe Carnival – Heroes and Villains	Various location
	5 Sept	Art on the Prom	Seafront
	12 Sept	Felixstowe Coastal 10k	Seafront
	07 Nov	Felixstowe Fireworks	
Build on the momentum of promoting Felixstowe as a destination, and cross-promotion of visitor related activity.	<p>Visit Felixstowe Beach Hut Tourist Information Hut Volunteers have returned and the Beach Huts are open once again. Anecdotally, volunteers are reporting a high number of new visitors to Felixstowe. Visit Felixstowe Exhibition Beach Hut: Display of Litter Free Felixstowe competition finalists. Heritage Open Days exhibition due next week. Due to re-open 27 July.</p> <p>Noticeboards Noticeboards have been cleared of out of date event notices and have been replaced with the winning photographs of this year Photographic Competition. These will be changing to reflect a promotion of local Heritage to coincide with virtual Heritage Open Days.</p>		

	<p>Visit Felixstowe website: You Tube channel All the Mayor interview videos are now available on the Visit Felixstowe You Tube channel https://www.youtube.com/channel/UC1YUOTIUBYRz29VZXYsDf0Q</p> <p>Social Media: <i>July 2020 9,878 Followers Facebook</i> <i>July 2020 5,097 Followers Twitter</i> Regular #TownTalk #LoveIndependent campaign.</p> <p>VF Reach and Engagement figures 5 Aug – 1 September</p> <table data-bbox="398 533 1608 638"> <tr> <td><i>People Reached</i></td> <td><i>69,203</i></td> <td><i>+27%</i></td> </tr> <tr> <td><i>Post Engagements</i></td> <td><i>43,496</i></td> <td><i>+25%</i></td> </tr> <tr> <td><i>Page Likes</i></td> <td><i>173</i></td> <td><i>+86%</i></td> </tr> </table> <p>Blue Flag and Seaside Award. Application successful and the Blue Flag is once again flying across Felixstowe recognises excellent water quality and beach safety and the only Blue Flag beach on East Suffolk.</p> <p>Felixstowe Seafront Gardens Volunteers have returned and continue to assist on Wednesday mornings. New pond signage has been completed. There has been increased sightings of the Wall Lizards this year. The Felixstowe Seafront Garden volunteers have restarted following COVID19. <i>Local artist Tracy Barritt-Brown will be working on a replacement 'Wicker Family' in the Felixstowe Seafront Gardens for 2021 Season.</i> <i>Awaiting news of the Green Flag award due to be announced shortly.</i></p>	<i>People Reached</i>	<i>69,203</i>	<i>+27%</i>	<i>Post Engagements</i>	<i>43,496</i>	<i>+25%</i>	<i>Page Likes</i>	<i>173</i>	<i>+86%</i>
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<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>Felixstowe Vision (Agenda item) Consultation with Felixstowe Town Council on the Felixstowe Vision document pulling together various strands of work planned in the town.</p> <p>North Felixstowe Development - ongoing</p> <p>South Seafront Development: The Kitchen @ Martello Park and The Sweetworks @ Martello Park <i>Barnes Construction have commenced work.</i></p>									

	<p>Dedham Boathouse Group has been selected as the operator following a competitive process and will take on the running of the new eatery once it is ready to open.</p> <p>Early discussions with The Hold in Ipswich for an outreach community archives project. Early discussions with National Heritage Solutions ‘70th Anniversary of 1953 Floods Project’ for 2023. Solutions will be working up an Expression of Interest to Heritage Lottery. Progressing relationship with Felixstowe Academy on an economic development project linked to the build of The Kitchen@Martello Park</p> <p>2020 Engagement Event w/c 9 November (as part of East Suffolk Business Festival) <i>This year’s virtual annual engagement is planned for w/c x November and will take the form of a presentation of the Felixstowe Vision followed by a series of short virtual workshops around the key themes of North Felixstowe, Town Centre, South Seafront, SMART Towns, and Open Spaces.</i></p> <p>SMART Towns Project <i>Attended an early presentation on the SMART Towns project. More information to follow as the project gains momentum.</i></p>
<p>Oversee Landguard Partnership governance review</p>	<p>Phase 1 of the Governance review has been completed and it was decided to proceed to the next phase which will involve the formation of a shadow board to be involved in the business planning and in preparation for the formation of a Landguard Charitable Trust. Partnership members including the Town Council representatives Cllr Doreen Savage and Town Clerk on the 25th September.</p> <p>Leonie Washington appointed as Landguard Ranger. Leonie is from Felixstowe and brings a wealth of knowledge and experience as a freelance ecologist and work in the conservation team at the Suffolk Wildlife Trust. Follow her blog on http://www.discoverlandguard.org.uk/attractions/landguard-nature-reserve/rangers-blog/hi-i-am-leonie-the-new-landguard-ranger/</p> <p>Landguard Fort has re-opened but visitors are required to book. Viewpoint Café has re-opened.</p>
<p>Community Engagement and Update from Chloe Lee, Communities Officer</p>	<p>14 ‘Community Conversations’ informal interviews with the Deputy Mayor have started. We are working closely with Chloe Lee to facilitate these interviews. We are also working with Felixstowe Town Council on Councillor Interviews.</p> <p>Update from Chloe Lee, Communities Officer The ‘Home But Not Alone’ county service was launched at the beginning of the Covid-19 lockdown period, to help connect people who want to volunteer in their communities with neighbours who are most in need. The picture across East Suffolk District Council as of 23rd June 2020;</p>



Chloe Lee (Communities Officer for this area) has been working closely with different charities and organisations throughout this time. In particular Basic Life Charity, and FACTS to deliver essential food supplies, prescriptions etc to residents who are self-isolating or shielding and who have been referred to the Communities team for help. In addition,

The entire district has seen a fantastic community response to the pandemic with groups and action being established quickly to help those most in need. In Felixstowe, Helping Hand’s volunteers, led by Town Councillor Darren Aitchison, are a key example of local people going above and beyond to help a neighbour.

The Salvation Army has also provided essential support during this crisis by providing food parcels and hot meals to the most vulnerable. They have also created entertainment packs, delivered toys and outdoor games to families, and run a weekly zoom group for children full of songs, activities and competitions.

Chloe Lee is looking forward to linking back with community groups and organisations, as they prepare for post covid and the ‘new normal’.

Hidden Needs Grant programme re-launched.

2018 saw the launch of the former East Suffolk Partnership Hidden Needs Grant programme focussing on older people and families with limited access to resource. A total of £110,000 was available to support projects tackling social isolation, identified by the ground-breaking hidden needs mapping. To date the grant has enabled a range of innovative community projects to tackle social isolation and loneliness in hidden need ‘hot spots’. Given the wide reach of the Covid-19 pandemic across the population, the Hidden Needs Grant programme has been re-launched on 08.06.2020. The criteria for applying has now been revised to reflect any/all age groups in East Suffolk experiencing loneliness or isolation (pre covid-19) as we know that these individuals, families and communities are likely to be impacted by Covid-19 to a greater extent than the wider population.

The grant has been topped back up to £100,000, and has been split into two rounds; round one – **17th July 2020 and** round two - **30th September 2020.**

We want to support innovative projects that enable voluntary sector organisations and community groups to tackle social isolation and loneliness and their impacts on our local communities during the recovery from Covid-19. A set of geographical target communities are identified in two new maps, which are available on the East Suffolk Council website on the Hidden Needs Grants pages.