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Felixstowe Town Council

Progress report: December 2015 (*latest update in italics*)



Objective	Task and Outcome	Measure	Progress April – Nov 2015
Networking (since last report)	<p>Attended: <i>Felixstowe Forward Sponsor group, Seafront Gardens Project Board, Felixstowe Town Council Meeting, Tourism Sub Group, HLF monitoring visit (Seafront Gardens), Fairtrade AGM, Felixstowe Youth Forum, Pier Working Group, East Suffolk Resource Network, Chamber Executive meeting, Community Sub Group, Suffolk Chamber of Commerce, Bawdsey Coastal Community Team.</i></p> <p>Presentations to: <i>RICS breakfast meeting Felixstowe Chamber Town Residents Association Felixstowe District Horticultural Society Labour Party meeting Hunstanton Seafront Gardens and West Norfolk DC Annual ESP Event Rotary Club Felixstowe and D.C for sports Level Two</i></p> <p>One to One meetings: <i>Murray Gibson, Uniserve Suffolk Coast, DMO DCI Salmon and Sgt P Street</i></p> <p>Coming Up (January) <i>Breakfast Meeting – Felixstowe Flyer Music in Felixstowe Brackenbury WI Group Retail Rendezvous (Chamber event)</i></p>		

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		Green Forum Event	
<p>Governance</p> <p>Felixstowe Forward achieves its objectives to:</p> <ol style="list-style-type: none"> 1. Oversee the development and delivery of further economic growth in Felixstowe to build upon its reputation as a dynamic and prosperous town, attracting inward investment to continue to enhance the town's infrastructure; 2. Seek and support new developments and projects within the town that contribute to the vitality of the town and wellbeing of residents; 3. Promote Felixstowe as a high quality destination town for residents and visitors, developing the tourism offer by working with hotel and tourist attraction providers; 4. Preserving and promoting the heritage of the town; 5. Support and develop an enterprise and entrepreneurship culture within Felixstowe, supporting coordinated and targeted marketing of the facilities, events and opportunities within the town; and, 6. Supporting and contributing to the skills, education and employability of young people. 		<p>Effective sponsor group working and partnership engagement</p> <p>Engagement Event</p> <p>Next Steps</p> <p>Improvement Plan</p>	<p>Sponsor group established with terms of reference, aims and objectives. Membership established and agreed. Sponsor group meetings held April, June, August, October. Notes of meetings available. Nick Barber appointed chair.</p> <p>Held 17th July 2015. 126 attendees. Full report written and circulated to all who attended.</p> <p><i>Planning launch of improvement plan and progress event February 2017</i></p> <p>Approved by Sponsor Group. Progress report Qtr 1 and 2 completed. <i>Currently working on a public version of the Improvement Plan</i></p> <p>Megan Edwards appointed as Felixstowe Forward apprentice Sept 2015. Making an excellent start. <i>Completed 35% of her Diploma.</i></p> <p><i>Coastal Community Team: Economic Plan being written (deadline end of January)</i></p>
<p>Marketing and PR</p>	<p>Enhanced profile of FF</p> <ul style="list-style-type: none"> • Newsletter distributed • Website review • Local, regional and national profile 	<p>Increased awareness measured by stats</p>	<p>Engagement event / launch event well attended by 126 people. Full report available. Newsletter distributed in June to approx. 300 recipients (June 2015), 459 recipients increase of 53% on original distribution (Sept 2015) <i>Working on December newsletter. Delayed due to limited staff resources.</i></p> <p>Working on Felixstowe Forward website review with Comms Team. <i>Triangle information updated online.</i></p> <p>Publicity and promotion (major news coverage) Cabinet Minister visit and launch of Coastal revival Fund July 2016 at Landguard Fort June 2015 appointment HG, EADT July 2015 engagement event and minister visit covered in EADT, BBC radio and BBC</p>

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			<p>TV Aug 2015 SFG gardens and double spread in EADT on Felixstowe regeneration, Outside broadcast held by BBC Nov 2015 Felixstowe TV interview, Felixstowe TV recording of Seafront Gardens tour</p>
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Section 2			
1. Oversee the development and delivery of further economic growth in Felixstowe to build upon its reputation as a dynamic and prosperous town, attracting inward investment to continue to enhance the town's infrastructure.			
1.1 Establish sub group to support this work stream	Establish Business and Enterprise sub group (B&E)	Effective and identified business and enterprise group and partnership engagement	<p>Meeting held with Felixstowe Chamber of Commerce</p> <p>Breakfast presentation to chamber of commerce. <i>Invited to join the Executive Committee of the Felixstowe Chamber Meeting held with Suffolk Chamber (John Dugmore)</i></p>
1.2 Support the development of the local Chamber of Commerce <i>(Note: SLA SCDC with Chamber)</i>	Single portal for Felixstowe businesses, traders, retailers	<p>Effective portal and database of contacts in Felixstowe</p> <p>Increased Chamber membership</p>	No action to date
	Three 'profile' networking events Winter, Spring, Summer <i>(Suggestions: Internet of Things, Tourism, Supporting our Young People)</i>	<p>3 annual events</p> <p>Increased contact with local commercial organisations</p>	<i>Retail Rendezvous 27th Jan 2016</i>
	Hold monthly informal networking event	<p>12 events</p> <p>Increased contacts with commercial organisations</p>	<i>Felixstowe Chamber discussed at last executive meeting with the intention to look at progressing this</i>
	Welcome programme for new businesses and campaign to	Increased contact with commercial	<i>Independent Shops opening late 10 Dec for Christmas. Weather disappointing. Stephen Rampley visiting and introducing Visit Felixstowe when new shops open</i>

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	attract businesses	organisations	
	Business Improvement District	<i>Inward investment</i>	<i>Working with wider ED&R Team and other towns exploring BID</i>
1.4 Maximising Town Centre and Town Developments	DCLG 'Expert' visit, Great British High Street	Enabling the High Street to do more for themselves	Awaiting confirmation by DCLG. Date to be agreed. <i>Key contact at DCLG moving directorate. Reassurance visit will happen in 2016.</i>
	Annual Audit of Town Centre and Seafront businesses, annual benchmarking (footfall etc), annual use of Triangle	Statistical measurements and comparison data	<i>Work in progress. (report available on request) Business confidence survey to be distributed in next few weeks. Triangle information reviewed, website page updated. Invitation to book early circulated.</i>
1.5 Car Parking Review	Review and audit existing car parking provision	Recommendations to Cabinet, Town Council	No action to date
1.6 Maintain prestige areas to a high standard	Ensure Suffolk Coastal Norse maintenance is completed to contract expectations especially in gateway approaches and prestige areas during visitor season	Visual enhancement of the town	Ongoing maintenance issues reported to SCN via customer care line. Promotion of customer care helpline in Newsletter Weeding and gateway approaches cleaned up July 2015 Ongoing SFG maintenance plan to be finalised. <i>Final draft completed. Minor amendment requested from HLF</i>
1.7 Funding and Investment	Maximise external funding opportunities and inward investment	Increased funding (<i>exc sponsors of FF</i>)	- £10k Coastal Community Team awarded April 2015 - £3k (circa) Commitment Locality Budget Cllr G Newman to progress visitor information - £20k circa Funding secured for Felixstowe Forward Apprentice as part of SCDC commitment to apprenticeship programme. - £20k investment in progressing 5.1 - £28k Landguard Fort Coastal Revival Fund
2. Seek and support new developments and projects within the town that contribute to the vitality of the town and wellbeing of residents.			
2.1 Establish sub group to support this work stream	Establish Community Sub Group/s (Comm)	Effective and identified community sub group and partnership engagement	Meeting held. Representation yet to be fulfilled. Links with Health remain weak. <i>Meeting held Dec 2015 with better representation. Community Action Suffolk, Elspeth Gibson, Level Two, Helen Johnson (Funding Officer), The Hope Trust, Rachel Rowe, Churches Together, Dementia Alliance.</i>
2.2 Better Information	Establish InfoLink as community	Infolink annual stats	Baseline as at Sept 2015 295 organisations across Childcare, Health and Care, Housing,

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for Residents (and where applicable Visitors) on what is going on in Felixstowe	portal Improve listings and links of what is on with Press partners, Visit Felixstowe, FTC and Library	measurement	Learning, Leisure, Money, People and Places, Transport, Work <i>Mapping who is on FF list and not on Infolink and vice a versa.</i> <i>Mapping exercise completed having cross referenced FF list and Infolink. Work underway to map against FTC to establish single list.</i> <i>Subgroup agreeing a short survey to establish how best we can support Voluntary sector locally.</i>
	Establish single town calendar (self updating)	Improved awareness of community events and activities	<i>For discussion at the community sub group meeting</i>
2.3 Enable the voluntary sector to find new ways of strengthening relationships between different sectors who have a role to play in the vitality of the town	Hold three annual community themed seminars to explore collaboration, better use of resources etc <i>(eg Health and Wellbeing, Volunteering, Adult and Social care)</i>	Enabling the community	<i>Volunteering conference held 22 October. Approximately 30 attended.</i> <i>Hidden needs event being planned.</i>
2.4 Contribute to Area Action Planning in relation to housing, employment, retail, tourism and the environment	Facilitate consultation via promotion and publicity of AAP	Increased awareness of AAP	Consultation open. Promoted in meetings and email sent out to all contacts. <i>Feedback confirms drop in was well attended</i> <i>Action complete</i>
3. Promote Felixstowe as a high quality destination town for residents and visitors developing the tourism offer by working with hotel and tourist attraction providers			
3.1 Establish sub group to support this work stream	Establish Tourism sub group (TG)	Effective and identified tourism sub group and partnership engagement	Established group meeting regularly. Notes of minutes Aug 2015, Sept 2015, Oct 2015, Dec 2015
3.2 Review www.visitfelixstowe.co.uk to be THE single source of information and branding for visitors to	Review website/s VF and SFG and associated social media	Increased awareness of Felixstowe Statistical analysis	Review underway. Ready for Spring launch 2016 Plans to merge Seafront Gardens website to VisitFelixstowe <i>Work ongoing</i>

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the town			
	Promote branding and improve tourist information available to visitors within the town	Improved visitor experience	Planning underway to provide town guides, Visit Felixstowe flags and information A frames to be resort ready for 2016. <i>Design and mock ups for map pads agreed, Visit Felixstowe flags received. Cllr G Newman Locality Budget has provided financial support. Meeting with Customer Service Point in the Library held. Closer working relationship. Agreement Visit Felixstowe and FF will attend learning mornings to keep staff up to date. New display area in the library. Coordinated approach to Visit Felixstowe.</i>
3.3 Develop coherent seasonal marketing campaign for Felixstowe	Agree campaign headlines and key events and develop a seasonal tourism offer Increase visitor event programmes	Improved visitor experience Hold three additional events	<i>Planning campaign being written up. Content for Visit England website supplied (via the DMO)</i> Meetings to discuss potential arts and drama festival, Arts Community centre, Car Rally event Ice Rink event planned 19-23 Dec (FTC)
3.4 Review all gateway signage, noticeboards and information taking into account integrated transport	Felixstowe resort ready Review, audit, improve existing provision Town map Audit Street Furniture Year 2	Annual programme of monitoring and maintaining noticeboards	Audit of all noticeboards completed. Gipping Homes expressed interest in sponsorship. <i>Small working group and progress short, medium and long term plans met in December. Work progressing.</i>
3.5 Protect the Natural Environment	Coastal Management against flooding and erosion and land reclamation – ongoing relationship and support for Service Plan	Increased awareness of Coastal Management	Meeting with Coastal Management team held. Coastal Community Team stand at Coastal Management Conference held 1 Oct
	Establish a Felixstowe combined 'green and environmental' offer - Grove, Landguard, Seafont Gardens etc	Enabling the community to do more	Urban Community Nature reserve proposal received and potential sites being investigated. Plans ongoing for a meeting of interested parties to bring all involved together. 'Felixstowe urban community reserve' establishing wildlife corridors across the town. <i>Meeting at Peewit Hill to look at the potential site. Work progressing. Green Forum event planned 30 January to explore working together. Invitations have gone out.</i>
	Landguard Reserve Management	Protection of Site	Dog walking issues remain on Landguard Reserve. Currently with SCDC legal dept.

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	Plan 2015		Designated nature reserve. Currently with SCDC legal dept. <i>Landguard confirm there has been some progress in both these matters</i>
4. Preserving and promoting the heritage of the Town			
4.1 Support ongoing major projects:	<p>Working with partners to realise the full potential of:</p> <ul style="list-style-type: none"> • Seafront gardens • Landguard Fort • Martello Tower • Boating Lake • Pier Development • Spa Pavilion <p>And other projects as they develop</p>	<p>Project Plans and briefs</p> <p>Successful completion of projects</p> <p>Inward Investment</p> <p>Partnership engagement</p> <p>Enabling the community</p>	<p>Seafront Gardens</p> <ul style="list-style-type: none"> - Official opening Aug 2015 with the exception of Town Hall Gardens which are due to open Dec 2015. Work progressing on shelter. Ongoing maintenance issues reported directly to SCN via customer services helpline. Issues with pram Walk have been resolved. - Work in hand to progress activity plan, next HLF report. - 10 year maintenance programme. - <i>Evaluation ongoing. Approx 100 surveys completed. Online survey also being promoted</i> - Handover to Felixstowe Forward being under taken. - Friends of Seafront Gardens social evening successful - <i>Major reports to be written – Maintenance Plan (final completed), Activity Plan (final draft completed), Evaluation Report (deadline March), Green Flag Management Plan (deadline January 2016).</i> - <i>Town hall Gardens opened</i> - <i>RICS East Award application pending</i> <p>Landguard Fort</p> <ul style="list-style-type: none"> - HLF bid progressing - Bid made to Coastal Revival Fund pending outcome. <i>Successful outcome and progress HLF application.</i> - active events programme ongoing - <i>Very successful Christmas event. 500 pre booked tickets and over 600 people attended on the day.</i> <p>Landguard Reserve</p> <ul style="list-style-type: none"> - see 3.5 <p>Martello Park</p> <ul style="list-style-type: none"> - Fully open. Ongoing maintenance issues reported directly to SCN via customer services helpline. - Progressing Place making award 2015 application. <i>Awaiting outcome.</i> - <i>Consultation visit planned February 2nd</i>

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			<p>Boating Lake - approved recommendations by Cabinet (Oct 2016) but expecting work to start by the end of the year. Work due to start Jan and conclude June 2016.</p> <p>PierHead Development - Cabinet (Oct 2016) approved recommendations. Pier working group to be convened to progress development. <i>Currently on target for work to commence September 2016. Consideration being given to the profiling of the Leisure centre car park following PierHead completion.</i></p> <p>Spa Pavilion - meeting with Gary Wright, confirmation of programme, box office has now opened. Opening event 14th November. <i>Currently in discussion about use of noticeboards.</i></p>
5. Support and develop an enterprise and entrepreneurship culture within Felixstowe, supporting coordinated and targeted marketing of the facilities, events and opportunities within the town			
5.1 Coordination of major Felixstowe Events	Explore setting up of a CIC or similar to bring together Felixstowe Carnival, Art on the Prom, etc	Enabling the community	Currently being explored by Tourism sub-Group and initial ideas being investigated. <i>Project initiation bid completed and outline business plan progressing. Outline plans for Beach Hut tourist information point. Awaiting decision</i>
6. Supporting and contributing to the skills education and employability of young people			
6.1 School Summit	Hold a School summit to agree a program to support Felixstowe Academy and local primary schools in providing information and guidance to young people for future careers	Improved awareness of local career opportunities and employability skills	<p>Meetings held with Work Inspiration broker. Date to be agreed. Meeting with new principal, Anthony Williams, was successful and plans are to be developed further. <i>Followed up in November. Academy keen to set up a regular Felixstowe Forum debate that feeds in to the Felixstowe Youth Forum. Felixstowe Youth Forum tasked to come back to the next meeting with ideas on how we can consult with young people – suggestion boxes, schools noticeboard areas, etc.</i></p> <p>Other activities to note: May 2015: Academy Drop Down day – workshops with Year 9 students Sept 2015: Meeting with UCS and plans to work with 20 students studying tourism and event management using Felixstowe as case study Sept 2015: Workshop held with pupils from Priory School (Bury St Edmunds) who were on field trip to Felixstowe Sept 2015: Contact made with Dulwich School who visit Felixstowe every year</p>

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			<p>Sept 2015: Business Planning Presentation to Year 9 students Felixstowe Academy</p> <p>Nov 2015: <i>Workshop with 20 Tourism and Event Management students. Case study on Felixstowe. Invited to attend student presentations Dec.</i></p>
6.2 Communication strategy for Schools	<p>Provide better information on local groups and organisations, sport and art provision and volunteering opportunities to young people.</p>	<p>Improved awareness of local youth provision</p>	<p>No action to date</p>
6.3 Support ongoing major projects:	<p>Working with partners to realise the full potential of:</p> <ul style="list-style-type: none"> • Level 2 (lottery Bid) <p>And other projects as they develop</p>	<p>As above</p>	<p>Mtg to discuss Talent Match</p> <p>Mtg with Job centre to explore potential links</p> <p>My Go supported with pop up events at the Triangle and leisure Centre car park</p> <p>My Go now have drop in centre at Job centre.</p> <p><i>Mtg with Level Two. Progress ideas through the community sub group.</i></p>