



Felixstowe Forward

Progress Report - to end of May 2017 (*latest update in italics*)

Town Improvement Plan Objectives			
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	<i>Support given to the new co-Chairs of Felixstowe Chamber of Commerce and Trade. Chamber is now attending regularly the Vibrant Economies Group and is working with the Town Centre Partnership. Early discussions held about holding some sort of Felixstowe Summit to inform a potential application for funding.</i>
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	Effective portal and database of contacts in Felixstowe Increased Chamber membership	<i>Following an initial contact database work is ongoing to keep it updated.</i>
	Hold monthly informal networking event	12 events Increased contacts with commercial organisations	<i>Felixstowe Flyer and Chamber continue to hold successful joint business breakfasts. .</i>
	Welcome programme for new businesses and campaign to attract businesses	Increased contact with commercial organisations	<i>Ideas came out of the recent Town Centre Partnership soft launch to be progressed.</i>
	Business Improvement District	Inward investment	<i>Feasibility for a Town and Resort Business Improvement District continue to be explored.</i>
1.4 Maximising Town Centre and Town Developments	Town Centre developments	Enabling the High Street to do more for themselves	<i>Town Centre Partnership soft launch held 24 May 2017. Terms of reference agreed, membership fee structure agreed and initial members are in the process of signing up.</i>
	Annual Audit of Town Centre and Seafront businesses, annual benchmarking (footfall etc), annual use of Triangle	Statistical measurements and comparison data	

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1.5 Car Parking Review	Review and audit existing car parking provision	Recommendations to Cabinet, Town Council	
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	<i>First quarterly resort meeting held. Issues of Anti Social Behaviour in Seafront Gardens discussed. Escalated to Safety Neighbourhood Team. CCTV partnership reconvened. Actions taken to mitigate – increased CCTV signage, dummy camera installed, and prompt reporting to police.</i>
1.7 Funding and Investment	Maximise external funding opportunities and inward investment	Increased funding (exc sponsors of FF)	<ul style="list-style-type: none"> • <i>Felixstowe Dementia Action Alliance awarded £5k from Community call for Action</i>
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	<i>Officers meeting held to discuss Engagement Event</i>
2.2 Better Information for Residents (and where applicable Visitors) on what is going on in Felixstowe	<p>Establish InfoLink as community portal</p> <p>Improve listings and links of what is on with Press partners, Visit Felixstowe, FTC and Library</p>	Infolink annual stats measurement	<p><i>Signposting regularly made to InfoLink.</i></p> <p><i>News update circulated March and May via MailChimp which allows for monitoring e.g. Top links clicked:</i></p> <p>66 x http://www.felixstowe.gov.uk/council-services/grants</p> <p>62 x https://www.alzheimers.org.uk/info/20079/dementia_friendly_communities</p> <p>62 x http://www.visitfelixstowe.org.uk</p> <p>47 x http://www.eastsuffolk.gov.uk/news/new-partnership-seeks-independent-chair</p> <p>44x https://www.eventbrite.co.uk/e/become-a-dementia-friendly-retailer-tickets-34178681356</p>
	Establish single town calendar (self updating)	Improved awareness of community events and activities	<i>Progress has been made to providing a community portal on FTC website which pulls information direct from InfoLink.</i>
2.3 Enable the voluntary sector to find new ways of strengthening	Hold three annual community themed seminars to explore collaboration, better use of	Enabling the community	<p>Felixstowe Dementia Action Alliance</p> <p>Local DAA well established</p> <p>Current stats: IP11 postcode – 12 Champions, 750+ Friends, 148 Digital Friends, 18 Alliance</p>

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<p>relationships between different sectors who have a role to play in the vitality of the town</p>	<p>resources etc (eg Health and Wellbeing, Volunteering, Adult and Social care)</p>		<p><i>members. In process 7 additional members. Dementia Support Group successfully transferred to St Johns Church. Work ongoing to transfer the memory café. Mapping Event planned 11th July, Old Felixstowe Community Centre, 12.00-4pm to map provision, identify gaps and needs. FTC Councillors are welcome to attend. Joint Fxt DAA and Ipswich DAA event held at Orwell Hotel, 15 May.</i></p> <p>Timebanking Project <i>Potential project Being explored.</i></p>		
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					
<p>3.1 Establish sub group to support this work stream</p>	<p>Establish Tourism sub group (TG)</p>	<p>Effective and identified tourism sub group and partnership engagement</p>	<p>Effective and monthly meetings ongoing.</p>		
<p>3.2 Review www.visitfelixstowe.co.uk to be THE single source of information and branding for visitors to the town</p>	<p>Review website/s VF and SFG and associated social media</p>	<p>Increased awareness of Felixstowe</p> <p>Statistical analysis</p>	<p>Work ongoing on refresh of Visit Felixstowe website.</p>		
	2016-2017	Q1	Q2	Q3	Q4
	Facebook			3,882	4,032 (+4%)
	Twitter			2,992	3,117 (+4%)
	VF Website				
	Sessions	36,953	41747	12889	14622
	Users	28809	32575	10387	11744
	Page Views	104,631	119,638	45,067	55901
	New Visitors	73%	73%	77%	77%
	Returning Visitors	27%	27%	23%	23%

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10 Most Popular Viewing Places			
Ipswich	24%	London	23%
London	21%	Ipswich	21%
Felixstowe	9%	Felixstowe	8%
Colchester	5%	Colchester	5%
Not set	3%	Cambridge	3%
Stowmarket	3%	Not set	2%
Cambridge	2%	Norwich	2%
Norwich	2%	Stowmarket	2%
Bury St Eds	1%	Bury St Eds	2%
Birmingham	1%	Birmingham	1%
Ipswich	25%	Ipswich	19%
London	16%	London	16%
Felixstowe	12%	Felixstowe	9%
Colchester	6%	Colchester	5%
Stowmarket	5%	Stowmarket	3%
Cambridge	2%	Cambridge	2%
Norwich	2%	Norwich	2%
not set	2%	not set	2%
Cambridge	2%	Lowestoft	1%
Lowestoft	1%	Bury St Eds	1%
	Promote branding and improve tourist information available to visitors within the town	Improved visitor experience	<p><i>2017 Open Season launch held 29 March.</i></p> <p><i>2017 Visitor products produced and in circulation.</i></p> <p><i>2017 campaign across North Essex, Suffolk and South Norfolk underway.</i></p>
3.3 Develop coherent seasonal marketing campaign for Felixstowe	<p>Agree campaign headlines and key events and develop a seasonal tourism offer</p> <p>Increase visitor event programmes</p>	<p>Improved visitor experience</p> <p>Hold three additional events</p>	<p>Event enquiries: For full listing of what's on www.visitfelixstowe.org.uk</p> <p>Event Area</p> <p>Russell's International Circus 12-18 June</p> <p>NEW Suffolk Armed Forces weekend. 24-25 June</p> <p>NEW Open air cinema 29 July</p> <p>Modern Markets 15-18 August (to be finalised)</p> <p>NEW Circus Petite date and booking to be confirmed.</p> <p>Triangle and Town Centre</p> <p>NEW International Food Market 14-17 April</p> <p>NEW Multi-Cultural festival 12 August</p> <p>REPEAT International Food Market 26-28 August</p> <p>Promenade</p> <p>NEW Walk for Wards 16 July</p> <p>NEW Screen-on –Sea (Prom & Beach) 23 July</p> <p>SWT family wild beach day 31 July</p> <p>Trimley 10k Race withdrawn</p> <p>Wheel & Walk (MS Society fundraiser) 24 September</p> <p>Other</p>

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			<p>NEW Kite Festival – International College 21 May 2017.</p> <p>Being discussed</p> <p>NEW Arts Festival 4-6 Aug</p> <p>NEW Beer Festival</p> <p>NEW French Brass band – Seafront 20 July gardens</p>
<p>3.4 Review all gateway signage, noticeboards and information taking into account integrated transport</p>	<p>Felixstowe resort ready</p> <p>Review, audit, improve existing provision</p> <p>Town map</p> <p>Audit Street Furniture Year 2</p>	<p>Annual programme of monitoring and maintaining noticeboards</p>	<p><i>3 New Visit Felixstowe town welcome signs</i></p> <p><i>Successful rerouting of bus service to Seafront (operational from July 2nd).</i></p> <p><i>East Line Group re-convene. Progress made on signage at Co-Op.</i></p>
<p>3.5 Protect the Natural Environment</p>	<p>Coastal Management against flooding and erosion and land reclamation – ongoing relationship and support for Service Plan</p>	<p>Increased awareness of Coastal Management</p>	
	<p>Establish a Felixstowe combined ‘green and environmental’ offer - Grove, Landguard, Seafront Gardens etc</p>	<p>Enabling the community to do more</p>	
<p>4. Preserving and promoting the heritage of the Town</p>			
<p>4.1 Support ongoing major projects:</p>	<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>Landguard Fort and Landguard Nature Reserve</p> <p>- <i>Landguard Partnership Review</i></p> <p>Martello P</p> <p>- <i>Options appraisal: Awaiting outcome.</i></p> <p>PierHead Development</p> <p>- <i>Project continues to be on target for an August opening</i></p>

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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	<i>Visit Felixstowe CIC Business Plan completed.</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	
6.2 Communication strategy for Schools	Provide better information on local groups and organisations, sport and art provision and volunteering opportunities to young people.	Improved awareness of local youth provision	
6.3 Support ongoing major projects:	Working with partners to realise the full potential of projects as they develop	As above	
7. Additional activities			