

Briefing Update May 2015

Meetings held and attended (To end May)

Attended:

Active Learning Set
ESBAN (East Suffolk Business Association Network)
Felixstowe Travel Watch
Felixstowe Youth Forum

External:

Chamber of Trade
Community Action Suffolk
Concertus
Felixstowe Society
Hutchison Ports
Lowestoft Rising
Mannings Amusements
Reb Capper
Spa Pavilion
Suffolk Coast
Suffolk Coastal Norse
The Alex
Whitbread

Internal:

Formal SCDC Induction, monthly Manager and Team meetings
One to One meetings with all staff

Overview

It would be fair to say my feet have hardly touched the ground since starting as the Change Director on April 13th.

I would like to say thank you to everyone, without exception, at Felixstowe Town Council (FTC), Suffolk Coastal District Council (SCDC) and Suffolk County Council (SCC) for the warm welcome I have received.

I enjoy my five minute commute along the promenade and the view from my desk, out to sea, is a reminder every morning of what a great place Felixstowe is to live, work

and visit.

I hope you like the less formal approach to a report with the intention of making it easier to read and more engaging.

Please do not hesitate to raise any queries or ask for more detailed information at any time.

Helen Greengrass

Felixstowe Forward Change Director

Helen.greengrass@eastsoffolk.gov.uk

Tel: 01394 444577

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'All I knew about Felixstowe before Helen gave me a tour were the statistics that I used to prepare for my interview...oh, and that there was a port! My visit a couple of weeks ago really opened my eyes to the assets of Felixstowe – obviously the sea/beach but the fascinating Landguard Fort, stunning new Seafront Gardens and quirky feel of Old Felixstowe. I will definitely recommend it to my Leicestershire visitors when they come to stay and look forward to working with Helen and partners on community projects in the town over the coming months.'

Nicole Rickard, Head of Communities, SCDC

Felixstowe Forward

Felixstowe Forward was launched in April 2015. The joint venture, between SCDC, FTC and SCC, will work with a wide range of partners, including businesses and community groups, to tackle the town's key challenges and bring in improvements.

Among its aims, Felixstowe Forward will work in the heart of Felixstowe to:

- Oversee the development and delivery of further economic growth;
- To build upon its reputation as a dynamic and

- prosperous town;
- Seek and support new developments and projects;
- Promote Felixstowe as a high quality destination town;
- Preserving and promoting the heritage of the town;
- Continue to improve the town centre and seafront trading rejuvenation;
- Support and develop an enterprise and entrepreneurship culture
- Support a coordinated and targeted marketing of the town; and,
- Supporting and contributing to the skills,

education and employability of young people.

The governance structure includes a hub and spoke model. The Felixstowe Forward Sponsor Hub group will meet for the first time in June. Membership includes elected members and representatives from business and community.

Terms of reference, aims and objectives will also be agreed.



'A very well done to all involved with this project - this looks stunning.'
Rachael Baker
'Looks wonderful! Keep up the fantastic work and bring back what Felixstowe has been missing for too long ...a beautiful seaside town.'
Andrew Grueber
'Brilliant. I can't wait for it to be complete and have a lovely walk along there to admire the views.'
Mary Jane Wheeler



Please note the official website address where you can sign up to receive regular bulletins.

<http://www.spapavilion.net/>

Seafront Gardens

www.felixstoweseafrontgardens.org.uk

Find us on facebook and follow our progress updates

The Building Contract was awarded in October 2014 and work has progressed well. The fountain has been installed in the Town Hall Garden and the refurbishment of the shelters has been completed. Gardens 7 and 8 are open. The two Holm Oaks in Pram Walk have been removed.

Regular meetings are being held with Suffolk Coastal Norse (SCN) to involve them in anticipation of the

maintenance responsibilities on project handover. SCN have agreed to fund the works to repair pavements in Hamilton Gardens.

SCN have taken over responsibility for the management of the Memorial Benches.

A small scale events programme is nearing completion with the intention of running an event every week from June until September.

The Friends of the Seafront Gardens have now held two Gardening Club days with an average attendance of 13 people.

A tour of the gardens has been arranged for the Felixstowe Youth Forum. Local schools have expressed an interest in the gardens building upon the existing work done by the schools on the heritage trail.

The Project will complete at the end of September 2015 with gardens opening ahead of that date.

Spa Pavilion

A meeting was held with Ray Anderson in late May to discuss how Felixstowe forward could support the Pavilion in the wider context of tourism and economic development.

It was a useful meeting to hear first hand plans to develop the Spa Pavilion and restaurant including the potential for it to offer conference facilities within the town.

"I found the meeting at Felixstowe's town hall extremely useful. It was reassuring to know that the council and it's members are looking forward to seeing the reopening of the Spa Pavilion as much as we are! This iconic building and all that it represents will soon be reopened with some Star names. The bars and restaurant will provide good quality food and drinks in comfortable surroundings with the best sea views in the town. It is also gratifying to know that we can work closely together with the

council and share some resources and ideas which are designed not only for the Spa's benefit, but for long term tourism and economic growth in the local area."
Ray Anderson
Chief Executive.

Felixstowe Forward will be attending the open forum event on 5th June to hear more about plans for the Spa Pavilion.

Premier Inn

A similar meeting was held with Whitbread to discuss the Premier Inn development which will open in early 2016.

It will not have escaped notice that extensive work in

now underway.

Felixstowe Forward will be making some key introductions over the forthcoming months to welcome Premier Inn to the

town. Importantly this will include Felixstowe Academy as the development will provide a number of jobs for young people locally.

The Pier Redevelopment

Felixstowe Pier is back on the agenda.

The consented redevelopment has been revised and an application made to seek a Variation to Planning Consent for a viable scheme.

If the Variation is approved work may start as early as September 2015.

Felixstowe Forward are arranging a meeting with the owners to help and support the development.

2016 is shaping up to be an important year to Felixstowe with many opportunities to showcase the Town and all it has to offer.

Boating Lake

We are aware that the Boating Lake remains an eyesore.

The plans to regenerate the boating lake area are currently being developed and the intention is for work to begin later this year.



Landguard Partnership

The new season at Landguard has started well and we are expecting another bumper year for visitors building on the success of last year when the Fort and Museum saw record numbers of visitors.

The Café trade has continued to grow and it is often at capacity. To reduce queues the installation of vending machines is being considered to cater for some of the takeaway business.

School group visits remain steady, taking up the offer of guided tours of the heritage by volunteers, and across the Nature Reserve with our Ranger.

The takeover of the Ferry by

a new operator was great news and he has had a good start to the season transporting over 2600 passengers during April and May.

Landguard's increased popularity demonstrates the need for further investment to maximise this opportunity for Felixstowe.

Development of a Heritage Lottery Fund bid for Landguard continues with preparatory work being done by consultants on interpretation and activity plans, and capital works. A meeting with the HLF is scheduled for mid-June to discuss our progress.

There really is something for

everyone:

'**Moth Mornings**' at the Bird Observatory,

'**What's About with the Ranger**' guided walks of the Nature Reserve.

This summer will see an open air theatre production of '**Treasure Island**' at the Fort, **Toy and Model day**, and **Puppet Workshop** days at the Museum, and a '**Bug and Beastie Hunt**' on the Nature Reserve.

Paul Grant Landguard Project Officer



Events coming up at Landguard Fort:

20 June Felixstowe Book Festival **Crossing Borders**, a multi-arts extravaganza for all the family

5 July is **Darell's Day** with the Royal Marines Association, celebrating the defeat of the Dutch invaders at Landguard in 1667.

More information can be found at:

www.discoverlandguard.co.uk

and you can follow the Rangers blog at:

<http://www.discoverlandguard.org.uk/attractions/landguard-nature-reserve/rangers-blog/>



Keep up to date with what's happening in Felixstowe:

www.visitfelixstowe.co.uk

Follow Visit Felixstowe on facebook

Do you receive the regular Events Listing?

Contact Stephen Rampley,
Events and Marketing
Coordinator
Tel: 01284 675283
Email:
stephen.rampley@eastssuffolk.gov.uk

Marketing Felixstowe

It became apparent, very quickly, that Felixstowe lacks a coherent marketing strategy.

Felixstowe Forward has spent some time revisiting reports on the visitor economy undertaken in 2013.

While there has been much progress, particularly in

developing the www.visitfelixstowe.co.uk website which ranks top on a search for Felixstowe on google, there remain areas of outstanding work.

A draft report has been written for further discussion by the Sponsor Hub later in June with some key recommendations. These include:

- A Felixstowe through the Seasons campaign
- Refurbishment of noticeboards
- Updating and refreshing the www.visitfelixstowe.co.uk website
- Coordinating a clear tourism offer
- Linking the town with the seafront through trails and guides.

Area Action Plan Consultation

The Issues and Options consultation period into the Felixstowe Peninsula Area Action Plan ended on February 27th 2015.

The Planning Policy Team received a wide variety of consultation responses which are all being taken into account and will help contribute towards shaping the next version of the AAP.

The consultation responses raised issues which need to be discussed and investigated further with a range of stakeholders such as Town and Parish Councils, Suffolk County Council, other stakeholders, service providers and residents.

The Planning Policy Team are undertaking this work which will result in the

Preferred Options consultation document later this year.

For further information:

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PgCert MA MRTPI
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Planning Policy & Delivery
Suffolk Coastal and
Waveney District Councils
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Felixstowe – taking the town forward and building a better future together.

17 July 2015
08.00 – 11.30am
Marlborough Hotel
Sea Front
IP11 2BJ

Developing a plan of action together

For Further information:

Contact Helen Greengrass

Helen.greengrass@eastssuffolk.gov.uk
Tel: 01394 444577
Mobile: 07717 150993

Engagement Event

Please help promote the Felixstowe Forward engagement event.

Felixstowe – taking the town forward and building a better future together.

How can we build on our successes?

What are your current

challenges?
What would you like to see happen?
What can we do together?

Date: Friday 17th July 2015
Time: 8.00 for 8.30
breakfast (bacon rolls and pastries) until 11.30am
Venue: Marlborough Hotel,
Sea Front, Felixstowe,
Suffolk IP11 2BJ

<http://www.marlborough-hotel-felix.com/>

Engagement with a wide range of business and community groups is central to developing a plan of action which will improve the economic, social and environmental wellbeing of Felixstowe.

Please help spread the word.

Coastal Community Teams

Felixstowe Forward has successfully bid to be one of the new Coastal Community Teams.

Each coastal team will create a long-term vision and strategy for their area to tackle the specific challenges their coastal town faces.

Working closely within the town the Team will bring projects and proposals

together as part of a shared long-term vision that works together to promote local economic growth.

The engagement event planned for 17th July will be the first opportunity for business and community organisations to shape the priorities and vision in Felixstowe.

I will be attending the inaugural meeting of the

Coastal Team Alliance in London on June 2nd where I will have the opportunity to meet other Teams across the country.

The aims and objectives align with those of Felixstowe Forward and as such it will be the Coastal Community Team.

For further information visit:

<https://www.gov.uk/government/news/new-coastal-revival-fund-and-community-teams-to-bring-jobs-and-businesses-to-seaside-towns>

<http://www.coastalcommunities.co.uk/>

Round Up

It has been a real pleasure to get out and about and I hope I will become a familiar face around the Town in the future weeks.

I was very impressed by the Felixstowe Youth Forum and look forward to working more closely with the schools in the town in the

future.

I attended the Travel Watch AGM, a non-funded voluntary body which promotes public transport in and around the town. Travel Watch liaise closely with Abellio Greater Anglia, First Eastern Counties Buses and National Express Coaches

regarding timetables, routes, quality and frequency of services. They also work with partners to underwrite loss-making routes and to provide facilities such as bus shelters, direction signs and information boards to assist visitors to the town. All for a membership of £3 a year!

**Felixstowe Book Festival
27th and 28th June**

The Orwell Hotel, The Library and other venues

For latest news, booking information and detailed programme:

Visit:
[www.http://felixstowebookfestival.co.uk](http://felixstowebookfestival.co.uk)

Triangle Canopy

The underutilization of the shared space – The Canopy has been brought to my attention by a number of councillors and interested parties.

A review confirmed 58 days were booked for the financial year 2014-2015. To date this current year 20 bookings have been received.

Felixstowe Forward has been working on a review of the paperwork which is

currently being updated. When this work is finished we intend sending out a community campaign to better target the use of the space.

My understanding is that the requirement for organisations to have liability insurance has put people off booking the space. This matter has now been resolved and cover can be provided.

We would like to suggest the following charging policy:

Commercial organisations
£100 per day
Local non profit making community groups,
incorporated and
unincorporated charities
No charge

Please let us know your thoughts?

Coming up at the Triangle

6th June Discover Landguard
13th and 27th June Felixstowe Book Festival
4th July Felixstowe Lions
29th July Chief Constable and PCC on tour

For further information on booking please contact:

Moira Chapman
01394 444576
Moira.chapman@eastssuffolk.gov.uk

<http://www.suffolkcoastal.gov.uk/your-district/felixstoweforward/triangle/>

Issues

Please note:

Maintenance issues can be reported directly to Suffolk Coastal Norse customer services.

Contact details:

<http://www.suffolkcoastalservices.co.uk/>

Surface patch and repair work to promenade:

Request to resurface the entire prom rather than patchwork pattern of neglect.

Response: Prom is a highway maintainable at public expense. SCC has identified need to resurface section between Maybush Lane to Bath Hill over the next 2 years. Unlikely a significant stretch of the Prom can be resurfaced within the Councils routine maintenance budget.

Light strings opposite FTC? This matter is with the UK Power Networks who have responsibility. *Awaiting outcome.*

Pigeons roosting in canopy

Response: Confirmation from Suffolk Coastal Norse that a deep clean will be undertaken when the pigeon deterrent fixing has arrived.

Boating Lake Tubs: Need weeding and are unsightly.

Awaiting action

Canopy Noise: Complaint that the band playing on 30th May was too loud.

Holding response while it is being looked into.

Contact us at:

**Felixstowe Forward
Town Hall
Undercliff Road West
Felixstowe
IP11 2AG**

**Phone
01394 444577
07717 150993**

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Helen.greengrass@eastsoffolk.gov.uk**

