

Felixstowe Town Council

Progress report: February 2016 *(latest update in italics)*



Objective	Task and Outcome	Measure	Progress April – Nov 2015
Networking (since last report)	<p><i>Meetings attended:</i></p> <p><i>Monthly Seafront Gardens Progress meetings, monthly pier working group meetings, Chamber Executive, Felixstowe Youth Forum, Martello P Tower visit, HLF Monitoring visit, Felixstowe Ferry Residents Association, Greeters [project, Felixstowe Horticultural Association tour of the Seafront Gardens, Tourism sub group, Event organisers forum meeting</i></p> <p><i>Presentations to:</i></p> <p><i>Brackenbury WI, Retail Rendezvous Event, Customer Services Learning Morning, Flyer Business Club, Deben Peninsula Coastal Community Team,</i></p> <p><i>Coming Up (March)</i></p> <p><i>Flyer Business Club breakfast, Tourism conference Trinity Park, Friends of the Seafront Gardens AGM, Future of the High Street conference (Nottingham)</i></p> <p><i>Meeting with Highways, Aldeburgh Music, Greenprint Forum,</i></p>		
<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; 	<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 April 2017.</i></p> <p>Approved by Sponsor Group.</p>	

APPENDIX A

<p>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>		<p>Progress report Qtr 1 and 2 and 3 completed. Currently working on a public version of the Improvement Plan. <i>Draft document completed and awaiting sign off by Sponsor Group.</i></p> <p>Megan Edwards appointed as Felixstowe Forward apprentice Sept 2015. Making an excellent start. <i>Completed 63% of her Diploma.</i></p> <p><i>Coastal Community Team: Economic Plan submitted to Dept Communities Local Government. This will be a live document on the Coastal Communities Alliance website. However, copies of the plan are available upon request.</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 April newsletter. Delayed due to limited staff resources.</i></p> <p><i>Working on Felixstowe Forward website review with Comms Team. Triangle information updated online. All information on the Felixstowe Forward website has been updated. Work continues to improve the site.</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 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 <i>Feb 2016 double page spread in EADT on the Green Forum event 30 Jan 2016. Seafront Gardens mentioned in EADT and Gardeners World as shortlisted for RICS award.</i></p>

Section 2

APPENDIX A

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	Meeting held with Felixstowe Chamber of Commerce Breakfast presentation to chamber of commerce. Invited to join the Executive Committee of the Felixstowe Chamber Meeting held with Suffolk Chamber (John Dugmore) <i>Attended the Flyer Business Club and invited to have regular monthly column in the Flyer magazine. Monthly slot at breakfast meetings to update attendees on Felixstowe matters.</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	No action to date
	Three 'profile' networking events Winter, Spring, Summer <i>(Suggestions: Internet of Things, Tourism, Supporting our Young People)</i>	3 annual events Increased contact with local commercial organisations	<i>Retail Rendezvous 27th Jan 2016</i> <i>Excellent event hosted by Gorgeous Jewels. Good attendance. Interest in setting up an informal town centre retail forum.</i>
	Hold monthly informal networking event	12 events Increased contacts with commercial organisations	Felixstowe Chamber discussed at last executive meeting with the intention to look at progressing this
	Welcome programme for new businesses and campaign to attract businesses	Increased contact with commercial organisations	Independent Shops opening late 10 Dec for Christmas. Weather disappointing. Stephen Rampley visiting and introducing Visit Felixstowe when new shops open <i>Flyer Business Club has expressed an interest in developing this idea further.</i> <i>Visited Premier Inn and looking forward to working with them in the future.</i>
	Business Improvement District	<i>Inward investment</i>	Working with wider ED&R Team and other towns exploring BID <i>Gorgeous Jewels willing to champion a BID locally. Has a second shop in Hitchin where there is a BID and has direct experience of the impact it has had on his business.</i>
1.4 Maximising Town Centre and Town	DCLG 'Expert' visit, Great British High Street	Enabling the High Street to do more for	Awaiting confirmation by DCLG. Date to be agreed. Key contact at DCLG moving directorate. Reassurance visit will happen in 2016.

APPENDIX A

Developments		themselves	<i>Attending the Future of the High Street conference in late March. Will feedback findings to the Chamber, Flyer Business Club and to a follow up retail event in the town.</i>
	Annual Audit of Town Centre and Seafront businesses, annual benchmarking (footfall etc), annual use of Triangle	Statistical measurements and comparison data	Work in progress. (report available on request) Business confidence survey to be distributed in next few weeks. <i>Approximately 100 surveys distributed to the town centre.</i> Triangle information reviewed, website page updated. Invitation to book early circulated. <i>To date: confirmed bookings 5, provisional bookings 8, enquiries in process 3</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. Final draft completed. Minor amendment requested from HLF. <i>Meeting planned with Highways and a Felixstowe Walk with key partners to make sure the town is ready for the season</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. - <i>£20k investment in progressing 5.1</i> - <i>£28k Landguard Fort Coastal Revival Fund</i> - <i>£10k Beach Huts refurbishment and branding</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	Meeting held. Representation yet to be fulfilled. Links with Health remain weak. 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.
2.2 Better Information for Residents (<i>and where applicable Visitors</i>) on what is going on in	Establish InfoLink as community portal Improve listings and links of what	Infolink annual stats measurement	Baseline as at Sept 2015 295 organisations across Childcare, Health and Care, Housing, Learning, Leisure, Money, People and Places, Transport, Work Mapping who is on FF list and not on Infolink and vice a versa. Mapping exercise completed having cross referenced FF list and Infolink. <i>Work underway to</i>

APPENDIX A

Felixstowe	is on with Press partners, Visit Felixstowe, FTC and Library		<i>map against FTC to establish single list. Subgroup agreeing a short survey to establish how best we can support Voluntary sector locally.</i>
	Establish single town calendar (<i>self updating</i>)	Improved awareness of community events and activities	<i>For discussion at the next 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	Volunteering conference held 22 October. Approximately 30 attended. <i>Hidden needs event being planned. Meeting held with Nicole Rickards, SCDC and plans to hold a series of workshops and events around health and wellbeing. Details to follow.</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. Feedback confirms drop in was well attended Action complete
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, Jan 2016
3.2 Review www.visitfelixstowe.co.uk to be THE single source of information and branding for visitors to the town	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: work held up due to organisational changes by host agent</i>
	Promote branding and improve	Improved visitor	Planning underway to provide town guides, Visit Felixstowe flags and information A frames to

APPENDIX A

	tourist information available to visitors within the town	experience	be resort ready for 2016. 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>Work progressing with new visitor information ready for Easter.</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	Content for Visit England website supplied (via the DMO) <i>Promotions campaign draft completed.</i> Meetings to discuss potential arts and drama festival, Arts Community centre, Car Rally event Ice Rink event planned 19-23 Dec (FTC) <i>Ice Rink event planned Dec 2016 (FTC)</i> <i>Music in the gardens 24 April</i> <i>Enquiry received from Modern Markets, potential date Aug 6 tbc</i>
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> <i>Tourism sub group have agreed plan of action – see separate report and recommendations.</i> <i>Costs of refurbishing existing boards and cost of di-bond laminated signs being investigated.</i> <i>Meetings planned with Highways to review Highways issues around the town. Working with Cllr G Newman.</i> <i>Meeting planned with First Counties to review bus routes for 2017. Working with Cllr G Newman.</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, Seafront 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. Meeting at Peewit Hill to look at the potential site. Work progressing.

APPENDIX A

			Green Forum event planned 30 January to explore working together. Invitations have gone out. <i>Green Event Forum held 30 Jan. Over 45 attended. Well received event covered in the EADT. Working with Green Print Forum to progress ideas. New Friends of the Seafront Gardens recruited.</i>
	Landguard Reserve Management Plan 2015	Protection of Site	Dog walking issues remain on Landguard Reserve. Currently with SCDC legal dept. Designated nature reserve. Currently with SCDC legal dept. Landguard confirm there has been some progress in both these matters
4. Preserving and promoting the heritage of the Town			
4.1 Support ongoing major projects:	Working with partners to realise the full potential of: <ul style="list-style-type: none"> • Seafront gardens • Landguard Fort • Martello Tower • Boating Lake • Pier Development • Spa Pavilion And other projects as they develop	Project Plans and briefs Successful completion of projects Inward Investment Partnership engagement Enabling the community	Seafront Gardens <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 170 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 completed – Maintenance Plan, Activity Plan, Green Flag Management Plan</i> - <i>Visitor Impact Study commissioned</i> - <i>RICS East Award application shortlisted in three categories. Judges visiting Fri 4 March.</i> - <i>heritage Green Flag award application submitted, pending outcome</i> - <i>Monitoring visit by HLF. HLF very pleased with the Town Hall Gardens and shelter.</i> - <i>Work progressing on an activity plan which includes a digital storytelling project, exhibition, pamphlets, schools resource and much more!</i> - <i>Monthly progress meetings continue to monitor issues. Issues at the Round Shelter with vandalism currently being addressed by the police.</i> - <i>Celebration of the Seafront Gardens – Music in the gardens – 24 April 2016</i> Landguard Fort <ul style="list-style-type: none"> - <i>HLF bid progressing</i> - Bid made to Coastal Revival Fund pending outcome. Successful outcome and progress HLF application. - active events programme ongoing - Very successful Christmas event. 500 pre booked tickets and over 600 people attended on the day. - <i>Ongoing work to re-open for the season and easter events programme.</i>

APPENDIX A

			<p>Landguard Reserve - see 3.5</p> <p>Martello Park - Fully open. Ongoing maintenance issues reported directly to SCN via customer services helpline. - Progressing Place making award 2015 application. <i>Awaiting outcome.</i> - Consultation visit planned February 2nd. <i>Public consultation planned for heritage Weekend Sept 2016</i></p> <p>Boating Lake - approved recommendations by Cabinet (Oct 2016) but expecting work to start by the end of the year. Work due to start April.</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.</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. Two beach huts secured and budget to refurb and brand as Tourist Information points. Hope to have them open in May. Positive meeting held with event organisers and mandate to establish an entity to support the long term sustainability of events in the town.</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	Improved awareness of local career opportunities	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.</i>

APPENDIX A

	and guidance to young people for future careers	and employability skills	<p><i>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 Sept 2015: Business Planning Presentation to Year 9 students Felixstowe Academy Nov 2015: Workshop with 20 Tourism and Event Management students. Case study on Felixstowe. Invited to attend student presentations Dec. <i>March 2016: Attending the UCS Tourism event at Trinity Park</i></p>
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	No action to date
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>	As above	<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>Mtg with Level Two. Progress ideas through the community sub group.</p>

APPENDIX A

Tourism Sub Group
Noticeboards

Feb 2016

Photograph	Reference and Location	Comments Recommendations	Key
	Ref 004 Spa Pavilion Ownership: SCDC	Gift to Spa Pavilion? Spa Pavilion have access and keys	Yes
	Ref 005 Spa Pavilion Ownership: SCDC	Gift to Spa Pavilion?	yes
	Ref 006 Gateway 1 Entry to Spa Approach Ownership: SCDC	Refurbish	yes
	Ref 008 Leisure Centre Ownership: SCDC	Refurbish Leisure Centre has access and keys	Yes
	Ref 010 Arwela car park Ownership: SCDC	Remove Lock has been broken to remove posters	No
	Ref 013 Gt Eastern Square Ownership: SCDC	Refurbish	yes
	Ref 014 The Triangle Ownership: SCDC	Refurbish	yes
	Ref 026 Beach Station Road Ownership: SCDC	Remove Access very difficult with wall in front	yes

APPENDIX A

	<p>Ref 035 FelixstoweTown Council Ownership FTC</p>	<p>No action required</p>	<p>Yes</p>
	<p>Ref 039 Leisure Centre car park Ownership: SCDC</p>	<p>Remove</p>	<p>n/a</p>
	<p>Ref 040 Crescent Road car park (opp library) Ownership: assumed SCDC</p>	<p>Remove</p>	<p>n/a</p>
	<p>Ref 047 Entry to coop Car Park opp Station</p>	<p>Remove</p>	<p>n/a</p>
	<p>Ref 017, 018, 021, 022, 023, 024 Bath Hill, Beach Road East, Brackenbury, Cliff Lands, Golf Road, Manor End car park 6 boards</p>	<p>Remove all and replace with new boards (Information is incorrect)</p>	<p>n/a</p>
	<p>Ref 020 Blue Flag Board Adjacent to Pier</p>	<p>Remove</p>	<p>n/a</p>

APPENDIX A

	<p>Ref 027, 028, 029</p> <p>Ownership: SCDC</p>	<p>Retain</p>	<p>n/a</p>
	<p>Ref 030</p> <p>Information Board Clifflands</p> <p>Ownership: SCDC</p>	<p>Retain</p>	<p>n/a</p>
	<p>Ref 044</p> <p>No dogs on beach</p> <p>Ownership: SCDC</p>	<p>Refurbish</p> <p>New signage</p>	
	<p>Ref 046</p> <p>Ownership: SCDC</p>	<p>Refurbish</p> <p>Repaint in town colours</p>	
	<p>Ref 050</p> <p>Near Pier</p> <p>Ownership: SCDC</p>	<p>Remove</p>	
	<p>Ref 051</p> <p>Ownership: SCDC</p>	<p>Refurbish</p> <p>New signage</p>	
	<p>Ref 054</p> <p>The Dip, AONB</p>	<p>Retain</p>	