

Felixstowe – taking the town forward Improvement Plan

Ref: Rep 007 August 2015

Please note this is a working document in its first draft. A final Plan will be widely circulated in the very near future to include timeframes.

Felixstowe Forward key objective	Task and Outcome	Action Partner(s)	Progress to date
<p>1. Support 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.</p> <p>Key Economic Strategy – promoting the Port and Logistics sector in Felixstowe as an EU Hub</p>			
<p>1.1 Establish sub group to support this work stream</p>	<ul style="list-style-type: none"> Establish Business and Enterprise sub group 	<p>FF</p>	
<p>1.2 Support the development of the local Chamber of Commerce</p>	<ul style="list-style-type: none"> Single portal for Felixstowe businesses, traders, retailers Four ‘profile’ networking events Autumn, Winter, Spring, Summer (<i>Reviving the High Street, Internet of Things, Tourism, Supporting our Young People</i>) Hold monthly informal networking event 	<p>Business and Enterprise Subgroup, Felixstowe Chamber of Commerce, Suffolk Chamber of Commerce, SCDC Economic Development Officer, FTC, East Suffolk Business Association Network</p>	

Felixstowe Forward is a joint venture between Suffolk Coastal District Council, Felixstowe Town Council and Suffolk County Council which is working with a wide range of partners, to tackle the town’s key challenges and bring in improvements.

1.3 Contribute to Area Action Planning identifying strategic employment areas, property ownership, long term plans	Facilitate consultation via promotion and publicity of AAP to consider: <ul style="list-style-type: none"> • New office space • Incubator space • Business growth • Shopping areas • Property ownership of gateway sites • Protecting the natural environment • Conservation area • Developing stronger link from Town Centre to Seafront (i.e joining the two shared space schemes) 	FF, SCDC Area Action Planning Team, FTC, Felixstowe Chamber of Commerce, Suffolk Chamber of Commerce	
1.4 Maximising Town Centre and Town Developments	<ul style="list-style-type: none"> • DCLG 'Expert' visit, Great British High Street • Annual Audit of Town Centre and Seafront businesses • Benchmark current footfall and compare annually • Town Map (linking to Seafront) • Collaboration within Town to promote 'shopping and seafront' offer • Welcome programme for new businesses and campaign to attract businesses • Explore BID for the town 	Business and Enterprise subgroup, FF Apprentice, Felixstowe Chamber of Commerce, SCDC Economic development Officers, FTC, DCLG	
1.5 Maintain prestige areas to a high standard	<ul style="list-style-type: none"> • Ensure Suffolk Coastal Norse maintenance (litter, weeding etc) is completed to contract expectations especially in gateway approaches and prestige areas during visitor season 	SCDC, FTC, Suffolk Coastal Norse, SCC (Highways)	
2. Seek and support new developments and projects within the town that contribute to the vitality of the town and wellbeing of residents.			

Key economic strategy – enabling communities and localism			
2.1 Establish sub group to support this work stream	<ul style="list-style-type: none"> Establish Community Sub Group/s 	FF	
2.2 Better Information for Residents (and Visitors) on what is going on in Felixstowe	<ul style="list-style-type: none"> Establish Community portal and a single town calendar Provide electronic link to www.visitfelixstowe.co.uk and town calendar portal to provide information on events with manual forms available at Library Information Centre and other Information Points Improve listings and links of what is on with Press partners, Visit Felixstowe, FTC and Library 	FF, FTC, Community Action Suffolk, SCDC Enabling Communities Officers, FF Events and Marketing Officer	
2.3 Enable the voluntary sector to find new ways of working together making the best uses of resources	<ul style="list-style-type: none"> Hold three six community themed seminars to explore collaboration, better use of resources etc (<i>Getting Felixstowe Healthy and Active / Golden Age Fair / Felixstowe Volunteering</i>) 	FF, FTC, Community Action Suffolk, SCDC Enabling Communities Officers, Community Action Suffolk	
2.4 Car Parking Review	<ul style="list-style-type: none"> Review and audit existing car parking provision 	FF, FTC, SCDC, SCC	
2.5 The Triangle	<ul style="list-style-type: none"> Increase take up of The Triangle 	FF Project Support Officer	
2.6 Communications Strategy for FF	<ul style="list-style-type: none"> Regular newsletter, review FF website, increase social networking presence Annual celebration 		
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			

Key economic strategy – Promoting Tourism across Suffolk Coast			
3.1 Establish sub group to support this work stream	<ul style="list-style-type: none"> Establish Tourism sub group 	FF	
3.2 Review www.visitfelixstowe.co.uk to be the primary source of information for visitors to the town and establish Visit Felixstowe as a key brand for the town.	<ul style="list-style-type: none"> Review website (tablet optimisation, updated places to eat, places to stay, where to shop sections) Merge social networking sites (Seafront Gardens and Visit Felixstowe) Promote branding for 2016-2017 Improve tourist information available to visitors within the town 	Tourism subgroup, FF Marketing and Events Coordinator, Suffolk Coast, SCDC Economic development Officer, FTC, Archant, Library, Local businesses, BBC and local radio, Social Networking sites	
3.3 Develop coherent seasonal marketing campaign for Felixstowe	<ul style="list-style-type: none"> Agree Town branding, campaign headlines and key events Seasonal Tourism Offer working with providers Increase event offer (Arts, Drama, Music festival) 	Tourism subgroup, FF Marketing and Events Coordinator, Suffolk Coast, SCDC Economic development Officer, FTC	
3.4 Review all gateway signage, noticeboards and information taking into account integrated transport and review all resort amenities	<ul style="list-style-type: none"> Review and audit existing provision Make recommendation for maintenance and improvements Resort ready February 2016 Identify and review all of the resort amenities 	FF, FF Marketing and Events Coordinator, SCDC Economic Development Officer, SCC (Highways), FTC	
3.5 Protect the Natural Environment	<ul style="list-style-type: none"> Coastal Management against flooding and erosion and land reclamation – ongoing relationship and support for Service Plan Establish a Felixstowe combined ‘green and environmental’ offer - Grove, Landguard, Seafront Gardens etc Management Plan 2015 and beyond 	SCDC Coastal Management, FF, Discover Landguard Ranger, SCC, FTC, Landguard Peninsula Project Board, Green Print Forum, Groundwork	

	for Landguard Reserve		
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 • Cinema <p>And other projects as they develop</p>	<p>SCC, SCDC, FTC, Project Boards (where appropriate), Landguard Peninsula, HLF, Business owners, others as appropriate</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			
Key economic driver - maximising next generation digital technology			
5.1 Closer working relationship with Chamber and Menta	<ul style="list-style-type: none"> • Develop events to support and coach businesses through time of growth • Develop more detailed business advice on Chamber website • Networks of business leaders by domain to give insights on challenges by the business sector and provide mentor support 	<p>Business and Enterprise subgroup, Menta, SCDC Economic Development Officer, FTC, Suffolk Chamber of Commerce</p>	
5.2 Coordination of major Felixstowe Events	<ul style="list-style-type: none"> • Explore setting up of a CIC or similar to bring together Felixstowe Carnival, Art on the Prom, etc 	<p>Tourism subgroup, FTC, SCDC Economic Development Officer, Volunteers</p>	
6. Supporting and contributing to the skills education and employability of young people			
6.1 School Summit	<ul style="list-style-type: none"> • Hold a School summit to agree a 	<p>FTC (Youth Forum), FTC,</p>	

	program to support Felixstowe Academy and local primary schools in providing information and guidance to young people for future careers	SCDC Work Inspiration Officer, FF, Beacon East, Felixstowe Academy, Felixstowe primary schools, Chamber of Commerce, Local business and community leaders	
6.2 Communication strategy for Schools	<ul style="list-style-type: none"> Provide better information on local groups and organisations, sport and art provision and volunteering opportunities for young people. 		
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) 		

Aspirational Targets where opportunities arise subject to consultation and development (informed by previous consultations, surveys and reports)

<p>Develop Convalescent Hill site (including access from cliff top beach)</p> <p>Arts Gallery</p> <p>Seafront Path - Linking up Coastal Path from Orwell to the Deben</p> <p>Cycle Routes</p> <p>Beach Shelter Cafes</p> <p>Young Persons Hangout</p> <p>Seafront Garden Winter Garden</p>	<p>Extend promenade with decking and casual seating</p> <p>Water sports centre</p> <p>Extending the Shopping Day</p> <p>Circular Bus Routes</p> <p>More beach huts</p> <p>Station Area redevelopment</p> <p>Larger format retail units</p>
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