

<b>Felixstowe Forward: 2015-2016 Year One Outputs</b>	
<b>Activity area</b>	<b>Outputs</b>
<b>Governance</b>	Effective sponsor group established.
<b>Engagement</b>	Effective Engagement event July 2016 and good representation from across the town. Evidence of effective networking – presentation to local organisations and one to one meetings.
<b>Town Improvement Plan</b>	Completed and informed by priorities that emerged from the engagement event.
<b>Economic Plan</b>	Completed and submitted to DCLG.
<b>Publicity and promotion</b>	Distribution list has grown from 0 to over 650 recipients. Newsletters and updates produced on a regular basis. Website information updated. Annual promotional calendar completed. Effective PR resulting in articles and features in national, regional and local media.
<b>Delivery against Town Improvement Plan</b>	
<b>Objective 1 Economic Growth</b>	Collaboration Chamber of Commerce on retail event Jan 2016. Increased contacts with local business via Chamber and regular attendance OnLine Flyer group. Attendance at High Street Conference and shared learning. Completed town benchmarking. Funding and investment to the town of £66k. Increased staff resource – Felixstowe Forward apprentice and Change Coordinator. Established Felixstowe Forward as Coastal Community team (£10k)
<b>Objective 2 Community</b>	Baseline information and mapping exercise completed on Felixstowe’s community and voluntary sector. In collaboration with partners held three events to promote volunteering, health and well being, and the environment Promoted the Area Action Plan and encouraged response to consultation.
<b>Objective 3 Tourism</b>	Effective sub group delivering against objectives. Visit Felixstowe branding more prominent across the town – Map Pads, Flags etc (£3k secured Cllr G Newman). Two Beach Huts secured as tourist information points (£10k secured to refurb)



	<p>Annual promotions campaign completed</p> <p>Collaboration with partners to hold three new events – ice Rink, Music in the Gardens, Landguard Christmas Events</p> <p>Audit of town noticeboards completed and recommendations agreed.</p>
<p><b>Objective 4</b> <b>Preserving and promoting the heritage of the town</b></p>	<p>In collaboration with partners:</p> <p><b>Felixstowe Seafront gardens</b> Completion of project build. Ten year management and maintenance plan. Activity plan agreed and delivery ongoing. Friends of the Seafront Gardens membership increased with 5 new members. Application to Green Flag award made.</p> <p><b>Landguard fort</b> Successful CRF application (£28k secured). Successful season evidenced in increased visitor numbers. National launch of CRF and visit by Rt Hon M Francois. Excellent national publicity.</p> <p><b>Martello Park.</b> Project completed Shortlisted entry Planning and Place making awards</p> <p><b>Pierhead Development</b> Pier working group working toward commencement of development Sept 2016.</p> <p><b>Beachfront Events area</b> Works commenced on development of an events area.</p>
<p><b>Objective 5</b> <b>Enterprise and entrepreneurship</b></p>	<p>In collaboration with event organiser and tourism working group partners progressing sustainable outcomes for visitor services in the town (£15k secured).</p>
<p><b>Objective 6</b> <b>Young people</b></p>	<p>Delivery of workshops to Year 9, 10 cohort of students at Felixstowe Academy.</p> <p>Worked with cohort of UCS students studying event management and tourism.</p> <p>Consulted with Felixstowe Youth Forum on what events and activities young people would like to see in the town.</p>