



Felixstowe Forward

Progress Report Felixstowe Town Council: May 2016

Objective	Task and Outcome	Measure	Progress Year 2 April 2016-march 2017
Networking and Engagement (since last report)	<p>Meetings attended:</p> <p>Monthly Seafront Gardens Progress meetings, monthly pier working group meetings, Chamber Executive, Felixstowe Youth Forum, Felixstowe Town Council Meeting, Tourism sub group, Event organisers forum meeting, Britten Pears Foundation and Aldeburgh Music, Felixstowe Dementia Alliance, Felixstowe Golf Club, Felixstowe and District Horticulture Association, First Counties Buses, Port Liaison Meeting, Police, Level 2 AGM, MyGo. Visited the CCTV control room. Attended Communities and Mental Health workshop. Attended Future High Street Conference.</p> <p>Presentations to:</p> <p>Rotary Landguard, Gainsborough Club, Felixstowe Inner Wheel, Tangent Group.</p> <p>Coming Up (June)</p> <p>Suffolk Gardens Trust, National CCT Conference. School pilot of gardens resource pack. Engagement event 22 June 2016. Orwell Hotel. 8.00-12.30</p>		
Marketing and PR	<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>News update distributed May 2016 (650+ recipients)</p>

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	Attended and presented to the Flyer Business Club. Well engaged group who are keen to help and support Felixstowe Forward.
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	Meeting planned with Suffolk Chamber of Commerce and Felixstowe Chamber of Commerce to explore partnership working.
	Three 'profile' networking events Winter, Spring, Summer	3 annual events Increased contact with local commercial organisations	Business and Enterprise workshop to be held at the June engagement event 22 June
	Hold monthly informal networking event	12 events Increased contacts with commercial organisations	Felixstowe Chamber has held a successful early evening networking event and will continue to develop these in the future. Meanwhile Felixstowe Forward has been progressing town centre relationships with M&S, Adnams, and Barclays.
	Welcome programme for new businesses and campaign to attract businesses	Increased contact with commercial organisations	Working with SCDC who are producing a new guide for businesses.
	Business Improvement District	Inward investment	Attended Future High Street conference and followed up with meeting with Ipswich BID team. Further meetings planned with Lowestoft and Bury BID teams to explore the BID process further.
1.4 Maximising Town Centre and Town Developments	DCLG 'Expert' visit, Great British High Street	Enabling the High Street to do more for themselves	Attended Future High Street Conference. Shared learning experience.

	Annual Audit of Town Centre and Seafront businesses, annual benchmarking (footfall etc), annual use of Triangle	Statistical measurements and comparison data	Ongoing. Last few surveys being collated and report pending.
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	Ongoing maintenance issues reported to SCN via customer care line. Ongoing vandalism at Martello Park and the octagonal shelter. Police and SC Norse aware.
1.7 Funding and Investment	Maximise external funding opportunities and inward investment	Increased funding <i>(exc sponsors of FF)</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	
2.2 Better Information for Residents (and where applicable Visitors) on what is going on in Felixstowe	Establish InfoLink as community portal Improve listings and links of what is on with Press partners, Visit Felixstowe, FTC and Library	Infolink annual stats measurement	Community workshop to be held at the June engagement events planned 22 June. Felixstowe Forward facebook page set up..
	Establish single town calendar <i>(self updating)</i>	Improved awareness of community events and activities	
2.3 Enable the voluntary	Hold three annual community	Enabling the	Promoted and attended the communities and mental health workshop.

sector to find new ways of strengthening relationships between different sectors who have a role to play in the vitality of the town	themed seminars to explore collaboration, better use of resources etc <i>(eg Health and Wellbeing, Volunteering, Adult and Social care)</i>	community	Working with Dementia Alliance to make Felixstowe a dementia friendly town. Submitted an action plan online and encouraged Barclays and M&S to do likewise. http://www.dementiaaction.org.uk/local_alliances/14357_felixstowe_dementia_action_alliance
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	Action complete. To be removed from future reporting.
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	Effective and monthly meetings ongoing.
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. Plans to merge Seafront Gardens website to Visit Felixstowe Work ongoing: work held up due to organisational changes by host agent
	Promote branding and improve tourist information available to visitors within the town	Improved visitor experience	Visit Felixstowe Beach Hut Tourist information points open. 17 volunteers registered to help.
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	Annual promotions calendar completed with key campaigns identified and regular press releases: <ul style="list-style-type: none"> • The Great Outdoors (April) • Made in Felixstowe (May) Clare Baker joined 1 April as Change Coordinator.

			<p>Progressing enquiries. Two new events - Modern Market (10-14 Aug) and Russell Circus, Langer Park (13-19 June).</p> <p>Other events secured – RSPB Give Nature a Chance, Felixstowe and Walton United Music event, Army recruitment event, Walk and Push fundraising for MS Society.</p> <p>Draft Felixstowe Events Policy for SCDC written</p> <p>Currently identifying resource to hold a familiarisation event in September at the Events Area.</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>Noticeboard recommendations agreed by Sponsor group</p> <p>Encouraging meeting with First Counties.</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>Landguard Reserve Management Plan 2015</p>	<p>Protection of Site</p>	<p>Landguard Reserve management Plan currently under review.</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 	<p>Project Plans and briefs</p> <p>Successful completion of projects</p> <p>Inward Investment</p>	<p>Seafront Gardens</p> <ul style="list-style-type: none"> - ongoing monthly Progress Meetings to discuss any ongoing concerns reported via the Seafront Gardens Project Board. Vandalism problem at the octagonal shelter - Ongoing delivery against activity plan - Links for the first Chronical stories <p>https://vimeo.com/167438977</p>

	<ul style="list-style-type: none"> • Boating Lake • Pier Development • Spa Pavilion <p>And other projects as they develop</p>	<p>Partnership engagement</p> <p>Enabling the community</p>	<p>https://vimeo.com/167449826 https://vimeo.com/167447687 https://vimeo.com/167455252</p> <ul style="list-style-type: none"> - Link to survey https://www.snapsurveys.com/wh/s.asp?k=145622252800 - Felixstowe Seafront gardens won in the regeneration category RICS East of England awards and RIBA Suffolk Craftsmanship award. - Felixstowe and District Horticulture Association will be looking after the two planters in the Long Shelter - awaiting outcome Green Flag application (expected July) <p>Landguard Fort and Landguard Nature Reserve</p> <ul style="list-style-type: none"> - HLF progress delayed due to governance issues <p>Martello Park</p> <ul style="list-style-type: none"> - Vandalism reported to SCN - Public consultation on Options for Martello P planned for Heritage Weekend Sept - Martello Park has been shortlisted in the category Award for regeneration, the Planning & Placemaking Awards. Outcome 23 June. <p>Events Area</p> <ul style="list-style-type: none"> - work due to complete mid Aug. <p>PierHead Development</p> <ul style="list-style-type: none"> - Currently on target for work to commence September 2016.
<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</p>			
<p>5.1 Coordination of major Felixstowe Events</p>	<p>Explore setting up of a CIC or similar to bring together Felixstowe Carnival, Art on the Prom, etc</p>	<p>Enabling the community</p>	<p>Paper submitted for meeting</p>
<p>6. Supporting and contributing to the skills education and employability of young people</p>			
<p>6.1 School Summit</p>	<p>Hold a School summit to agree a</p>	<p>Improved awareness of</p>	<p>Felixstowe Youth Forum</p>

	program to support Felixstowe Academy and local primary schools in providing information and guidance to young people for future careers	local career opportunities and employability skills	- invited to showcase their work at Engagement event 22 June - views sought on cycling on the Prom
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: <ul style="list-style-type: none"> • Level 2 (lottery Bid) And other projects as they develop	As above	MyGo now developing outreach service in Felixstowe
7. Additional activities			
	Cycling on the Promenade		Over 500 responses received. Verbal report at the meeting