

Felixstowe Town Council Meeting 8 March 2017 – Appendix A

Felixstowe Forward

Progress Report Sponsor Group: to end of February 2017 *(latest update in italics)*



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. Regular column in the Flyer magazine. Attended Business Lunch with Dr Therese Coffey MP. <i>Emerging Town Centre Partnership determining work stream.</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	Meeting held with Suffolk Chamber of Commerce and Felixstowe Chamber of Commerce to explore partnership working. Suffolk Chamber would be delighted to welcome the Felixstowe Chamber as a Linked To Chamber or a full branch Chamber. Felixstowe Chamber of Commerce to review the relationship at their September executive meeting. Felixstowe Chamber members have declined becoming a Linked to Chamber. <i>Work is completed on collating a database of town centre retailer's contacts.</i>
	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. <i>Felixstowe Flyer and Chamber held a successful joint business breakfast in January 2017 and there are plans to develop more joint events in 2017.</i>
	Welcome programme for new businesses and campaign to attract businesses	Increased contact with commercial organisations	New guide Sustaining Town and Village Economies circulated to Town Councillors.
	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. Attended National CCT Conference – good networking opportunities.

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			<i>Feasibility for a Business Improvement District being explored.</i>
1.4 Maximising Town Centre and Town Developments	DCLG 'Expert' visit, Great British High Street	Enabling the High Street to do more for themselves	<p>Attended Future High Street Conference. Shared learning experience. Application made to Great British High Street 'Rising star' award. Felixstowe named in the top 5 Great British High Streets in the 'Rising Star' award. Excellent coverage in the EADT. Meanwhile Felixstowe Forward has been progressing town centre relationship with M&S, Adnams, and Barclays. Adnams hosting 'Retail Gathering' 7th Sept to develop a coherent Christmas Campaign in the town. M&S heading up a Macmillan event in the town centre.</p> <p><i>Informal Town Centre Partnership Group continues to meet. Christmas 2016 campaign wash up meeting held. Response was mixed to late night opening 6th and 16th reasonably busy, 9th very poor. Orwell Hotel end of Hamilton Road very quiet. However, overall everyone recognised the need to start somewhere and some positive ideas for 2017 are being explored.</i></p> <p><i>Attending Future High Street Conference, March 2017.</i></p>
	Annual Audit of Town Centre and Seafront businesses, annual benchmarking (footfall etc.), annual use of Triangle	Statistical measurements and comparison data	<p>Completed and full report circulated. Disability Action Day – report circulated. <i>Work has started on an accessible guide to Felixstowe.</i> Annual audit of town undertaken. <i>Business Confidence survey to be undertaken in April.</i></p>
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	<p>Ongoing maintenance issues reported to SCN via customer care line. Ongoing vandalism at Martello Park and the Octagonal shelter. Police and SC Norse aware. A number of complaints have been received throughout the Summer – gravel paths in Seafront Gardens, vandalism, rat sightings, weed growth Martello Park, dogs on beach, litter on beach and Promenade etc.</p> <p><i>First quarterly resort meeting held. Issues of Anti Social Behaviour in Seafront Gardens discussed. Escalated to Safety Neighbourhood Team. CCTV partnership reconvened. Actions taken to mitigate – increased CCTV signage, dummy camera installed, and prompt reporting to police.</i></p>
1.7 Funding and Investment	Maximise external funding opportunities and inward	Increased funding (<i>exc sponsors of FF</i>)	<ul style="list-style-type: none"> • Application to the Paul Hamlyn Foundation was unsuccessful (Aldeburgh Music lead partner). Aldeburgh making application to the Arts Council 'Cultural Destinations' pot.

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	investment		<ul style="list-style-type: none"> • Application to CCF 'Coastal Icons' project pending outcome of Stage 1. (working with Deben Peninsula CCT) Application was unsuccessful. • Successful application to DEFRA by SCDC Funding team to develop East Suffolk Food and Drink trails. • Community call to Action circulated and event held to encourage strong application/s from Felixstowe. • £2k East Line Group: Funding for local project at Felixstowe Station.
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: Outcomes built in to Year 2 plan (agenda item). Community Action Suffolk and Suffolk County Council officers supporting community objectives and will occasionally be in the office at the Town Hall.
2.2 Better Information for Residents (<i>and where applicable Visitors</i>) on what is going on in Felixstowe	<p>Establish InfoLink as community portal</p> <p>Improve listings and links of what is on with Press partners, Visit Felixstowe, FTC and Library</p>	InfoLink annual stats measurement	<p>Community workshop to be held at the June engagement events planned 22 June. Felixstowe Forward Facebook page set up.</p> <p>November news update included article encouraging local groups to sign up to InfoLink.</p>
	Establish single town calendar (<i>self updating</i>)	Improved awareness of community events and activities	Meeting with InfoLink to look at how InfoLink might feed a town community page hosted by the Town Council.
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	<p>Hold three annual community themed seminars to explore collaboration, better use of resources etc. (<i>e.g. Health and Wellbeing, Volunteering, Adult and Social care</i>)</p>	Enabling the community	<p>Promoted and attended the communities and mental health workshop.</p> <p>Felixstowe Dementia Action Alliance HG appointed temporary Chair of Felixstowe Dementia Action Alliance. Agreed an action plan to achieve the aim of Felixstowe being recognised as a dementia friendly town by March 2017. <i>Current stats: IP11 postcode – 12 Champions, 718 Friends, 148 Digital Friends, 11 Alliance members. In process 6 additional members. Plans to move to more action to support people affected by dementia and launch of new service Dementia Together in Dementia Awareness Week. Trinity Players raised £500 for the Dementia Action Alliance. Event planned March 31st for the Mayor to recognise all organisations that are full members of the Alliance.</i></p>

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			<p>Volunteer Bible <i>Completed draft volunteer bible.</i></p> <p>Volunteer Suffolk Local launch <i>40 people attended. Feedback was positive.</i></p>			
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 <i>Seafront gardens page on Visit Felixstowe and work to 'refresh' the Visit Felixstowe has started.</i> <i>Stats monitored quarterly</i>			
		Apr-16	Jul-16	Oct-16	Jan-17	
	Facebook			3,882		4,032
	Twitter			2,992		3,117
	VF Website					
	Sessions	12,724	13,391	5,778		4,324
	Users	10,432	11,027	4,971		3,574
	Page Views	36,630	37,704	20,225		16,376
	New Visitors	72%	74%	80%		77%
	Returning Visitors	28%	26%	20%		23%
	Popular Viewing Places					
	Ipswich	26%	Ipswich 23%	Ipswich 22%	Ipswich 19%	
	London	20%	London 20%	London 17%	London 16%	

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		Felixstowe 9%	Felixstowe 8%	Felixstowe 10%	Felixstowe 10%
		Colchester 4%	Colchester 5%	Colchester 5%	Colchester 4%
		Not set 4%	Cambridge 3%	Not set 5%	Stowmarket 4%
		Stowmarket 2%	Not set 2%	Stowmarket 3%	Not set 3%
		Cambridge 2%	Stowmarket 2%	Cambridge 2%	Cambridge 2%
		BSE 2%	Norwich 2%	Norwich 2%	Norwich 2%
		Norwich 2%	BSE 2%	Lowestoft 1%	Lowestoft 1%
		Lowestoft 1%	Clacton on Sea 1%	BSE 1%	BSE 1%
	Promote branding and improve tourist information available to visitors within the town	Improved visitor experience	<p>Visit Felixstowe Beach Hut Tourist information points open. 34 volunteers registered to help and offers to support a limited winter opening. Social evening held 4 November for Volunteers to review the season. 16 attended Welcome Host for Volunteers training from Beach Hut volunteers, Friends of the Seafront Gardens, Felixstowe Museum. <i>Welcome to Felixstowe Digital Guide produced, Presentation Folders ready for circulation to hotels etc. and DL leaflet ready for printing and circulation via distribution agency (21,000 copies). 2017 Visitor Map Pad information finalised.</i> <i>What's New 2017 Launch (English Tourism Week) planned 29 March Felixstowe Town Hall.</i> <i>Beach Hut relocating to Martello Park to be opened and closed by the kiosks. Mutually beneficial relationship.</i> <i>2017 Visitor questionnaire being worked on to provide some ongoing statistics.</i></p>		
3.3 Develop coherent seasonal marketing campaign for Felixstowe	<p>Agree campaign headlines and key events and develop a seasonal tourism offer</p> <p>Increase visitor event programmes</p>	<p>Improved visitor experience</p> <p>Hold three additional events</p>	<p>Annual promotions calendar completed with key campaigns identified and regular press releases. <i>2017 campaign reviewed.</i></p> <p>Event enquiries: For full listing of what's on www.visitfelixstowe.org.uk</p> <p>Event Area</p> <p>Ipswich transport museum historic bus event <i>Withdrawn</i></p> <p>Truck Fest <i>Area is not suitable</i></p> <p>Easter Fair 14-17 April</p> <p>Felixstowe Historic Vehicle 7 May</p> <p>Russell's International Circus 12-18 June</p> <p>Armed Forces weekend. 24-25 June</p> <p>Modern Markets <i>15-18 August (to be finalised)</i></p>		

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			<p>Circus Petite <i>Date and booking to be confirmed.</i></p> <p>Triangle and Town Centre</p> <p>Multi-Cultural festival 12 August</p> <p>Promenade</p> <p>Walk for wards 16 July</p> <p>Trimley 10k Race withdrawn</p> <p>Other</p> <p>Kite Festival – International College 21 May 2017.</p> <p>Being discussed</p> <p>Arts Festival 4-6 Aug</p> <p>Beer Festival</p>
3.4 Review all gateway signage, noticeboards and information taking into account integrated transport	<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>Condition Survey review – awaiting recommendations</p> <p>Encouraging meeting with First Counties.</p> <p><i>Successful rerouting of bus service to Seafront (operational from July 2nd).</i></p>
3.5 Protect the Natural Environment	<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>Running workshop with Lowestoft and Deben Peninsula at the Suffolk Coast Forum in October</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 reviewed and updated and circulated for feedback.</p>
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>	<p>Project Plans and briefs</p>	<p>Seafront Gardens</p> <p>- Completed final evaluation to be submitted to HLF pending sign off by Project Board.</p>

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	<ul style="list-style-type: none"> • Seafront gardens • Landguard Fort • Martello Tower • Boating Lake • Pier Development • Spa Pavilion <p>And other projects as they develop</p>	<p>Successful completion of projects</p> <p>Inward Investment</p> <p>Partnership engagement</p> <p>Enabling the community</p>	<ul style="list-style-type: none"> - Purple4Polio – 5,000 purple crocus corms have been planted on the approach to the Spa Pavilion . National RICS award pending outcome October. Unsuccessful. - Highly Commended in ICE East of England Merit Award. - SCDC Quality of Place Award - Tours and presentations have continued to local groups - End of season event for Friends and beach Hut volunteers <p>Landguard Fort and Landguard Nature Reserve</p> <ul style="list-style-type: none"> - discussions ongoing with English Heritage and other stakeholders with reference governance arrangements - plans ongoing for an Armed Forces day 24 and 25 June 2017, <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 ‘Highly Commended’ in the category Award for regeneration, the Planning & Placemaking Awards. <p>Martello P</p> <ul style="list-style-type: none"> - Options appraisal: Awaiting outcome. <p>PierHead Development</p> <ul style="list-style-type: none"> - Work commenced. New construction manager Julian Brandon. Completion date estimated August 2016. Development heavily weather dependent. <i>Project continues to be on target.</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</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>Four applications received for Directors role.</p> <p>Confirmation of Independent Panel from: Carnival Committee (verbal), Art on the Prom, Landguard Fort Trust.</p> <p>Confirmed expressions of interest for members received from: Carnival Committee, Book festival, Landguard Fort Trust (verbal), Felixstowe Community Arts Trust, Art on the Prom, Rapsallion Theatre, and Felixstowe Museum.</p> <p>Directors and non executive directors have held two meetings. Incorporation documents being</p>

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			finalised. Visioning meeting planned. <i>Visit Felixstowe CIC incorporation documents received. It's officially an entity.</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 and guidance to young people for future careers	Improved awareness of local career opportunities and employability skills	Felixstowe Youth Forum - invited to showcase their work at Engagement event 22 June - views sought on cycling on the Prom - attended Nov Youth Forum. - delivered workshop to Year 1 University of Suffolk Events and Tourism students
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		Completed. Trial launched. Monitoring ongoing.
	East Line Group		Re-convened East Line group to discuss improvements to Felixstowe Station.
	Seafront Asset Review		Contributing to a review of seafront assets.