



Felixstowe Forward

Progress Report Sponsor Group: October 2016 (*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.
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. <i>Felixstowe Chamber members have declined becoming a Linked to Chamber.</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. Meanwhile Felixstowe Forward has been progressing town centre relationship with M&S, Adnams, and Barclays. Adnams hosting 'Retail Gathering' 7 th Sept to develop a coherent Christmas Campaign in the town. M&S heading up a Macmillan event in the town centre. <i>Informal Town Centre Partnership Group met again in October and early November to progress late night shopping in Felixstowe.</i> <i>Felixstowe Unwrapped campaign: Independent shops will remain open until 7pm on every Friday in December – 2nd, 9th, 16th and 23rd. Posters and flyers will shortly be available. Free car parking after 3pm on each Friday at Crescent, Highfield and Ranelagh Road. EADT Pull out Felixstowe supplement 02 Nov publicity.</i>
	Welcome programme for new	Increased contact with	New guide Sustaining Town and Village Economies circulated to Town Councillors.

APPENDIX A

	businesses and campaign to attract businesses	commercial organisations	
	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.
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. Application made to Great British High Street ‘Rising star’ award. Outcome pending. <i>Felixstowe named in the top 5 Great British High Streets in the ‘Rising Star’ award. Excellent coverage in the EADT.</i>
	Annual Audit of Town Centre and Seafront businesses, annual benchmarking (footfall etc), annual use of Triangle	Statistical measurements and comparison data	Completed and full report circulated. Disability Action Day – report circulated. <i>Annual audit of town undertaken. Comparison report will be circulated as soon as it is available.</i>
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. 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.
1.7 Funding and Investment	Maximise external funding opportunities and inward investment	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. • Application to CCF ‘Coastal Icons’ project pending outcome of Stage 1. (working with Deben Peninsula CCT) Application was unsuccessful.
2. Seek and support new developments and projects within the town that contribute to the vitality of the town and wellbeing of residents.			

APPENDIX A

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 (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 (self updating)	Improved awareness of community events and activities	Initial discussions with Infolink and FTC to progress this initiative.
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 (eg Health and Wellbeing, Volunteering, Adult and Social care)	Enabling the community	Promoted and attended the communities and mental health workshop. 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 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. Approximately 300 Dementia Friends have received the information session. 4 Members have completed action plans.
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	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

branding for visitors to the town			
	Promote branding and improve tourist information available to visitors within the town	Improved visitor experience	Visit Felixstowe Beach Hut Tourist information points open. 34 volunteers registered to help and offers to support a limited winter opening. Social evening planned for 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. Welcome to Felixstowe Digital Guide produced, Presentation Folders ready for circulation to hotels etc and DL leaflet ready for printing. 2017 Visitor map Pad information finalised.
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. Clare Baker joined 1 April as Change Coordinator. Event enquiries: Enquiries from Ipswich transport museum re bus event (rather than located at Portman Road Ipswich) Remains unconfirmed Enquiries from Truck Fest to move to Felixstowe (rather that located at Orwell Crossing Ipswich) Area is not suitable Felixstowe Historic Vehicle rally to expand their current event onto new site. Date Confirmed Kite Festival – Confirmed 21 May 2017 Armed Forces weekend. Confirmed 24 25 June 2017. Circus Petite – date and booking to be confirmed. Modern markets – date confirmed. Booking forms to be finalised. 15-18 Aug. Arts Festival – date confirmed. Booking forms to be finalised. 4-6 Aug Beer Festival - enquiry
3.4 Review all gateway signage, noticeboards and information taking into account integrated transport	Felixstowe resort ready Review, audit, improve existing provision Town map	Annual programme of monitoring and maintaining noticeboards	Noticeboard recommendations agreed by Sponsor group. Condition Survey review – awaiting recommendations Encouraging meeting with First Counties.

	Audit Street Furniture Year 2		
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	Running workshop with Lowestoft and Deben Peninsula at the Suffolk Coast Forum in October
	Establish a Felixstowe combined ‘green and environmental’ offer - Grove, Landguard, Seafront Gardens etc	Enabling the community to do more	
	Landguard Reserve Management Plan 2015	Protection of Site	Landguard Reserve management Plan reviewed and updated and circulated for feedback.
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 <p>And other projects as they develop</p>	<p>Project Plans and briefs</p> <p>Successful completion of projects</p> <p>Inward Investment</p> <p>Partnership engagement</p> <p>Enabling the community</p>	<p>Seafront Gardens</p> <ul style="list-style-type: none"> - <i>Working on final report to Heritage lottery project as part of the completion of the project</i> - <i>Purple4Polio – 5,000 purple crocus corms have been planted on the approach to the Spa Pavilion</i> . <i>National RICS award pending outcome October. Unsuccessful.</i> - <i>Tours and presentations have continued to local groups</i> <p>Quality of Place award</p> <ul style="list-style-type: none"> - <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 - <i>plans ongoing for an Armed Forces day 24 and 25 June 2017,</i> <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.

APPENDIX A

			PierHead Development <i>- Work has commenced. Meeting held with the new construction manager Julian Brandon.</i>
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	Four applications received for Directors role. Confirmation of Independent Panel from: Carnival Committee (verbal), Art on the Prom, Landguard Fort Trust. Confirmed expressions of interest for members received from: Carnival Committee, Book festival, Landguard Fort Trust (verbal), Felixstowe Community Arts Trust, Art on the Prom, RapsCALLION Theatre, and Felixstowe Museum.
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
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

Objective	Task and Outcome		
Networking and Engagement (since last report)	<p>Meetings attended (Sept-Oct)</p> <p>Monthly Seafront Gardens Progress meetings, monthly pier working group meetings, Chamber Executive, Felixstowe dementia Alliance, Creative arts East. Cycling on the prom trail, Suffolk Infolink, ,East of England Coop, Felixstowe FC, retail group, CCTV Meeting, National RICS awards, Groundworks, English Heritage, Suffolk Coast.</p> <p>Presentations to: Flyer Breakfast, Town centre Residents Association, Rotary Club Felixstowe</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), June 2016, July 2016, August 2016, October 2016 (700 recipients)</p>