

Felixstowe Forward

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



<b>Town Improvement Plan Objectives</b>			
<b>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.</b>			
<b>1.1 Establish sub group to support this work stream</b>	Establish Business and Enterprise sub group (B&E)	Effective and identified business and enterprise group and partnership engagement	Support given to the new Co Chairs of Felixstowe Chamber of Commerce and Trade. Chamber is now attending regularly the Vibrant Economies Group and is working with the Town Centre Partnership. Early discussions held about holding some sort of Felixstowe Summit to inform a potential application for funding.
<b>1.2 Support the development of the local Chamber of Commerce</b>  <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	Following an initial contact database work is ongoing to keep it updated.
	Hold monthly informal networking event	12 events Increased contacts with commercial organisations	Felixstowe Flyer and Chamber continue to hold successful joint business breakfasts. <i>Collaboration with Local Enterprise Partnership, Growth Hub, Felixstowe Chamber of Commerce to hold business roadshow Wednesday 8<sup>th</sup> November (date tbc).</i>
	Welcome programme for new businesses and campaign to attract businesses	Increased contact with commercial organisations	Ideas came out of the recent Town Centre Partnership soft launch to be progressed. <i>Felixstowe Chamber is seeking funding to progress a 'welcome package'.</i>
	Business Improvement District	Inward investment	Feasibility for a Town and Resort Business Improvement District continue to be explored. <i>Ongoing and included in Cabinet proposal going forward.</i>
<b>1.4 Maximising Town Centre and Town</b>	Town Centre developments	Enabling the High Street to do more for themselves	Town Centre Partnership soft launch held 24 May 2017. Terms of reference agreed, membership fee structure agreed and initial members are in the process of signing up.

## Council 13 September 2017 – Appendix B

<b>Developments</b>			<p><i>Multi Cultural event held 26 Aug. Good atmosphere in the Town centre and high footfall. 35 retailers involved on the day. Variable feedback on the food market – public generally satisfied retailers critical. Fresh Gold Radio did an excellent job. All three music acts well received.</i></p> <p><i>Christmas campaign agreed: Friday late night opening until 7pm.</i></p>
	Annual Audit of Town Centre and Seafront businesses, annual benchmarking (footfall etc), annual use of Triangle	Statistical measurements and comparison data	
<b>1.5 Car Parking Review</b>	Review and audit existing car parking provision	Recommendations to Cabinet, Town Council	<i>Paper regarding Civil Parking Enforcement consultation to Cabinet on 5 Sept included option to introduce car parking charges at Landguard.</i>
<b>1.6 Maintain prestige areas to a high standard</b>	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>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.</p> <p><i>Anti Social Behaviour remains a priority for SNT and a concern. Level Two outreach unit now operational.</i></p> <p><i>Suffolk Coastal Norse appointed Steve Green as Felixstowe local contact.</i></p> <p><i>Masonry Bees have returned to the Gardens in abundance!</i></p> <p><i>2 Minute Beach Clean Board introduced to the Visit Felixstowe Tourist Information Hut. Launched at Art on the Prom and well used. The Board dispenses a litter picker and a plastic bag to collect litter. <a href="https://beachclean.net/boards">https://beachclean.net/boards</a></i></p>
<b>1.7 Funding and Investment</b>	Maximise external funding opportunities and inward investment	Increased funding ( <i>exc sponsors of FF</i> )	<ul style="list-style-type: none"> <li>• Felixstowe Dementia Action Alliance awarded £5k from Community call for Action</li> </ul>
<b>2. Seek and support new developments and projects within the town that contribute to the vitality of the town and wellbeing of residents.</b>			
<b>2.1 Establish sub group to support this work stream</b>	Establish Community Sub Group/s (Comm)	Effective and identified community sub group and partnership engagement	Officers meeting held to discuss Engagement Event.
<b>2.2 Better Information for Residents (<i>and where</i>)</b>	Establish InfoLink as community portal	Infolink annual stats measurement	Signposting regularly made to InfoLink.

## Council 13 September 2017 – Appendix B

<i>applicable Visitors) on what is going on in Felixstowe</i>	Improve listings and links of what is on with Press partners, Visit Felixstowe, FTC and Library		News update circulated March and May via MailChimp which allows for monitoring
	Establish single town calendar ( <i>self updating</i> )	Improved awareness of community events and activities	Progress has been made to providing a community portal on FTC website which pulls information direct from InfoLink.
<b>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</b>	Hold three annual community themed seminars to explore collaboration, better use of resources etc <i>(eg Health and Wellbeing, Volunteering, Adult and Social care)</i>	Enabling the community	<p><b>Felixstowe Dementia Action Alliance</b> Local DAA well established Dementia Support Group successfully transferred to St Johns Church. Work ongoing to transfer the memory café. Mapping Event held 11<sup>th</sup> July, Old Felixstowe Community Centre, 12.00-4pm to map provision, identify gaps and needs. Newsletter update circulated <a href="http://mailchi.mp/4377628864d0/felixstowe-dementia-action-alliance-keeping-you-informed">http://mailchi.mp/4377628864d0/felixstowe-dementia-action-alliance-keeping-you-informed</a> including report on the event held 11 July. IP11 postcode – 12 Champions, 800+ Friends, 148 Digital Friends, 29 Alliance members. Planning to release press release as soon as transfer of memory café is secured.</p> <p><b>Timebanking Project</b> Visit to Somersham Time Bank planned for 12 Oct. Councillors with an interest in the project are welcome to attend.</p>
<b>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</b>			
<b>3.1 Establish sub group to support this work stream</b>	Establish Tourism sub group (TG)	Effective and identified tourism sub group and partnership engagement	Effective and monthly meetings ongoing.
<b>3.2 Review <a href="http://www.visitfelixstowe.co.uk">www.visitfelixstowe.co.uk</a> to be THE single source of information and branding for visitors to the town</b>	Review website/s VF and SFG and associated social media	Increased awareness of Felixstowe  Statistical analysis	<i>Work ongoing on refresh of Visit Felixstowe website. Planned to complete by October. Social Media: Twitter is up +8% on previous quarter, Facebook +9%. (Website stats will be updated at end of the quarter)</i>
	Promote branding and improve	Improved visitor	2017 Open Season launch held 29 March.

## Council 13 September 2017 – Appendix B

	tourist information available to visitors within the town	experience	<p>2017 Visitor products produced and in circulation. 2017 campaign across North Essex, Suffolk and South Norfolk underway.</p> <p><i>Feedback suggests 2017 Season has been excellent: Beach Hut volunteers report more visitors than last year, Landguard Fort +3,000 visitors between May-Aug, vehicle count to Landguard Peninsula increased +4,700 on year to date, anecdotal evidence Bank Holiday weekend suggests busiest year ever.</i></p> <p><i>2017 Review meeting being planned for late October. Date tbc.</i></p>																																										
<b>3.3 Develop coherent seasonal marketing campaign for Felixstowe</b>	<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><b>Event enquiries: For full listing of what's on <a href="http://www.visitfelixstowe.org.uk">www.visitfelixstowe.org.uk</a></b></p> <p><b>Event Area</b></p> <table style="width: 100%; border: none;"> <tr> <td>NEW Circus Petite</td> <td style="text-align: right;">21-24 Sept</td> </tr> <tr> <td><b>Triangle and Town Centre</b></td> <td></td> </tr> <tr> <td>Radio Caroline Event</td> <td style="text-align: right;">9 Sept</td> </tr> <tr> <td>EACH fundraiser</td> <td style="text-align: right;">16</td> </tr> <tr> <td>Guide Dogs for the Blind fundraiser</td> <td style="text-align: right;">7 and 14 Oct</td> </tr> <tr> <td>Stand up to Cancer fundraiser</td> <td style="text-align: right;">21 Oct</td> </tr> <tr> <td>Poppy Appeal Launch</td> <td style="text-align: right;">28 Oct</td> </tr> <tr> <td>Level 2 youth project youth day</td> <td style="text-align: right;">11 Nov</td> </tr> <tr> <td>Xmas Lights Switch On</td> <td style="text-align: right;">1 Dec</td> </tr> <tr> <td><b>Promenade</b></td> <td></td> </tr> <tr> <td>Wheel &amp; Walk (MS Society fundraiser)</td> <td style="text-align: right;">24 September</td> </tr> <tr> <td>NEW Scouts 110 mile walk</td> <td style="text-align: right;">7 Oct</td> </tr> <tr> <td>EACH Halloween Walk</td> <td style="text-align: right;">tbc</td> </tr> <tr> <td>Xmas Day Dip</td> <td style="text-align: right;">25 December</td> </tr> <tr> <td><b>Other</b></td> <td></td> </tr> <tr> <td>Womens County National Golf Finals</td> <td style="text-align: right;">18-22 Sept</td> </tr> <tr> <td>Firework Night</td> <td style="text-align: right;">5 Nov</td> </tr> <tr> <td>2018 Kite Festival – International College</td> <td style="text-align: right;">20 May</td> </tr> <tr> <td>2018 Carnival</td> <td style="text-align: right;">28-29 July</td> </tr> <tr> <td><b>Being discussed</b></td> <td></td> </tr> <tr> <td>Nothing to report</td> <td></td> </tr> </table>	NEW Circus Petite	21-24 Sept	<b>Triangle and Town Centre</b>		Radio Caroline Event	9 Sept	EACH fundraiser	16	Guide Dogs for the Blind fundraiser	7 and 14 Oct	Stand up to Cancer fundraiser	21 Oct	Poppy Appeal Launch	28 Oct	Level 2 youth project youth day	11 Nov	Xmas Lights Switch On	1 Dec	<b>Promenade</b>		Wheel & Walk (MS Society fundraiser)	24 September	NEW Scouts 110 mile walk	7 Oct	EACH Halloween Walk	tbc	Xmas Day Dip	25 December	<b>Other</b>		Womens County National Golf Finals	18-22 Sept	Firework Night	5 Nov	2018 Kite Festival – International College	20 May	2018 Carnival	28-29 July	<b>Being discussed</b>		Nothing to report	
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<b>3.4 Review all gateway signage, noticeboards and information taking</b>	<p>Felixstowe resort ready</p> <p>Review, audit, improve existing</p>	<p>Annual programme of monitoring and maintaining</p>	<p>3 New Visit Felixstowe town welcome signs</p> <p>Successful rerouting of bus service to Seafront (operational from July 2<sup>nd</sup>).</p>																																										

## Council 13 September 2017 – Appendix B

<b>into account integrated transport</b>	provision  Town map  Audit Street Furniture Year 2	noticeboards	East Line Group re-convene. Progress made on signage at Co-Op.  <i>Revised report written for decision making purposes.</i>
<b>3.5 Protect the Natural Environment</b>	Coastal Management against flooding and erosion and land reclamation – ongoing relationship and support for Service Plan	Increased awareness of Coastal Management	Attendance and stand at Coastal Coast Forum conference 6 Oct <a href="http://www.greensuffolk.org/about/suffolkcoastforum/">http://www.greensuffolk.org/about/suffolkcoastforum/</a>
	Establish a Felixstowe combined ‘green and environmental’ offer - Grove, Landguard, Seafront Gardens etc	Enabling the community to do more	
<b>4. Preserving and promoting the heritage of the Town</b>			
<b>4.1 Support ongoing major projects:</b>	Working with partners to realise the full potential of: <ul style="list-style-type: none"> <li>• Seafront gardens</li> <li>• Landguard Fort</li>   <li>• Martello Tower</li> <li>• Boating Lake</li> <li>• Pier Development</li> <li>• Spa Pavilion</li> </ul> And other projects as they develop	Project Plans and briefs  Successful completion of projects  Inward Investment  Partnership engagement  Enabling the community	<b>Landguard Fort and Landguard Nature Reserve</b> - Landguard Partnership Governance review being progressed. Increased visitor numbers to Landguard Peninsula.  <b>Martello P</b> - Options appraisal: Awaiting outcome.  <b>PierHead Development</b> -. Project completed ahead of schedule. Snagging issues identified and being dealt with.  <b>Seafront Gardens</b> - Green flag award secured for 2017-2018.
<b>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</b>			
<b>5.1 Coordination of major Felixstowe Events</b>	Explore setting up of a CIC or similar to bring together	Enabling the community	Visit Felixstowe CIC Business Plan completed. <i>Funding application being progressed to Exemplar Fund.</i>

## Council 13 September 2017 – Appendix B

	Felixstowe Carnival, Art on the Prom, etc		
<b>6. Supporting and contributing to the skills education and employability of young people</b>			
<b>6.1 School Summit</b>	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	<i>Year 1 University of Suffolk tourism students visit to Felixstowe planned Nov (date tbc) Meeting held with Community Action Suffolk to discuss Suffolk Young Leadership programme which aims to increase the number of young people in leadership roles.</i>
<b>6.2 Communication strategy for Schools</b>	Provide better information on local groups and organisations, sport and art provision and volunteering opportunities to young people.	Improved awareness of local youth provision	
<b>6.3 Support ongoing major projects:</b>	Working with partners to realise the full potential of projects as they develop	As above	
<b>7. Additional activities</b>			
20 July 2017: Third annual engagement event held. Attended by 100+. One minute pitch presentations went very well with follow up enquiries to the wider Economic Development Team at SCDC and community grant enquiries to Felixstowe Town Council.			