



	Measures of Success	Time Scale	Progress to Date
<b>1 Economic Growth</b>			
<b>1.1 Felixstowe is recognised as a vibrant town where businesses are sustained and contribute to the economic success of the town and East Suffolk.</b>			
Explore the viability of a Business Improvement District (BID)	Working group monthly meetings  Final feasibility, scoping report and action plan  Cabinet Paper	Ongoing to July 2019  by April 2018  tbd	BID working group meeting monthly. Current Priorities - Determining BID area and financial viability - Draft timescales and outcomes plan
Consult with Town and Resort businesses on the benefits of a Business Improvement District	Consultation Events  Consultation feedback and questionnaire  Presentations at business events  Visibility in the Town  News Updates and information  Draft BID Prospectus	Apr 18 – Mar 19	6 <sup>th</sup> July Felixstowe Forward Engagement Event Workshop planned.  Draft business survey being worked on.
Engagement with businesses to build	No of business engaged - dissemination	<b>Ongoing</b> <b>Q3 Oct-Dec 2018</b>	

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growth	<p>- support</p> <p>No of jobs created</p> <p>No of referrals to partners</p> <p>Town Centre annual benchmark report</p> <p>News Updates</p>	<p>98 Businesses engaged with</p> <p>132 Businesses supported</p> <p>67 Organisations engaged with through partnership meetings</p> <p>10 Youth organisations</p> <p>25 Young people engaged with</p> <p>Monthly 'Good News' update Felixstowe Flyer breakfast meeting</p> <p>Monthly attendance Felixstowe Chamber of Commerce</p> <p><b>Felixstowe Chamber of Commerce:</b></p> <p>Funding secured to conduct a micro, sme, micro business need study in Felixstowe</p> <p>AGM 21 March. Councillors are welcome to attend.</p>	
<p><b>1.2 Felixstowe will have enhanced its reputation as a destination resort contributing to the visitor economy in Felixstowe and East Suffolk.</b></p>			
Fully enable Visit Felixstowe CIC to take an active role in developing the local tourism offer.	<p>Evolved authority to manage events in Felixstowe and to build revenue streams</p> <p>Investment through grants and funding opportunities.</p> <p>Visit Felixstowe CIC fully engaged in the BID process and lead on destination resort management and event programme</p>	Ongoing to July 2019	Visit Felixstowe CIC engaged via BID working group
Capitalise on existing strengths and present a	Nos of event organisers engaged	<p>Ongoing throughout term</p> <p>SCDC review of the Event Management Process on SCDC land.</p>	

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strong and diverse, year round programme of events.	Nos of events listed	<b>Events</b>		
	New events attracting different audiences	3	Commercial events	
	Seasonal event publicity	17	Community Events	
	Feedback responses	12,300	Est. Visitors	
	Updated information on website	Events Up and Coming ( <b>Bold – confirmed</b> )		
	No's of estimated visitors	<b>Event Date</b>	<b>Event name</b>	<b>Location</b>
	No's of estimated volunteers	<b>19-25 March</b>	<b>Annual</b>	<b>Circus Petite</b>
	Annual event economic impact report	<b>30/03/2018</b>	<b>Annual</b>	<b>CTF Good Friday service</b>
		<b>01/04/2018</b>	<b>Annual</b>	<b>CTF Easter Sunrise service</b>
		<b>28th March -2 April 18</b>	<b>Annual</b>	<b>Felixstowe Easter Fair</b>
		<b>31-Mar-18</b>	<b>New</b>	<b>Craft Fair</b>
		22nd April 18	Annual	St Georges Day parade
		<b>23-29 April 2018</b>	<b>New</b>	<b>Dogs Trust promotional event</b>
		<b>4-5 May 18</b>	<b>New</b>	<b>Mannings Beach Fest</b>
		5-6 May 18	New	Cycle Felixstowe 24hr static race
		<b>06-May-18</b>	<b>Annual</b>	<b>Classic Vehicle rally</b>
		<b>06-May-18</b>	<b>Annual</b>	<b>Scouts refreshment tent</b>
		<b>07 May 2018</b>	<b>Annual</b>	<b>Rotary Fun Run</b>
		<b>19/05/2018</b>	<b>Annual</b>	<b>Kite Festival Promotional Day</b>
		<b>20-May-18</b>	<b>Annual</b>	<b>Kite Festival Rotary Club of Landguard</b>
		<b>28 May - 3 June 2018</b>	<b>New</b>	<b>Dogs Trust promotional event</b>
		<b>09-Jun-18</b>	<b>Annual</b>	<b>Discover Languard promotional day</b>
		<b>23-Jun-18</b>	<b>Annual</b>	<b>Felixstowe in Flower Launch</b>
		<b>21-Jun-18</b>	<b>Annual</b>	<b>St Elizabeths hospice - Suffolk Day</b>
		<b>29/06/18 to 01/07/18</b>	<b>Annual</b>	<b>Felixstowe Book Festival</b>
		<b>08/07/2018</b>	<b>Annual</b>	<b>Walk for Wards</b>
		<b>14/07/2018</b>	<b>Annual</b>	<b>Trimley Carnival</b>
		July	Annual	Praise on the Prom
		<b>27th-29th July 2018</b>	<b>Annual</b>	<b>Felixstowe Carnival</b>
		4-5 August 2018	New	Manning's Beachfest
				<b>Pier Plaza</b>
				<b>Beachside events area (BSEA)</b>
				<b>The Triangle Felixstowe</b>
				<b>Prom</b>
				<b>The Triangle Felixstowe</b>
				<b>Mannings Amusement park</b>
				<b>Pier Plaza &amp; The Triangle</b>
				<b>Prom &amp; BSEA</b>
				<b>(part of above event)</b>
				<b>Promenade Felixstowe</b>
				<b>The Triangle Felixstowe</b>
				<b>various locations</b>
				<b>The Triangle Felixstowe</b>
				<b>The Triangle Felixstowe</b>
				<b>Spa Approach &amp; gardens</b>
				<b>Various locations incl beach front</b>
				<b>Prom</b>
				<b>Trimley various locations</b>
				<b>Prom &amp; Gardens</b>
				<b>Prom &amp; other location incl BSEA</b>
				<b>Mannings Amusement park</b>



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<b>2. Enabling Communities</b>			
<b>2.1 Felixstowe is an exemplar for East Suffolk place based collaboration, community and cohesion.</b>			
Target engagement with community and voluntary sector partners to build community cohesion	no of VSO's engaged - dissemination information - support	Ongoing throughout term	17 VCSO organisations engaged with.
Work with partners to exploit the full potential of Felixstowe through collaborations and projects as they arise, including attracting external funding.	to be determined by project/s	to be determined by project/s	<b>Line Group East £3k per annum</b> New Welcome sign Felixstowe Station - pending Level 2 commissioned to do a new Station Board.  <b>Mens Shed</b> Launched and ongoing
<b>2.2 Improved awareness of what is available to residents locally and how they can engage in community events and activities.</b>			
Develop an online community portal to promote improved joint working and collaborations	Google analytics  Live online presence  No's of users  Feedback	Ongoing through term  Dec 2018  Ongoing from Dec 2018  Easter 2019	Progress made and work is underway by technical expertise.
<b>2.3 Improved health and wellbeing of the community</b>			
Continue to build	Increased awareness of	Ongoing	39 Dementia Friendly Organisations

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<p>on Felixstowe being recognised as a dementia friendly community.</p> <p>Complete delivery of Community Call to Action project</p>	<p>what a dementia friendly community is</p> <p>Increased no's of Dementia Friendly organisations</p> <p>Increased no's of Dementia Friends and Dementia Champions</p> <p>Increased no's of volunteers supporting people living with dementia</p> <p>Increased no's of people affected by dementia attending support groups locally</p> <p>Dissemination of information via social media, news updates, publicity and promotion</p> <p>Transition of Fxt DAA to an independent Chair</p>	<p>throughout term</p> <p>Ongoing throughout Term</p> <p>Ongoing throughout Term</p> <p>Ongoing throughout Term</p> <p>Ongoing throughout Term</p> <p>Ongoing throughout Term</p> <p>December 2018</p>	<p>14 Users of Memory Lane support group</p> <p>5 Volunteers</p> <p>Promotional materials being worked on by Prominent PR locally.</p> <p>Programme for Dementia Action Week in May being worked on 'Paint the Town Blue'</p> <p>£2,600 - Rotary Club Felixstowe and Rotary Club Landguard supported £1,300 each to help secure future of Memory Lane.</p> <p>David Button Independent Funeral Director has agreed to become Chair.</p> <p>Living in Felixstowe article highlighting dementia friendly community in Felixstowe.</p>
<p>Introduce a pilot person to person Timebanking scheme in Felixstowe</p>	<p>Timebank project launch</p> <p>Oversee project deliverables (tbd)</p> <p>- no's of opportunities</p>	<p>January 2018</p> <p>Ongoing to Jan 2019</p>	<p>Project in its infancy.</p>

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	(asks and offers) - no's of volunteers  Transition project to local community organisation	by January 2019	
<b>3. Sustainability</b>			
<b>3.1 Felixstowe Forward provides an exemplar of place-based collaborative working as progression is made towards the new East Suffolk Council and will leave behind a legacy of strong partnership working beyond the lifetime of the initiative.</b>			
Work with partners to exploit the full potential of Felixstowe through collaborations and projects as they arise.	to be determined by project/s	Ongoing throughout term.	<b>Leisure Vision</b> Leisure Vision survey live at <a href="https://www.surveymonkey.co.uk/r/felixstoweleisurecentre">https://www.surveymonkey.co.uk/r/felixstoweleisurecentre</a> Good response to date,. Closes end of April. Presentations at Youth Forum, Business Breakfast, Chamber AGM. Workshop to be held at FF annual engagement event 6 July.
Oversee Landguard Partnership governance review	Governance review and model  Introduction of car parking	by 2021  by 2018	Ongoing