

Felixstowe Forward. Progress report November 2018 (*italics- latest update*)



	Measures of Success	Time Scale	Progress to Date
1 Economic Growth			
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.			
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. Progress to date: - Proposed BID area agreed. - Financial viability suggests a BID of approximately £120k per annum could be raised for non statutory interventions - Draft timescales and outcomes plan completed. - Presentation on BID at 6 th July engagement event. - To note: Lowestoft have been successful in their second term BID with a high turnout. http://www.lowestoftvision.co.uk/ 77% of voting businesses backed a 'yes' outcome. - <i>BID Champions being identified (5 at the time of writing)</i> - <i>Planning a BID working group meeting in December to include BID champions</i> - <i>Random 15% levy payers identified for Feasibility study</i>
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 th July Felixstowe Forward Engagement Event Workshop held. - Approximately 140 attendees - Felixstowe Forward webpage updated and copies of presentations etc available to view. http://www.eastsuffolk.gov.uk/yourdistrict/felixstowe-forward/ <i>Business Engagement</i> - <i>Attending Felixstowe Chamber committee meeting Nov 21 to seek formal endorsement of the BID. Also to request to use the proposed business hub (Crafty Coffee) as a venue for regular drop in sessions to find out more.</i> - <i>Confirmation of buildings occupancy planned for 19 November working with wider Economic Development Team</i> - <i>Intensive business engagement period coming up in January and February</i> <i>Communications</i>

Ordinary Council 14th November 2018 – Appendix A

			<p>- <i>Working on Communications plan to take to December BID Working Group meeting Business Survey Live</i></p> <p>- <i>now collecting Business surveys from BID Champions and others</i></p> <p>Other</p> <p>- <i>Attended the Future High Street Conference and BID Conference 31 Oct – the High Street isn't dead but it is changing / Experience Experience Experience / Retailers need to engage and work together to find solutions.</i></p>
Engagement with businesses to build growth	<p>No of business engaged</p> <p>- dissemination</p> <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>Q1 April - June</p> <p>164 Businesses engaged with (reflects Annual Engagement)</p> <p>19 Businesses supported</p> <p>11 Organisations engaged with through partnership meetings</p> <p>8 Youth organisations</p> <p>0 Young people engaged with</p> <p>Monthly 'Good News' update at Felixstowe Flyer breakfast meeting</p> <p>Monthly attendance Felixstowe Chamber of Commerce</p> <p>Felixstowe Chamber of Commerce:</p> <p>Funding secured to conduct a micro, sme, micro business need study in Felixstowe. Awaiting outcomes.</p> <p>AGM held 21 March. Good attendance.</p> <p>Chamber continue to report an increase in membership.</p> <p>Felixstowe Chamber has announced it has a formal Linked to relationship with Suffolk Chamber.</p> <p>Business to Business Exhibition 3 October 2018, The Orwell Hotel</p> <p>Premium stand booked for Felixstowe Forward, Visit Felixstowe, SCDC Economic Development Team and Felixstowe Chamber to share.</p> <p>Excellent Business to Business exhibition. Well attended throughout the morning. Felixstowe Forward spoke with a number of companies interested in opportunities in Felixstowe.</p>	
<p>1.2 Felixstowe will have enhanced its reputation as a destination resort contributing to the visitor economy in Felixstowe and East Suffolk.</p>			
Fully enable Visit	Evolved authority to	Ongoing to July	Visit Felixstowe CIC engaged via BID working group. Ongoing.

Ordinary Council 14th November 2018 – Appendix A

<p>Felixstowe CIC to take an active role in developing the local tourism offer.</p>	<p>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>	<p>2019</p>																			
<p>Capitalise on existing strengths and present a strong and diverse, year round programme of events.</p>	<p>Nos of event organisers engaged</p> <p>Nos of events listed</p> <p>New events attracting different audiences</p> <p>Seasonal event publicity</p> <p>Feedback responses</p> <p>Updated information on website</p> <p>No's of estimated visitors</p> <p>No's of estimated volunteers</p>	<p>Ongoing throughout term</p> <p>SCDC review of the Event Management Process on SCDC land. Ongoing.</p> <p>Event Bookings received (Q2 July - Sept)</p> <p>7 Commercial events</p> <p>16 Community Events</p> <p>51,650 Est. Visitors Q1 and Q2</p> <p>Events Up and Coming</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 25%;">11-Nov-18</td> <td style="width: 15%;">New</td> <td style="width: 30%;">Felixstowe Remembers</td> <td style="width: 30%;">Undercliff Road West & Prom</td> </tr> <tr> <td>01-Dec- 18</td> <td>Annual</td> <td>Christmas Lights Switch On</td> <td>The Triangle</td> </tr> <tr> <td>2-Dec-18</td> <td>Annual</td> <td>Blue Cross charity dog walk</td> <td>The Prom</td> </tr> <tr> <td>Christmas Day</td> <td>Annual</td> <td>St Elizabeth's Hospice dip</td> <td>Felixstowe Beach/Sea</td> </tr> </table>				11-Nov-18	New	Felixstowe Remembers	Undercliff Road West & Prom	01-Dec- 18	Annual	Christmas Lights Switch On	The Triangle	2-Dec-18	Annual	Blue Cross charity dog walk	The Prom	Christmas Day	Annual	St Elizabeth's Hospice dip	Felixstowe Beach/Sea
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Ordinary Council 14th November 2018 – Appendix A

	Annual event economic impact report		
Build on the momentum of promoting Felixstowe as a destination, and cross-promotion of visitor related activity.	<p>Manage Tourist Information Hut volunteers</p> <p>Visit Felixstowe Charter</p> <p>Maintain TIP's</p> <p>Maintaining Visit Felixstowe website</p> <p>Google analytics</p> <p>Social Media statistics</p> <p>2018, 2019, 2020, 2021 promotional leaflets (digital and hard)</p> <p>Open Season Event, National Tourism Week</p>	<p>Ongoing through term</p> <p>Easter 2018, 2019, 2020</p>	<p>Tourism Sub Group meetings. Ongoing.</p> <p>44 volunteers manning Visit Felixstowe Tourist Information Huts. As a result of GDPR volunteer list has been cleaned up with 26 active volunteers. <i>Visit Felixstowe Beach Hut remains manned by volunteers if the weather is fine.</i></p> <p>4 TIP points kept updated with literature. <i>Ongoing.</i></p> <p>Visit Felixstowe website refresh completed and live. Analytics to be monitored from 1 April.</p> <p><i>Nov 7,231 (Aug 7,065) Followers Facebook</i> <i>Nov 4,222 (Aug 4,124) Followers Twitter</i></p> <p>2018 Leaflets Updated. Take One Media campaign live across Suffolk, North Essex, South Norfolk <i>(19,590 Early Nov)</i> distributed out of 20,000 leaflets).</p> <p>Open Season event held 22 March, 5pm, Copas bar. Approx. 80 attended.</p> <p>2018 Visitor Questionnaire now live. <i>Quarter 2 report completed: Headlines – unsurprisingly volume of visitors from outside IP11 has hugely increased on Qtr 1, very little ‘negative’ feedback received, the average staying visitor stays 4.5 nights and the average visitor spend is £55.74 per visitor. This is higher than expected.</i></p> <p>South Seafront Questionnaire completed. Report circulated for information.</p> <p>Season Wash Up event held 11 Sept 2018. <i>Well attended by about 30 event organisers, tourist attractions. Feedback notes available upon request.</i></p>
2. Enabling Communities			
2.1 Felixstowe is an exemplar for East Suffolk place based collaboration, community and cohesion.			
Target engagement with community and voluntary	no of VSO's engaged - dissemination information	Ongoing throughout term	7 VCSO organisations engaged with.

Ordinary Council 14th November 2018 – Appendix A

sector partners to build community cohesion	- support		
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	<p>Line Group East £3k per annum New Welcome sign Felixstowe Station – completed and installed. Level 2 new art work installed. New planters installed at Felixstowe Station.</p> <p>Mens Shed Launched and ongoing. Ongoing through SCDC Communities Team.</p> <p>Things Connected Project</p> <p>Part of Innovate UK: Digital Catapult and Things Connected innovation programme brings together Local Authorities and Low Power Wide Area Network innovators to work on real time challenges. 4 LA's chosen for the pilot, including Suffolk. Felixstowe chosen as pilot.</p> <p>The 4 challenges are: Croydon – measuring the impact of construction sites on air pollution in the area Suffolk (Felixstowe) – Monitoring footfall in a seaside town Sutton – independent travel for vulnerable young adults with learning disabilities Thurrock – more efficient waste management at municipal refuse tips.</p> <p>Pilot Trial Two antennae gateways affixed to Mannings and The Orwell Hotel. Sensors on lampposts will then send footfall data back to the antennae. All data is anonymised. https://www.thingsconnected.net/new-lpwan-innovation-programme-targets-local-authority-use-cases/</p> <p>Technical issues have delayed project. Trial is now live with a dashboard showing data.. Showcase event held at Digital Catapult HQ in London on 9 October. https://www.digicatapult.org.uk/activities/event/things-connected-lpwan-showcase-for-local-authorities/.</p>

Ordinary Council 14th November 2018 – Appendix A

			<p><i>Project remains live on Promenade. London Showcase event was successful - Felixstowe was further ahead than the other three authorities which was encouraging.</i></p> <p><i>Presentation on Things Connected planned with BT at East Suffolk Partnership Forum on 9 November.</i></p>
<p>2.2 Improved awareness of what is available to residents locally and how they can engage in community events and activities.</p>			
<p>Develop an online community portal to promote improved joint working and collaborations</p>	<p>Google analytics</p> <p>Live online presence</p> <p>No's of users</p> <p>Feedback</p>	<p>Ongoing through term</p> <p>Dec 2018</p> <p>Ongoing from Dec 2018</p> <p>Easter 2019</p>	<p>Progress made and work is underway by technical expertise.</p> <p>A Google calendar has been set up on the Town Council page as an interim measure as progress has been slow. However Suffolk Infolink attended the Engagement Event on 6 July to encourage voluntary sector organisations to test how a town page might work. Follow up meeting held in September..</p> <p><i>Progress being made and the Town Page is in the process of being built.</i></p>
<p>2.3 Improved health and wellbeing of the community</p>			
<p>Continue to build on Felixstowe being recognised as a dementia friendly community.</p> <p>Complete delivery of Community Call to Action project</p>	<p>Increased awareness of 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>Ongoing throughout term</p> <p>Ongoing throughout Term</p> <p>Ongoing throughout Term</p> <p>Ongoing throughout Term</p> <p>Ongoing</p>	<p>60+ Dementia Friendly Organisations</p> <p>22 Users of Memory Lane support group</p> <p>12 Volunteers</p> <p>Promotional materials distributed across Felixstowe in Dementia Action Week. This has increased attendance.</p> <p>Website live http://fxtdaa.onesuffolk.net/</p> <p>Dementia Action Week concluded – Co-Op display, Information stand in Library, Langer Road primary non uniform day raised £80, Mens Shed Litter Pick, Coop Forget me Not Friday</p> <p>Donations have been received from:</p> <p>£2,600 - Rotary Club Felixstowe and Rotary Club Landguard supported £1,300 each to help secure future of Memory Lane.</p> <p>An additional £1k has been secured - £500 District Rotary and £500 Ipswich ladies Victuallers Assoc</p> <p>An additional £700 has been secured - £500 FCBHA and £200 Felix United Lodge.</p>

Ordinary Council 14th November 2018 – Appendix A

	<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>December 2018</p>	<p>An additional £1,250 donation made by Felixstowe Ladies Darts League</p> <p>David Button Independent Funeral Director has taken over as Chair and hand over concluded.</p> <p>Living in Felixstowe article highlighting dementia friendly community in Felixstowe.</p> <p>General meeting held 4 September. Well attended by approximately 35 organisations, volunteer groups and people affected by dementia. Event focused on what can the local Care Homes do to support a dementia friendly community, what can be done to support Carers? Good link has been made with Felixstowe and Village Carers Support group. Currently working on creating reminiscence boxes for dementia friendly cafes.</p> <p>Application was made to Alzheimer's Society to the 2018 Dementia Friendly Community Award – Unsuccessful.</p> <p>Application made to Tesco scheme in October – outcome pending.</p>
<p>Introduce a pilot person to person Timebanking scheme in Felixstowe</p>	<p>Timebank project launch</p> <p>Oversee project deliverables (tbd)</p> <ul style="list-style-type: none"> - no's of opportunities (asks and offers) - no's of volunteers <p>Transition project to local community organisation</p>	<p>January 2018</p> <p>Ongoing to Jan 2019</p> <p>by January 2019</p>	<p>Funding received from Felixstowe Town Council £1k. Exemplar Funding of £10k confirmed.</p> <p>Jan McGuire started work as TimeBank Coordinator 08 Aug 2018. Jan has spent time familiarising herself with TimeBanking, building the relationship with Community Action Suffolk, and meeting with Community 360 in Essex. Jan has also been in touch with TimeBanking UK to gain access to the national database and on line resources etc. Jan attended the National TimeBank conference in London on 5 and 6 Sept.</p> <p>TimeBank Project is now live with soft launch w/c 05 Nov. Steering group has met and agreed delivery plan with key outcomes and milestones. Publicity of TimeBank project circulated late October. Relationships building with interested organisations</p> <p>Live website: https://tol2.timebanking.org/felixstowe - 6 offers and 10 requests currently listed.</p>
<h3>3. Sustainability</h3>			
<p>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.</p>			
<p>Work with partners to exploit the full</p>	<p>to be determined by project/s</p>	<p>Ongoing throughout term.</p>	<p>Leisure Vision</p> <p>Leisure Vision survey live at</p>

Ordinary Council 14th November 2018 – Appendix A

<p>potential of Felixstowe through collaborations and projects as they arise.</p>			<p>https://www.surveymonkey.co.uk/r/felixstoweleisurecentre 994 response to date. Closed end of April. Presentations at Youth Forum, Business Breakfast, Chamber AGM, Rotary, Felixstowe Society Workshop held at FF annual engagement event 6 July.</p> <p><i>Felixstowe Horizons</i> Ongoing involvement in North Felixstowe development, and South Seafront. <i>Working on 'Felixstowe Prospectus' (working title). To include Felixstowe context, headline investment figures, future aspirations, ongoing investments, role of Felixstowe Forward, etc. This will come to the Joint Working Group and to Felixstowe Forward sponsor group in due course..</i></p> <p>Supported Town Council in nomination of Pier for a Quality of Place Award.</p>
<p>Oversee Landguard Partnership governance review</p>	<p>Governance review and model</p>	<p>by 2021</p>	<p>Ongoing</p> <p>To Note: Nicola Wilkinson appointed as new Landguard Fort Manager.</p>