

Felixstowe Forward. Progress report January 2019 (*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)	<p>Working group monthly meetings</p> <p>Final feasibility, scoping report and action plan</p> <p>Cabinet Paper</p>	<p>Ongoing to July 2019</p> <p>by April 2018</p> <p>tbd</p>	<p>BID working group meeting monthly.</p> <p>Progress to date:</p> <ul style="list-style-type: none"> - Proposed BID area agreed in principle. - 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 6th 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. - 19 meetings held across the town: 13 confirmed yes, 5 predicted yes (awaiting survey response), 1 no. - 9 BID Champions identified within the town willing to be on the working group. - The next BID working group meeting is planned for January 16th and will include a handover from the Councillor led working group to the BID champions making it a ‘Business Led, Business Managed and Business Controlled’ initiative. - Engagement activity is ongoing across the town with potentially ‘positive’ businesses alongside a random sampling which will make up the full feasibility study
Consult with Town and Resort businesses on the benefits of a Business Improvement District	<p>Consultation Events</p> <p>Consultation feedback and questionnaire</p> <p>Presentations at business events</p> <p>Visibility in the Town</p> <p>News Updates and information</p>	<p>Apr 18 – Mar 19</p>	<p>6th July Felixstowe Forward Engagement Event Workshop held.</p> <ul style="list-style-type: none"> - Approximately 140 attendees - Felixstowe Forward webpage updated and copies of presentations etc. available to view. http://www.eastsuffolk.gov.uk/yourdistrict/felixstowe-forward/ <p>Business Engagement</p> <ul style="list-style-type: none"> - The Felixstowe Chamber formally endorsed approval of a BID at their committee meeting on Nov 21. As part of the BID engagement there are plans to use the proposed new business hub (Crafty Coffee) as a venue for regular drop in sessions to find out more in the New Year. - Work was undertaken with the wider Economic Development Team on 19 November to confirm occupancy and contact details across the town.

Ordinary Council Meeting 9 January 2019 – Appendix A

	Draft BID Prospectus		<p>Communications <i>- Currently working on a communications plan to take to the January BID Working Group.</i> <i>- The BID Business Survey is live and responses being received.</i></p> <p>Other <i>- Attended the Future High Street Conference and BID Conference: Key messages – the High Street isn't dead but it is changing / Experience Experience Experience / Retailers need to engage and work together to find solutions. Attached a separate feedback report.</i></p>
Engagement with businesses to build growth	<p>No of business engaged - dissemination - 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>Q3 Oct - Dec</p> <p>152 Businesses engaged with (reflects Annual Engagement) 38 Businesses supported 11 Organisations engaged with through partnership meetings 8 Youth organisations 0 Young people engaged with</p> <p>Monthly 'Good News' update at Felixstowe Flyer breakfast meeting Monthly attendance Felixstowe Chamber of Commerce</p> <p>Felixstowe Chamber of Commerce: Funding secured to conduct a micro, sme, micro business need study in Felixstowe. Awaiting outcomes. AGM held 21 March. Good attendance. Chamber continue to report an increase in membership. Felixstowe Chamber has announced it has a formal Linked To relationship with Suffolk Chamber and is planning to open a business hub in the New Year at Crafty Coffee.</p> <p>Business to Business Exhibition 3 October 2018, The Orwell Hotel Premium stand booked for Felixstowe Forward, Visit Felixstowe, SCDC Economic Development Team and Felixstowe Chamber to share. The Business to Business exhibition was well attended throughout the morning and Felixstowe Forward spoke with a three companies interested in relocating to Felixstowe. The Flyer Group ae planning a repeat event in 2019 to coincide with, and be part of, next year's East Suffolk Business Festival.</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>			

Ordinary Council Meeting 9 January 2019 – Appendix A

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. Ongoing.																													
Capitalise on existing strengths and present a strong and diverse, year round programme of events.	<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 (Q3 Oct - Dec)</p> <p style="padding-left: 40px;">7 Commercial events</p> <p style="padding-left: 40px;">16 Community Events</p> <p style="padding-left: 40px;">51,650 Est. Visitors Q1 and Q2</p> <p>Events Up and Coming 2019</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">21st April 2019 (tbc)</td> <td style="width: 33%;">St Georges Day parade</td> <td style="width: 33%;">Prom</td> </tr> <tr> <td>5th May 2019</td> <td>49th Classic Vehicle rally</td> <td>Prom & BSEA</td> </tr> <tr> <td>6th May 2019</td> <td>Rotary Fun Run</td> <td>Prom</td> </tr> <tr> <td>21st June 2019</td> <td>St Elizabeths hospice - Suffolk Day</td> <td>Spa Approach & garden</td> </tr> <tr> <td>26th - 30th June 2019</td> <td>Felixstowe Book Festival</td> <td>Various locations</td> </tr> <tr> <td>7th July 2019</td> <td>Walk for Wards</td> <td>Prom</td> </tr> <tr> <td>July 2019 (date tbc)</td> <td>Trimley Carnival</td> <td>Trimley various locations</td> </tr> <tr> <td>26th - 28th July 2019</td> <td>Felixstowe Carnival</td> <td>Prom & other locations</td> </tr> <tr> <td>7th - 11th August 2019</td> <td>Continental Market</td> <td>Prom</td> </tr> </table>				21st April 2019 (tbc)	St Georges Day parade	Prom	5th May 2019	49th Classic Vehicle rally	Prom & BSEA	6th May 2019	Rotary Fun Run	Prom	21st June 2019	St Elizabeths hospice - Suffolk Day	Spa Approach & garden	26th - 30th June 2019	Felixstowe Book Festival	Various locations	7th July 2019	Walk for Wards	Prom	July 2019 (date tbc)	Trimley Carnival	Trimley various locations	26th - 28th July 2019	Felixstowe Carnival	Prom & other locations	7th - 11th August 2019	Continental Market	Prom
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Ordinary Council Meeting 9 January 2019 – Appendix A

	Annual event economic impact report	<p><i>(tbc)</i> Aug 2019 BH weekend (tbc) 2019 tbc 1st September 2019 15th September 2019 28th September 2019 3rd November 2019 December 2019 (date tbc) 25th December 2019</p> <p style="text-align: center;"><i>Ferry Fest Felixstowe</i> <i>Windsurfing festival</i> <i>Art on the Prom</i> <i>Felixstowe Coastal 10 mile race</i> <i>Festival of Fabric</i> <i>Felixstowe Firework spectacular</i> <i>Christmas Craft market & Lighting up</i> <i>St Elizabeths hospice Christmas day dip</i></p> <p style="text-align: right;"><i>Felixstowe Ferry</i> <i>Prom</i> <i>Landguard to Ferry</i> <i>Orwell Hotel</i> <i>Felixstowe & Walton Utd FC</i> <i>Town Centre</i> <i>Felixstowe Beach/Sea</i></p>	
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>The 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>Jan 2019 7,399 (Nov 7,231) Followers Facebook</i> <i>Jan 2019 4,650 (Nov 4,222) Followers Twitter</i></p> <p><i>2018 Leaflets Updated.</i> <i>Take One Media campaign completed across Suffolk, North Essex, South Norfolk with all 20,000 leaflets distributed.</i></p> <p>Open Season event held 22 March, 5pm, Copas bar. Approx. 80 attended.</p> <p>2018 Visitor Questionnaire now live. 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.</p>

Ordinary Council Meeting 9 January 2019 – Appendix A

			<p>South Seafront Questionnaire completed. Report circulated for information.</p> <p>Season Wash Up event held 11 Sept 2018. Well attended by about 30 event organisers and tourist attractions. Feedback has helped inform the review of event management at SCDC with key themes emerging – simplified systems needed, clarification of role and scope of Safety Advisory Group and overall a system that is a ‘level playing field’ for everyone involved.</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 sector partners to build community cohesion	no of VSO's engaged - dissemination information - support	Ongoing throughout term	5 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	<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>

Ordinary Council Meeting 9 January 2019 – Appendix A

			<p>Pilot Trial</p> <p>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.</p> <p>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.</p> <p>https://www.digicatapult.org.uk/activities/event/things-connected-lpwan-showcase-for-local-authorities/.</p> <p>The project remains live on the Promenade. A London Showcase event on 9 October was successful - Felixstowe was further ahead than the other three authorities which was encouraging. All four authorities had similar issues around connectivity, timescales and unforeseen circumstances. FF gave a presentation on Things Connected with BT at the East Suffolk Partnership Forum on 9 November.</p>
2.2 Improved awareness of what is available to residents locally and how they can engage in community events and activities.			
Develop an online community portal to promote improved joint working and collaborations	<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>Progress being made and the Town Page in the process of being built.</p>
2.3 Improved health and wellbeing of the community			
<p>Continue to build on Felixstowe being recognised as a dementia friendly community.</p> <p>Complete delivery of Community Call</p>	<p>Increased awareness of what a dementia friendly community is</p> <p>Increased no's of Dementia Friendly organisations</p>	<p>Ongoing throughout term</p> <p>Ongoing throughout Term</p>	<p>60+ Dementia Friendly Organisations</p> <p>28 Users of Memory Lane support group</p> <p>12 Volunteers</p> <p>Promotional materials distributed across Felixstowe in Dementia Action Week. This has increased</p>

Ordinary Council Meeting 9 January 2019 – Appendix A

<p>to Action project</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>Ongoing throughout Term</p> <p>Ongoing throughout Term</p> <p>Ongoing throughout Term</p> <p>Ongoing throughout Term</p> <p>December 2018</p>	<p>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> <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>A General meeting was held on 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, and what can be done to support Carers? Good links have been made with Felixstowe and Village Carers Support group.</p> <p>An unsuccessful application was made to Alzheimer's Society, 2018 Dementia Friendly Community Award</p> <p>Application made to Tesco scheme in October – outcome pending.</p> <p>Currently working with the Seckford Foundation (Woodbridge Dementia Friendly Community) and Leiston Dementia Friendly Community on a joint funding bid to fund a part time coordinator.</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</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>The TimeBank Project is now live. The steering group has met and agreed the delivery plan with key outcomes and milestones. Publicity of the TimeBank project was circulated late October with a soft</p>

Ordinary Council Meeting 9 January 2019 – Appendix A

	organisation		launch w/c 05 Nov. Relationships now building with interested organisations. <i>Live website: https://tol2.timebanking.org/felixstowe - offers and requests currently listed.</i>
3. Sustainability			
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.			
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.	<p>Leisure Vision Leisure Vision survey live at 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>Felixstowe Horizons <i>Ongoing involvement in North Felixstowe development, and South Seafront. 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>
	<i>Coastal Revival Fund application for Felixstowe 'Renewing the South seafront Promenade'</i>	<i>Outcome Dec 2018</i>	Confirmation of successful application £30k to provide: - <i>heritage interpretation of key features</i> - <i>report of ideas for an 'active seafront'</i> - <i>implementation of chosen activities</i>
	<i>Coastal Communities Fund</i>	<i>Deadline 21 Jan</i>	Working on South Seafront CCF Business case and application with SCDC officers. Through to the next stage with a deadline for detailed proposals to be in by January 21st with an outcome announcement March 2019. Circa £950k.
	<i>Call for Evidence: Select Committee Regenerating Coastal Communities</i>	<i>Sept 2019</i>	Completed report available on request.
Oversee Landguard Partnership governance review	Governance review and model	by 2021	<i>Ongoing</i>