

Ordinary Council 25 July 2018 – Appendix A

Felixstowe Forward. Progress report July 2018 (*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>Current Priorities</p> <ul style="list-style-type: none"> - 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. - Currently identifying some BID champions and working on presentation to 6th July engagement event. - To note: Lowestoft have been successful in their second term BID with a high turnout. http://www.lowestoftvision.co.uk/ With 77% of voting businesses backing a ‘yes’ outcome and nearly 90% by rateable value.
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>Draft BID Prospectus</p>	<p>Apr 18 – Mar 19</p>	<p>6th July Felixstowe Forward Engagement Event Workshop planned.</p> <ul style="list-style-type: none"> - Officers meeting 26 April to finalise detail with the intention of sending out early invitation in May. - 139 attendees booked to date - Report on the event to follow Monday..

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>Ongoing Q4 Jan-Mar 2018 Q1 2018-2019 report due end of July (delayed due to the Annual Engagement Event)</p> <p>54 Businesses engaged with 43 Businesses supported 4 Organisations engaged with through partnership meetings 1 Youth organisations 1 Young people engaged with</p> <p>Monthly 'Good News' update 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 AGM held 21 March. Good attendance. Chamber reporting an increase in membership. <i>Positive relationship building with the Suffolk Chamber</i></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 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</p>	Ongoing to July 2019	Visit Felixstowe CIC engaged via BID working group

	destination resort management and event programme																																																																														
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>Annual event economic impact report</p>	<p>Ongoing throughout term</p> <p>SCDC review of the Event Management Process on SCDC land.</p> <p>Event Bookings received (April - June) Q1 report due end June</p> <p>2 <i>Commercial events</i></p> <p>12 <i>Community Events</i></p> <p>20,000 <i>Est. Visitors</i></p> <p>Events Up and Coming</p> <table border="1"> <thead> <tr> <th>Event Date</th> <th></th> <th>Event name</th> <th>Location</th> </tr> </thead> <tbody> <tr> <td>08-Jul-18</td> <td>Annual</td> <td>Walk for Wards</td> <td>Prom</td> </tr> <tr> <td>14-Jul-18</td> <td>Annual</td> <td>Trimley Carnival</td> <td>Trimley various locations</td> </tr> <tr> <td>27-29 July 18</td> <td>Annual</td> <td>Felixstowe Carnival</td> <td>Prom & other location incl BSEA</td> </tr> <tr> <td>30 – July - 18</td> <td>New</td> <td>Science on the Sand</td> <td>Beach by Visit Felixstowe Beach Hut</td> </tr> <tr> <td>4-5 Aug 18</td> <td>New</td> <td>Manning's Beachfest</td> <td>Mannings Amusement park</td> </tr> <tr> <td>6 – Aug - 18</td> <td>New</td> <td>Science on the Sand</td> <td>Beach by Visit Felixstowe Beach Hut</td> </tr> <tr> <td>7-10 Aug 18</td> <td>New</td> <td>Continental Street market</td> <td>BSEA & Prom</td> </tr> <tr> <td>11-Aug-18</td> <td>New</td> <td>Proms on the Prom</td> <td>Seafront Gardens</td> </tr> <tr> <td>13 - Aug - 18</td> <td>New</td> <td>Science on the Sand</td> <td>Beach by Visit Felixstowe Beach Hut</td> </tr> <tr> <td>18-Aug-18</td> <td>Annual</td> <td>Stand Up to Cancer event</td> <td>The Triangle Felixstowe</td> </tr> <tr> <td>25-27 Aug 18</td> <td>New</td> <td>Felix Ferry Fest</td> <td>Felixstowe Ferry</td> </tr> <tr> <td>02-Sep- 18</td> <td>Annual</td> <td>Art on the Prom</td> <td>Prom</td> </tr> <tr> <td>01-02 Sep 18</td> <td>New</td> <td>National Windsurfing Championships</td> <td>South Beach</td> </tr> <tr> <td>09-Sep-18</td> <td>New</td> <td>Paws on the prom - Cancer Research UK</td> <td>Various locations</td> </tr> <tr> <td>8-9 Sep 18</td> <td>Annual</td> <td>Heritage Open Days</td> <td>Various locations</td> </tr> <tr> <td>23-Sep-18</td> <td>Annual</td> <td>Felixstowe Coastal 10 mile race</td> <td>Landguard to Ferry incl prom</td> </tr> <tr> <td>06-Oct-18</td> <td>Annual</td> <td>Felixstowe Festival of Fabric</td> <td>The Orwell Hotel</td> </tr> <tr> <td>27/10/18 to 28/10/18</td> <td>New</td> <td>Steam Punk weekend</td> <td>Landguard</td> </tr> </tbody> </table>	Event Date		Event name	Location	08-Jul-18	Annual	Walk for Wards	Prom	14-Jul-18	Annual	Trimley Carnival	Trimley various locations	27-29 July 18	Annual	Felixstowe Carnival	Prom & other location incl BSEA	30 – July - 18	New	Science on the Sand	Beach by Visit Felixstowe Beach Hut	4-5 Aug 18	New	Manning's Beachfest	Mannings Amusement park	6 – Aug - 18	New	Science on the Sand	Beach by Visit Felixstowe Beach Hut	7-10 Aug 18	New	Continental Street market	BSEA & Prom	11-Aug-18	New	Proms on the Prom	Seafront Gardens	13 - Aug - 18	New	Science on the Sand	Beach by Visit Felixstowe Beach Hut	18-Aug-18	Annual	Stand Up to Cancer event	The Triangle Felixstowe	25-27 Aug 18	New	Felix Ferry Fest	Felixstowe Ferry	02-Sep- 18	Annual	Art on the Prom	Prom	01-02 Sep 18	New	National Windsurfing Championships	South Beach	09-Sep-18	New	Paws on the prom - Cancer Research UK	Various locations	8-9 Sep 18	Annual	Heritage Open Days	Various locations	23-Sep-18	Annual	Felixstowe Coastal 10 mile race	Landguard to Ferry incl prom	06-Oct-18	Annual	Felixstowe Festival of Fabric	The Orwell Hotel	27/10/18 to 28/10/18	New	Steam Punk weekend	Landguard	
Event Date		Event name	Location																																																																												
08-Jul-18	Annual	Walk for Wards	Prom																																																																												
14-Jul-18	Annual	Trimley Carnival	Trimley various locations																																																																												
27-29 July 18	Annual	Felixstowe Carnival	Prom & other location incl BSEA																																																																												
30 – July - 18	New	Science on the Sand	Beach by Visit Felixstowe Beach Hut																																																																												
4-5 Aug 18	New	Manning's Beachfest	Mannings Amusement park																																																																												
6 – Aug - 18	New	Science on the Sand	Beach by Visit Felixstowe Beach Hut																																																																												
7-10 Aug 18	New	Continental Street market	BSEA & Prom																																																																												
11-Aug-18	New	Proms on the Prom	Seafront Gardens																																																																												
13 - Aug - 18	New	Science on the Sand	Beach by Visit Felixstowe Beach Hut																																																																												
18-Aug-18	Annual	Stand Up to Cancer event	The Triangle Felixstowe																																																																												
25-27 Aug 18	New	Felix Ferry Fest	Felixstowe Ferry																																																																												
02-Sep- 18	Annual	Art on the Prom	Prom																																																																												
01-02 Sep 18	New	National Windsurfing Championships	South Beach																																																																												
09-Sep-18	New	Paws on the prom - Cancer Research UK	Various locations																																																																												
8-9 Sep 18	Annual	Heritage Open Days	Various locations																																																																												
23-Sep-18	Annual	Felixstowe Coastal 10 mile race	Landguard to Ferry incl prom																																																																												
06-Oct-18	Annual	Felixstowe Festival of Fabric	The Orwell Hotel																																																																												
27/10/18 to 28/10/18	New	Steam Punk weekend	Landguard																																																																												

cohesion			
<p>Work with partners to exploit the full potential of Felixstowe through collaborations and projects as they arise, including attracting external funding.</p>	<p>to be determined by project/s</p>	<p>to be determined by project/s</p>	<p>Line Group East £3k per annum New Welcome sign Felixstowe Station – completed and installed. Level 2 new art work installed. Press release pending.</p> <p>Mens Shed Launched and ongoing</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 for a period of six weeks capturing the Book Festival and the Carnival. All data anonymised.</p> <p>https://www.thingsconnected.net/new-lpwan-innovation-programme-targets-local-authority-use-cases/</p> <p><i>Delayed start due to technical issues but Suffolk County Council confirms it will go live shortly along with a press release. Suffolk pilot ahead of the 4 other pilots which is encouraging. The project has always had very tight timescales.</i></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	Google analytics	Ongoing through term	Progress made and work is underway by technical expertise. <i>A Google calendar has been set up on the Town Council page as an interim measure as progress has been slow. However Suffolk Infolink is attending the Engagement Event to encourage voluntary sector organisations to start to test how a town page might work. More detail to follow in engagement report.</i>
	Live online presence	Dec 2018	
	No's of users	Ongoing from Dec 2018	
	Feedback	Easter 2019	

2.3 Improved health and wellbeing of the community

Continue to build on Felixstowe being recognised as a dementia friendly community. Complete delivery of Community Call to Action project	Increased awareness of what a dementia friendly community is	Ongoing throughout term	41 Dementia Friendly Organisations
	Increased no's of Dementia Friendly organisations	Ongoing throughout Term	15 Users of Memory Lane support group
	Increased no's of Dementia Friends and Dementia Champions	Ongoing throughout Term	5 Volunteers
	Increased no's of volunteers supporting people living with dementia	Ongoing throughout Term	Promotional materials distributed across Felixstowe in Dementia Action Week. Anticipated increase in attendance anticipated. Website live http://fxtdaa.onesuffolk.net/
	Increased no's of people affected by dementia attending support groups locally	Ongoing throughout Term	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 £2,600 - Rotary Club Felixstowe and Rotary Club Landguard supported £1,300 each to help secure future of Memory Lane. An additional £1k has been secured - £500 District Rotary and £500 Ipswich ladies Victuallers Assoc
		Ongoing	An additional £700 has been secured - £500 FCBHA and £200 Felix United Lodge.

	Dissemination of information via social media, news updates, publicity and promotion Transition of Fxt DAA to an independent Chair	throughout Term December 2018	<i>Langer Road raised £86.59 for Memory Lane with a non uniform day.</i> David Button Independent Funeral Director hand over concluded. Living in Felixstowe article highlighting dementia friendly community in Felixstowe.
Introduce a pilot person to person Timebanking scheme in Felixstowe	Timebank project launch Oversee project deliverables (tbd) - no's of opportunities (asks and offers) - no's of volunteers Transition project to local community organisation	January 2018 Ongoing to Jan 2019 by January 2019	Funding received from Felixstowe Town Council £1k. Exemplar Funding of £10k confirmed. Logo and flyer drafted. Job Description drafted. Recruitment live https://www.communityactionsuffolk.org.uk/about-cas/vacancies/ <i>Appointment made subject to references. Due to start at the end of July.</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.	Leisure Vision Leisure Vision survey live at https://www.surveymonkey.co.uk/r/felixstoweleisurecentre <i>994 responses.</i> Presentations at Youth Forum, Business Breakfast, Chamber AGM, Rotary, Felixstowe Society 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 Nicola Wilkinson appointed as new Landguard Fort Manager.