

ORDINARY COUNCIL MEETING 12 JUNE 2019 - APPENDIX B
Felixstowe Forward. Progress report June 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)	Working group monthly meetings Final feasibility, scoping report and action plan	Ongoing to July 2020 by July 2019	BID working group meeting monthly. Financial viability suggests a BID of approximately £120k per annum could be raised for non-statutory interventions Feasibility Study ongoing Progress to date: <ul style="list-style-type: none"> - 46 meetings held across the town: 38 confirmed yes, 5 predicted yes (awaiting survey response), 1 no, 2 predicted no - 2 more visits to complete the Feasibility Study - working group has agreed to set up company Felixstowe BID Ltd. - Mosaic Partnership will be engaged to help on some of the specialist areas (they have 100% success rate and delivered both Bury St Edmunds and Newmarket BID) - COES running a very positive #LoveIndependent campaign bringing all the independent shops together
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	Apr 19 – Mar 20	Diary date: 18th June 2019 Felixstowe Forward Engagement Event, The Orwell Hotel People and Places People and Places have been commissioned by SCDC (now east Suffolk Council) to do a piece of research that will help to identify strategic priorities and initiatives for East Suffolk town centres collectively and/or on an individual town basis. The project aims to develop joined up thinking across all stakeholders for our town centres. The research will seek to take into account the themes associated with the Future High Street Fund alongside other identified opportunities for securing investment. This will help give evidence for a potential application to the Future High Streets Fund in 2020. The Engagement Event will include a presentation and an opportunity to discuss short, medium

ORDINARY COUNCIL MEETING 12 JUNE 2019 - APPENDIX B

	Draft BID Prospectus		<p><i>and long term aspirations for Hamilton Road.</i></p> <p><i>People and Places will present a highlight report of their findings at the Engagement Event.</i></p>																		
Engagement with businesses to build growth	<p>No of business engaged - dissemination - support</p> <p>News Updates</p>	<p>Q4 Jan – Mar 2019 and 2018-2019 Total Figures</p> <table> <tr> <td>Q4</td> <td>18-19</td> <td></td> </tr> <tr> <td>102</td> <td>448</td> <td>Businesses engaged with (reflects Annual Engagement)</td> </tr> <tr> <td>95</td> <td>185</td> <td>Businesses supported</td> </tr> <tr> <td>39</td> <td>116</td> <td>Organisations engaged with through partnership meetings</td> </tr> <tr> <td>10</td> <td>10</td> <td>Youth organisations</td> </tr> <tr> <td>0</td> <td>25</td> <td>Young people engaged with</td> </tr> </table> <p>Monthly 'Good News' update at Felixstowe Flyer breakfast meeting Monthly attendance Felixstowe Chamber of Commerce</p> <p>Diary Date: Business to Business Exhibition 6 November 2019, The Orwell Hotel</p> <p>East Suffolk means Business New live website https://eastsuffolkmeansbusiness.co.uk/ Excellent site for businesses to signpost on to relevant and appropriate organisation.</p>	Q4	18-19		102	448	Businesses engaged with (reflects Annual Engagement)	95	185	Businesses supported	39	116	Organisations engaged with through partnership meetings	10	10	Youth organisations	0	25	Young people engaged with	
Q4	18-19																				
102	448	Businesses engaged with (reflects Annual Engagement)																			
95	185	Businesses supported																			
39	116	Organisations engaged with through partnership meetings																			
10	10	Youth organisations																			
0	25	Young people engaged with																			
<p>1.2 Felixstowe will have enhanced its reputation as a destination resort contributing to the visitor economy in Felixstowe and East Suffolk.</p>																					
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>Ongoing throughout term</p> <p>New online application process has been live since 1 April 2019. Currently working on an East Suffolk Council strategy for events.</p> <p>Event Bookings received (to Q4 Jan – Mar 2019) and total 2018-2019</p> <table> <tr> <td>Q4</td> <td>2018-2019</td> <td></td> </tr> <tr> <td>0</td> <td>20</td> <td>Commercial events</td> </tr> </table>	Q4	2018-2019		0	20	Commercial events													
Q4	2018-2019																				
0	20	Commercial events																			

ORDINARY COUNCIL MEETING 12 JUNE 2019 - APPENDIX B

	<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>5 48 79,630</p> <p>Events Up and Coming 2019</p> <p>21st June 21st June 26th - 30th June 29th June</p> <p>7th July 13 July 26th - 28th July</p> <p>7th - 11th August (tbc) 9th-10th 31st Aug 1st September 8th September 15th September 28th September 3rd November 30 November 25th December</p>	<p>Community Events Est. Visitor Numbers 2018/2019 to date Q1-Q3</p> <p>Suffolk Day St Elizabeth's hospice - Suffolk Day Felixstowe Book Festival Pier to Pier run or cycle (Lowestoft to Felixstowe)</p> <p>Walk for Wards Trimley Carnival Felixstowe Carnival Continental Market</p> <p>Proms on the Prom Christ Church 30th Anniversary Art on the Prom Paws on the Prom Felixstowe Coastal 10 mile race Festival of Fabric Felixstowe Firework spectacular Christmas Craft market & Lighting up St Elizabeth's hospice Christmas day dip</p> <p>Vvarious Locations Spa Approach & garden Various locations</p> <p>Prom Trimley various locations Prom & other locations Prom</p> <p>Prom Christ Church Prom Prom Landguard to Ferry Orwell Hotel Felixstowe & Walton Utd FC Town Centre Felixstowe Beach/Sea</p>
<p>Build on the momentum of promoting Felixstowe as a destination, and cross-promotion of visitor related activity.</p>	<p>Manage Tourist Information Hut volunteers</p> <p>Visit Felixstowe Charter</p> <p>Maintain TIP's</p>	<p>Ongoing through term</p>	<p>Tourism Sub Group meetings. Ongoing.</p> <p>44 volunteers manning Visit Felixstowe Tourist Information Huts.</p> <p>4 TIP points kept updated with literature. Ongoing.</p> <p>June 2019 8,248 Followers Facebook June 2019 4,419 Followers Twitter</p>

ORDINARY COUNCIL MEETING 12 JUNE 2019 - APPENDIX B

	Maintaining Visit Felixstowe website		2019 Leaflets Updated and distributed Take One Media campaign completed across Suffolk, North Essex, South Norfolk with all 20,000 leaflets distributed.
	Google analytics		Season launch 3rd April 2019 Season Launch, Harvest House. 70+ attendees
	Social Media statistics		
	2018, 2019, 2020, 2021 promotional leaflets (digital and hard)		
	Open Season Event, National Tourism Week	Easter 2018, 2019, 2020	
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	16 Q4 VCSO organisations engaged with. 41 2018-2019 Total
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	Chloe Winlow appointed as Felixstowe Communities Officer.

ORDINARY COUNCIL MEETING 12 JUNE 2019 - APPENDIX B

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 Live online presence No's of users Feedback	Ongoing	<i>Progress being made and the Town Page in the process of being built.</i>
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 Increased no's of Dementia Friendly organisations Increased no's of Dementia Friends and Dementia Champions Increased no's of volunteers supporting people living with dementia Increased no's of people affected by dementia attending support groups locally	Ongoing throughout term Ongoing throughout Term Ongoing throughout Term Ongoing throughout Term Ongoing throughout Term	<p>70+ Dementia Friendly Organisations</p> <p>1300 Dementia Friends in IP11</p> <p>30 Users of Memory Lane support group</p> <p>12 Volunteers</p> <p><i>Tesco Token Scheme Live - outcome pending. 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.</i></p> <p><i>Dementia Action Week 2019 Memory Dog walk Information Stand held at the Library Prom Train Ride and lunch at Delphine Diner in association with Ipswich Dementia Action Alliance Dementia Friends session held</i></p> <p><i>In association with East of England Coop the Mayor took on the GERT suit challenge ' Dementia simulation using GERT The number of people with dementia and other age-related cognitive disorders is rapidly rising..</i></p>

ORDINARY COUNCIL MEETING 12 JUNE 2019 - APPENDIX B

	Dissemination of information via social media, news updates, publicity and promotion		<p><i>Therefore, it is important to better understand the needs of dementia sufferers and to create environments where they are able to live independently or get the best care if their dementia comes to a point where professional dementia care is necessary.</i></p> <p><i>The self-experience is the scientifically proven best way to create empathy and real understanding. The age simulation suit is the ideal tool to enable the self experience of dementia.</i></p> <p><i>This effect can be enhanced by adding accessories to the dementia simulation, especially those simulating sensory impairments like the simulation glasses and the tinnitus simulator but also those changing the tactile perception like the overshoes and the tremor simulator gloves.'</i></p>
Introduce a pilot person to person Timebanking scheme in Felixstowe	<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>The steering group meets regularly and has agreed the delivery plan with key outcomes and milestones.</p> <p><i>website: https://tol2.timebanking.org/felixstowe - offers and requests currently listed.</i></p> <p>Update: 50+ TimeBank Members registered 4 Requests made / 9 Offers Made / 8 Brokered Matches</p> <p><i>National Lottery Reaching Communities Fund have expressed interest in receiving an applciaiton.</i></p>
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	to be determined by project/s	Ongoing throughout term.	<p>Felixstowe Horizons</p> <p>Ongoing involvement in North Felixstowe development, and South Seafront.</p> <p>'Felixstowe – a Great Place to live, work and visit' publication completed. This will be ready for the Engagement Event on the 18th June.</p>

ORDINARY COUNCIL MEETING 12 JUNE 2019 - APPENDIX B

projects as they arise.			
	Coastal Revival Fund 'Renewing the South seafront Promenade' £30k	<i>Outcome Dec 2018</i>	Confirmation of successful application £30k to provide: <i>- new information boards and heritage interpretation - report of ideas for an 'active seafront'</i> Designer engaged to mock up new information boards and Heritage Boards. Text and Images agreed. First draft available within the next 14 days. Work will start over the summer on an accessibility guide to Felixstowe.
	South Seafront Coastal Communities Fund £950k	Deadline 21 Jan	Successful application made to Coastal Communities Fund £950k for South Seafront. Project Board has been agreed. Neil Cockshaw has taken over as project lead. A further appointment will be made in the Autumn to support the project.
Oversee Landguard Partnership governance review	Governance review and model	by 2021	Governance review ongoing.