



Felixstowe Forward.

Progress Report June 2020

<p><b>Engagement with businesses</b></p>	<p><b>Ongoing liaison with approx. 160 Felixstowe businesses by email and/or phone:</b></p> <ul style="list-style-type: none"> <li>- COVID19 Small Business £10k &amp; Retail, Hospitality and Leisure £25k</li> <li>- COVID19 Discretionary grant</li> <li>- Guidance and application process available at <a href="https://www.eastsuffolk.gov.uk/business/covid-19-business-grant-funding/">https://www.eastsuffolk.gov.uk/business/covid-19-business-grant-funding/</a></li> <li>- COVID19 Preparation for re-opening: Circulation of Government, Health and Safety Executive and East Suffolk Council guidance (the resources developed by the Environmental Team at East Suffolk Council have been particularly well received <a href="https://www.eastsuffolk.gov.uk/business/food-safety/covid-19-health-and-safety-guidance-for-businesses/">https://www.eastsuffolk.gov.uk/business/food-safety/covid-19-health-and-safety-guidance-for-businesses/</a>)</li> <li>- COVID19 circulation of useful business resources picked up from Association Town Centre Managers Basecamp alerts and conversations</li> <li>- Consultation with businesses on Re-opening Felixstowe Safely</li> <li>- Responding to numerous queries and anxieties</li> <li>- COVID19 business impact: Feeding back to the wider Economic Development Team local intelligence</li> </ul> <p><b>Next steps:</b></p> <ul style="list-style-type: none"> <li>- Preparing to facilitate a virtual meeting of businesses to simply talk to one another and share their concerns, ideas and social distancing practices.</li> <li>- BID Business Plan (Recovery focused) being prepared.</li> </ul> <p><b>Positive News</b></p> <ul style="list-style-type: none"> <li>- New businesses opening; Saltwater Fish n Chips, new deli next to the Library, Seaview deli and Cafe expected on the corner of Hamilton road/Wolsey gardens pending planning , Classic Angels Care Group in Hamilton Road, Wool Baa in the old Post Office Building.</li> <li>- Businesses that had just opened as lockdown happened included Alba Chiari and Crescent Café. Both have developed take out services and are looking forward to fully opening.</li> </ul> <p><b>Negative news</b></p> <ul style="list-style-type: none"> <li>- The Thrifty Thistle has confirmed closure. Two other known potential closures.</li> </ul>
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	<p><b>Visit Felixstowe Heroes Campaign</b></p> <ul style="list-style-type: none"> <li>- 20 informal Mayor zoom interviews with businesses have been completed with more in the pipeline.</li> <li>- The aim has been to acknowledge the essential businesses that have stayed open, build momentum as the town and seafront re-opens and importantly, give reassurance to customers that appropriate social -distancing measures have been put in place. Campaign has been working in partnership with Felixstowe Radio and Felixstowe Chamber of Trade and Commerce.</li> <li>- As an example: Underwood’s video and associated post reached 14,495 and resulted in 2,153 engagements</li> </ul> <p><b>East Suffolk means Business</b>                  For further information: This page is kept up to date with the latest COVID19 information, advice and guidance.  <a href="https://eastsoffolkmeansbusiness.co.uk/">https://eastsoffolkmeansbusiness.co.uk/</a></p>																								
<p><b>Capitalise on existing strengths and present a strong and diverse, year-round programme of events</b></p>	<p><b>Event booking system currently suspended due to COVID19. Visit Felixstowe has temporarily hidden the events page.</b></p> <p>Stephen Rampley has supported bigger events that were to happen with throwback posts and videos, including a virtual Historic Car Rally using archive footage, and VE day using video clips from the performers and acts.</p> <p>We are working together as a team on a virtual Heritage Open Weekend in September.</p> <table border="1" data-bbox="394 826 1989 1177"> <tr> <th colspan="3">Events Up and Coming 2020/2021</th> </tr> <tr> <th>2020 Dates</th> <th></th> <th></th> </tr> <tr> <td>26-28<sup>th</sup> June</td> <td>Felixstowe Book Festival</td> <td>Virtual</td> </tr> <tr> <td>13<sup>th</sup> Sept</td> <td>Heritage Weekend</td> <td>Virtual</td> </tr> <tr> <th colspan="3">Status of these events remain uncertain:</th> </tr> <tr> <td>13 Sept</td> <td>Felixstowe Coastal 10km</td> <td>Promenade</td> </tr> <tr> <td>1 Nov</td> <td>Felixstowe Fireworks</td> <td>Dellwood</td> </tr> <tr> <td>28 November</td> <td>Christmas Lights switch on</td> <td>Town Centre</td> </tr> </table> <p>The good news is the Women’s Tour will still take place in Felixstowe next year!</p>	Events Up and Coming 2020/2021			2020 Dates			26-28 <sup>th</sup> June	Felixstowe Book Festival	Virtual	13 <sup>th</sup> Sept	Heritage Weekend	Virtual	Status of these events remain uncertain:			13 Sept	Felixstowe Coastal 10km	Promenade	1 Nov	Felixstowe Fireworks	Dellwood	28 November	Christmas Lights switch on	Town Centre
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<p><b>Build on the momentum of promoting</b></p>	<p><b>Visit Felixstowe Beach Hut Tourist Information Hut</b>                  Currently conducting risk assessments and guidance pending a return of the volunteers when it is safe and appropriate to re-open.</p>																								

<p><b>Felixstowe as a destination, and cross-promotion of visitor related activity.</b></p>	<p><b>Noticeboards</b>                  Noticeboards have been cleared of out of date event notices. Stephen will be putting in some display photographs to fill the boards temporarily.</p> <p><b>Visit Felixstowe website:</b>                  Stephen is uploading all the Mayor interview videos to the Visit Felixstowe You Tube channel and will be creating a page on the main website so that these can be viewed in the future.</p> <p>June 2020 9,406 Followers Facebook                  June 2020 5,357 Followers Twitter                  Regular #TownTalk #LoveIndependent campaign.</p> <p>Blue Flag application successful.</p>
<p><b>Work with partners to exploit the full potential of Felixstowe through collaborations and projects as they arise.</b></p>	<p>Ongoing officer involvement with:</p> <ul style="list-style-type: none"> <li>- <b>North Felixstowe Development</b></li> <li>- <b>South Seafront Development</b></li> </ul> <p>Early discussions with The Hold in Ipswich for an outreach community archives project.</p>
<p><b>Oversee Landguard Partnership governance review</b></p>	<p>Governance review delayed due to COVID19.</p> <p>Peninsula is getting busier and the car park is full on most days if the sun is shining. Problems arising as all public conveniences in the area are closed.</p> <p>Landguard ranger Interviews being rescheduled.</p> <p>Landguard Fort awaiting guidance from English Heritage about re-opening.</p>