

FELIXSTOWE – Reopening Safely

Ordinary Council 10 June 2020 – Appendix B

Context:

Refer to Funding Factsheet: Reopening High Streets Safely Fund. Approximately £22-£25k.

Funding is for **new, additional** -

- Support to develop a re-opening action plan
- Communication and public information, including support to businesses
- Short-term public realm measures
- 4% administrative cost allocation.

Consultation

18 businesses, Felixstowe Chamber of Trade and Commerce, local Police Sergeant responded with their ideas which broadly fell in to 4 categories which were further explored at an engagement meeting online with local business representatives and elected Members.

1. Public information and awareness
2. Desire to 'spill out' on to Public spaces and pedestrianise Hamilton Road to better manage social distancing and support economic viability of businesses
3. Support to cafés, restaurants and other businesses that will be particularly challenged by their physical space to introduce social distancing and remain viable
4. Business advice and support service

Next Steps

A small task group of local stakeholders to progress plans to reopen Felixstowe safely. Subject to Town Council approval working with East Suffolk Council, Suffolk County Council, East Suffolk Norse on delivering outcomes.

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Action Plan

	Immediate Action Note 16 June anticipated re-opening of additional businesses in the Town centre	Short term Action Note 1 July provisional easing of Government restrictions	Long term Appropriate to Government guidance and post COVID19 sustainability
1. Communications Plan			
Key messaging to the public, residents, businesses, and community themed around:	Task group to progress campaign, agree key messaging and branding with consideration of:	Ongoing #felixstowefeedback to continue engagement	Review and adapt comms as appropriate to prevailing Government guidance
➤ Celebrate Felixstowe is open	Digital and online opportunities	Review and adapt as appropriate	
➤ Staying safe is the responsibility of everyone	Poster and literature		
➤ Maintaining high standards of cleanliness and tidiness	Local business campaign		
➤ Encouraging positive behaviours to ease traffic congestion eg Martello car park currently underused	Signage		
➤ Promote safe movement around the town and seafront especially in high footfall in restricted areas	Agree locations for hand sanitisers in key areas		
	Promote and prioritise car parks		
2. Public Spaces 'Spill Out'			
Hamilton Road Shared Space	Task group make application to Tim Durell, Environmental Health Officer, East Suffolk Council and SCC Highways to put in place road closures	Ongoing #felixstowefeedback to continue engagement	Consideration of long-term effect of pedestrianisation of Hamilton Road Shared Space
➤ Proposal to temporarily close Hamilton Road Shared Space, from The Triangle to Bank Corner 10.00-16.00, 7 days a week	Felixstowe Forward and Chamber to further consult with businesses	Ongoing consultation with businesses on impact	Working with stakeholders to further improve public realm eg Alleyway (Highfield Road to Hamilton road cut through)
➤ Ensure emergency access is maintained		Review and adapt the road closure/s as appropriate	
➤ Temporary barrier options	Formal letter to businesses informing them of proposals, encouraging standards of cleanliness		

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- Street signage and public information and hygiene and responsibilities of managing queues
- Walk through with interested stakeholders (including businesses and Norse) to identify issues eg Blue Badge parking, and consideration of the wider area.
- Encourage businesses to utilise their curtilage appropriately.

3. Support to cafés, restaurants and other businesses that will be particularly challenged by their physical space to introduce social distancing and remain viable

<p>Encouraging open space business culture specific to cafes, restaurants:</p> <ul style="list-style-type: none"> ➤ Encouraging outside café culture eg provision of tables, chairs, canopies ➤ Consideration of additional street furniture eg cycle racks and seating to encourage social distancing and ease congestion ➤ Enhance street cleaning and hygiene eg sanitation measures, increased bin emptying ➤ Further consideration of potential benefit of one-way system/s, and/or temporary road closures eg Sea Road 	<p>Task group to consider additional Public Spaces and preferred options for:</p> <ul style="list-style-type: none"> Pier Plaza The Triangle Pavements Gt Eastern Square, Landguard Peninsula Beachside events area and Greensward areas Sea Road <p>Discuss and agree level of provision with East Suffolk Norse</p> <p>Further consultation with businesses along Sea Road</p>	<p>Implement options</p>	<p>Consideration of long-term effect of open space culture</p>
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4. Business advice and support service

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| <ul style="list-style-type: none"> ➤ Facilitate virtual business meetings ➤ Identify areas of advice and building business resilience ➤ Commission the appropriate service | <p>FF and Chamber of Trade and Commerce to facilitate virtual meetings with businesses to gauge support they need.</p> <p>Further meetings are scheduled.</p> | <p>Consider what support businesses need to adapt business practices, and boost consumer engagement in a changing environment</p> <p>Implement support</p> | <p>Assess the long term needs to reinvigorate and recover the visitor economy and town centre.</p> |
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