

Telephone: 01394 282086  
Fax: 01394 285920  
email: [enquiries@felixstowe.gov.uk](mailto:enquiries@felixstowe.gov.uk)

9 am to 4 pm Mondays to Fridays



TOWN HALL  
FELIXSTOWE  
SUFFOLK  
IP11 2AG

## TO ALL MEMBERS OF THE CIVIC & COMMUNITY COMMITTEE

Cllr M Sharman (Chairman)

Cllr C Franklin (Vice Chairman)

Cllr D Aitchison

Cllr N Barber

Cllr S Bennett

Cllr J Candy

Cllr A Folley

Cllr S Harkin

Cllr D Rowe

You are hereby summoned to attend a meeting of the **CIVIC & COMMUNITY COMMITTEE** to be held at the **Town Hall, Felixstowe** on **Wednesday 10 June 2026** at **7.30pm** for the transaction of the following business:

### Public Attendance

Meetings of the Town Council and its Committees are open to the press and public who are welcome to attend. Members of the public are invited to make representations or put questions to the Committee during the public session.

*There is a limit to the number of public attending in-person. If you wish to attend in person, please email [townclerk@felixstowe.gov.uk](mailto:townclerk@felixstowe.gov.uk) to confirm capacity.*

**Members of the public are very welcome join via Zoom using the following link: <https://us02web.zoom.us/j/89465860989>**

Alternatively, you may join via the meeting ID 894 6586 0989 or over the telephone by calling 0131 460 1196.

Our online meeting guidance can be found here:

<https://felixstowe.gov.uk/remote-meeting-guide>

*Council has a duty to pay due regard to preventing crime and disorder and to conserve biodiversity in its decision-making and Members are reminded to consider the Council's commitment to climate action.*



*The Council kindly asks that anyone planning to attend the meeting in-person to consider car-sharing or low-carbon modes of transport to the Town Hall.*

**Ash Tadjrishi**  
Town Clerk  
5 June 2026

## **A G E N D A**

- 1. Public Question Time**  
Up to 15 minutes is set aside to allow members of the public (up to three minutes each) to make representations or put questions to the Committee on any relevant matters.
- 2. Apologies for Absence**  
To receive any apologies for absence.
- 3. Declarations of Interest**  
To receive any declarations of interest and to consider any requests for dispensations from Members on matters in which they have a disclosable pecuniary interest, other registerable or non-registerable interest.
- 4. Confirmation of Minutes**  
To confirm the Minutes of Civic & Community Committee meeting held on 8 April 2026 as a true record. **(Pages 3-7)**
- 5. Civic & Community Budget Report**  
To receive the Civic & Community Budget report to 31 May 2026 and consider any actions deemed necessary. **(Page 8 & Appendix A)**
- 6. Occasional Grants: Round 1 2026/27**  
To consider occasional grant applications submitted for the first round of Occasional Grants 2026/27. **(Pages 9-10)**
- 7. Felixstowe in Flower**  
To receive an update report on Felixstowe in Flower **(Page 11)**
- 8. Twinning**  
To consider a report on Twinning activities. **(Page 12)**
- 9. Public-Space CCTV Network Upgrade**  
To receive an update report on the CCTV upgrade. **(Page 13)**
- 10. Visit Felixstowe Brand**  
To consider the future of the 'Visit Felixstowe' and 'Love Felixstowe' Brands. **(Pages 14-16)**
- 11. Closure**  
To close proceedings and confirm the date of the next meeting scheduled for Wednesday 9 September 2026 at 7.30pm.

## **AGENDA ITEM 4: CONFIRMATION OF MINUTES**

**MINUTES** of a **CIVIC & COMMUNITY COMMITTEE MEETING** held at **TOWN HALL, Felixstowe**, on **Wednesday 8 April 2026** at **7.30pm**

**PRESENT:** Cllr M Sharman (Chairman)                      Cllr S Bennett (*from item #484*)  
                  Cllr C Franklin (Vice-Chairman)                Cllr J Candy  
                  Cllr D Aitchison    Cllr A Folley

**OFFICERS:** Mr A Tadjrishi (Town Clerk)  
                  Mrs D Frost (Deputy Town Clerk)  
                  Ms H Miles (Communications Officer)

**IN ATTENDANCE:** Cllr T Gale (*via Zoom*)  
                          3 Members of the public (*via Zoom*)

### **478. PUBLIC QUESTION TIME**

None.

### **479. APOLOGIES FOR ABSENCE**

Apologies for absence were received from **Cllr N Barber** and **Cllr S Harkin**.

Apologies for lateness were received from **Cllr S Bennett**.

### **480. DECLARATIONS OF INTEREST**

The following Other Registerable Interests, to which no matters on the agenda were directly related, were noted:

<b>Member(s)</b>	<b>Minute No.</b>	<b>Nature of Interest</b>
Cllr J Candy Cllr A Folley	All	Other registerable interests (as Members of East Suffolk Council)
Cllr S Bennett	All	Other registerable interests (as Member of Suffolk County Council)

Members were reminded that should any matters arise in the meeting that directly relate to any of their interests, they should make appropriate declarations at that time.

### **481. CONFIRMATION OF MINUTES**

**It was RESOLVED** that the **Minutes of the Civic & Community Committee meeting held on 11 February 2026** be confirmed as a true record.

#### **482. CIVIC & COMMUNITY BUDGET REPORT**

The Committee considered a summary and detailed report showing income and expenditure against the budget as at 31 March 2026. It was noted that these were not final figures for the year as they were subject to adjustments at year-end.

**It was RESOLVED that the Budget Report to 31 March 2026 be received and noted with no further action required at this time.**

#### **483. ANNUAL TOWN MEETING AND CIVIC AWARDS 2026**

Committee noted that the Annual Town Meeting will be hosted on Thursday 14 May, though the meeting is usually hosted on a Wednesday, this is due to the unavailability of the venue.

Committee noted that the winners of the 2026 Mayor's Civic Awards had been chosen and that the Awards are to be presented at the Annual Town Meeting.

Committee noted plans for Felixstowe Harmonies to sing 'A Song for Felixstowe' at the Annual Town Meeting.

At this meeting members of the public are able to ask questions and these questions will be minuted.

**It was RESOLVED that the report on the Annual Town Meeting and Civic Awards 2026 be noted.**

**At this point, Cllr Bennett joined the meeting.**

#### **484. FELIXSTOWE IN FLOWER 2026**

The Committee noted that the baskets had been delivered to Katie's Garden to be planted up for Felixstowe in Flower 2026 and that the Launch Event had been scheduled for Felixstowe Triangle for 6 June 2026.

Committee noted potential venues for the Awards Ceremony, including Sea You, Felixstowe Fery Golf Club, Felixstowe Fery Sailing Club, and the Felixstowe Lawn Tennis Club as potential future venues to host the event.

Cllr Candy raised reports of dissatisfaction with the plot at the Felixstowe Triangle cared for by Edible Felixstowe. It was suggested that some more aesthetically pleasing edible produce or longer lasting produce may be planted there in the future.

**It was RESOLVED that the report on Felixstowe in Flower be noted.**

#### **485. ANNUAL GRANTS AND OTHER PAYMENTS**

**It was RESOLVED that payment of the following Annual Grants and other payments for the year 2025/26 be approved:**

i. **£8,000 towards the provision of the 2025 Christmas lights to the Lions Club of Felixstowe.**

ii. **Annual Grants:**

<b>Art on the Prom</b>	<b>£3,000</b>
<b>Citizen's Advice</b>	<b>£3,000</b>
<b>FACTS</b>	<b>£2,500</b>
<b>Fairtrade Forum</b>	<b>£45</b>
<b>Felixstowe Book Festival</b>	<b>£2,000</b>
<b>Felixstowe Carnival</b>	<b>£7,000</b>
<b>Felixstowe Council for Sport and Recreation</b>	<b>£300</b>
<b>Felixstowe Coast Patrol</b>	<b>£2,000</b>
<b>Landguard Fort Trust</b>	<b>£1,000</b>
<b>Royal British Legion</b>	<b>£300</b>
<b>Salzwedel Twinning Association</b>	<b>£200</b>
<b>WAMFest</b>	<b>£3,000</b>
<b>Wesel Twinning Assoc.</b>	<b>£200</b>
<b>Total</b>	<b>£24,545</b>

iii. **As Partnership Projects:**

<b>Level Two</b>	<b>£10,000</b>
<b>Harwich Harbour Ferry Services Partnership</b>	<b>£1,000</b>
<b>Total</b>	<b>£11,000</b>

**486. MAYOR'S CADET POLICY**

The Committee reviewed the Mayor's Cadet Policy.

Cllr Franklin reported positive feedback from several organisations that the Mayor's Cadet being a good addition to civic life with youth representation.

The following amendments were agreed as follows:

- **Remove:** beginning with the Royal Air Force Air Cadets (RAFAC) – 356 (Felixstowe) Squadron.
  - Other cadet forces wishing to participate in future years may apply for consideration.
- **Top of Page 2 Reword:** The Town Council will liaise with the Commanding Officer or other relevant representatives to arrange the Mayor's Cadet's attendance at civic events.

It was suggested that a meeting be held with the outgoing Mayor's Cadet, the Commander and the Sea Cadets to give them an opportunity to review the policy.

**RESOLVED that the Mayor's Cadet Policy for 2026/27 be adopted.**

**487. VE DAY 2026**

Committee noted the report on VE Day 2026.

It was noted that the count for the SCC Elections may mean some Councillors will not be able to attend the events to mark VE Day.

**It was RESOLVED that the report on VE Day 2026 be noted.**

**488. FELIXSTOWE BID – BALLOT OUTCOME**

Committee noted that the Felixstowe BID was not successful at the ballot. Members raised concerns about the future of the gazebos, the Love Felixstowe and Visit Felixstowe brands and the maintenance of the associated social media pages.

This was noted alongside concerns about the new unitary authority structure, which will mean Felixstowe is the only coastal town within the designated Greater Ipswich region.

It was noted that concerns had been raised with East Suffolk Council as a matter of priority. The Clerk will report back to Council on the future concerning the Felixstowe BID and any successor organisations.

**It was RESOLVED that the report on the Felixstowe BID – Ballot Outcome be noted.**

**489. COMMUNITY ENGAGEMENT STRATEGY 2026-27**

Committee reviewed the Council's Community Engagement Strategy, as presented, for the year 2026/27.

**RESOLVED that the Community Engagement Strategy be recommended to Council for adoption for 2026/27.**

**490. UK TOWN OF CULTURE 2028: SUBMISSION OF EXPRESSION OF INTEREST**

Members thanked the Officers involved and the Steering Group for writing and submitting the Expression of Interest. It was noted that the legacy of the UK Town of Culture competition would be more than the submission itself.

Members expressed a desire to publish the Expression of Interest so that the work may be used by other community groups and organisations and used to apply for future funding when available.

**It was RESOLVED that :**

- i. the successful submission of the Town of Culture Expression of Interest to the Department for Culture, Media and Sport (DCMS) by the deadline of 31 March 2026 be noted;**
- ii. thanks be recorded to the cross-sector Steering Group for its role in narrative validation and quality assurance; and,**
- iii. the ongoing role of the Town Council as the Accountable Body for the bid be endorsed.**

#### **491. CCTV UPDATE**

Members were very pleased to note the increased number of CCTV Cameras, now totalling 39 units. Members noted that the units should be installed by the end of June.

Members gave thanks to the longstanding efforts of the Felixstowe Town Council CCTV Working Group in achieving this outcome.

Members suggested that a collaborative, positive communications strategy between East Suffolk Council and the Town Council be adopted to introduce the new CCTV provision, including social media and the Town Council's magazine.

**It was RESOLVED that :**

- i. the update report on East Suffolk Council's Cabinet approval of the CCTV upgrade project be noted; and,**
- ii. acknowledgement be made of the Town Council's CCTV Working Group, Civic and Community Committee and Full Council in supporting this outcome.**

#### **492. CLOSURE**

The meeting was closed at 20.57. It was noted that the next meeting was scheduled for Wednesday 10 June 2026 at 7.30pm.

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## **AGENDA ITEM 5: CIVIC & COMMUNITY BUDGET REPORT**

Committee is to regularly receive reports on the Civic & Community element of Council's budget. A summary of the position to 5 June 2026 is provided below with a detailed report at **Appendix A**.

1 April - 5 June 2026 (2026 - 2027)

### **Felixstowe Town Council Summary of Receipts and Payments Summary - Civic & Community**

Cost Centre	Receipts				Payments			
	Budgeted	Actual	Variance	% Received	Budgeted	Actual	Variance	% Spent
301 Civic & Community	0.00	0.00	0.00	N/A	30,802.00	11,230.01	19,572	36.46%
302 Grants	0.00			N/A	59,545.00	24,545.00	35,000	41.22%
303 Felixstowe in Flower	7,500.00	445.85	7,054	5.94%	9,250.00	97.79	9,152	1.06%
304 Communication	7,500.00	800.00	6,700	10.67%	21,310.00	0.00	21,310	0.00%
305 Community Projects & Partne	0.00			N/A	11,000.00	11,000.00	0	100.00%
<b>NET TOTAL</b>	<b>15,000.00</b>	<b>1,245.85</b>	<b>13,754.15</b>	<b>8.31%</b>	<b>131,907.00</b>	<b>46,872.80</b>	<b>85,034.20</b>	<b>35.53%</b>

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**Committee is requested to consider the budget report to 5 June 2026 and decide any action it deems necessary.**

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## AGENDA ITEM 6: OCCASSIONAL GRANTS ROUND 1 2026/27

Committee is to consider the applications received for an Occasional Grant from the Town Council at this first round of the awards for the 2026/27 financial year.

Members have been provided with the full application details under separate cover.

*A summary of the 12 applications received for this round is detailed in the table below:*

<b>Name of Organisation</b>	<b>Grant Project</b>	<b>Amount Requested (Total project cost)</b>	<b>Previous Grant given by FTC</b>
1st Felixstowe Sea Scout Group	Safety and navigation equipment	£1,140.00 (£1,140.00)	-
Cuppa	Soul Salvage at Cuppa and Foodbank assistance	£897.00 (£897.00)	Sept 2025 - £350 Dec 2024 - £392.20 Dec 2023 - £445
Dora Brown	Dora Brown Felixstowe Families Project Costs	£1,500.00 (£1,500.00)	June 2023 - £2000 June 2024 - £1000
The Felixstowe Society	Heritage Open Days 2026	£1,750.00 (£2,000.00)	June 2024 - £1600
Friends of Fairfield & Colneis	Mud Kitchen and Outdoor Play Barn	£1,313.00 (£1,313.00)	Dec 2024 - £500 Dec 2025 - £508
Hamilton MAS - Port to Port	Port to Port Felixstowe project	£1,750.00 (£18,500)	Dec 2024 - £1800 June 2021 - £400 Dec 2019 - £1000
Landguard Fort Trust	Landguard Fort Tea Room Upgrade	£1,000.00 (£1,000.00)	£1000 Annual Grant Dec 2020 - £1,500 June 2021 - £700 June 2025 - £1000
Level Two Youth Project	Biodiverse Community Gardens in Felixstowe	£3,000.00 (£10,000)	£10,000 Annual Grant £30,000 CIL towards Multimedia digital arts hub
The Lions Club of Felixstowe	Replacement Van	£5,000.00 (£10,000)	£8,000 Annual Grant 2023 - £10,000 CIL Grant
Felixstowe Nightsafe Partnership	DISC Network Communications system	£1,008.00 (£1,008.00)	-

Old Felixstowe Nursery	New Climbing frame - Physical Development in Early Years	£2,000.00 (£2,000.00)	June 2023 - £500 Dec 2023 - £720
Startstrong Fitness CIC	Parent & Baby Exercise Classes	£3,000.00 (£19,000)	-
<b>TOTAL</b>		<b>£ 23,358.00</b>	

There is a total budget of £35,000 available in the Occasional Grants budget for the Committee to award to eligible organisations during the 2026/27 financial year. As this is the first of three scheduled funding rounds, Committee would ordinarily limit the total awarded at this stage to approximately one-third of the budget (£11,667). However, this guideline may be exceeded at the discretion of the Committee should Members feel it is appropriate to do so.

Members are requested to note that the overall total awarded across the full financial year 2026/27 cannot exceed £35,000 without prior approval from Full Council.

**Committee is requested to consider the Round 1 applications for funding from the Felixstowe Town Council Occasional Grants budget as set out above, and decide on any awards it wishes to make.**

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## **AGENDA ITEM 7: FELIXSTOWE IN FLOWER**

### Launch Event & Floral Displays

Following adverse weather forecasts, the official launch event scheduled for Saturday 6 June 2026 has been cancelled.

However, the core scheme remains unaffected; the main floral displays, hanging baskets, and troughs have been installed throughout the town and seafront, and will remain in place until mid-September.

### Sponsorship & Promotion

Discussions are ongoing with a potential main sponsor for this year's scheme, and further standard sponsorship applications continue to arrive. Officers are actively increasing promotional campaigns to attract additional business sponsors for the baskets.

The Town Council will once again utilise its participation in the Felixstowe Carnival to promote the scheme. During the carnival procession, packets of seeds will be distributed to members of the public to encourage community engagement with Felixstowe in Flower.

### Awards Ceremony

Enquiries are currently underway to identify and secure a suitable venue for hosting the Felixstowe in Flower awards ceremony, which is scheduled to take place in September or October.

**Committee is requested to note this update on Felixstowe in Flower and consider any actions it deems necessary.**

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## **AGENDA ITEM 8: TOWN TWINNING**

### **Wesel Partnership**

An official invitation has been received for a Town Council delegation to visit Wesel for the Hanseatic Festival 2026. The visit is scheduled for the weekend of 23–25 October 2026, and further itinerary details will be shared with Members once received.

In July, Felixstowe will welcome a visiting delegation from Wesel. This visit is being coordinated by the Felixstowe Wesel and Salzwedel Association to coincide with the Felixstowe Carnival. The incoming delegation will include the Wesel Carnival Prince and Princess, a marching band, and representatives from the Wesel Fire Service, all of whom are scheduled to participate in the carnival parade.

### **Salzwedel Partnership**

Bürgermeister Olaf Meining accepted an invitation to visit Felixstowe from 1–4 May 2026 to attend the Mayor's Charity Ball.

The civic itinerary commenced with the Mayor's Ball on the Friday evening. On Saturday afternoon, the Bürgermeister was hosted at the Felixstowe Museum and Landguard Fort for a guided tour, followed by afternoon tea. On Sunday, to coincide with the annual Vintage Car Rally, the Mayor and Bürgermeister travelled to Ipswich in a vintage vehicle, returning to the Felixstowe seafront via an open-top bus to view the rally display along the promenade. Sunday evening concluded with a fish and chip supper at the Fish Dish restaurant alongside members of the Felixstowe Wesel and Salzwedel Association.

In July, the Council will welcome the Bürgermeister back to the town, along with a wider delegation from Salzwedel, to participate in the Felixstowe Carnival parade for the first time.

**Committee is requested to note this Town Twinning update and consider any actions it deems necessary.**

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## **AGENDA ITEM 9: PUBLIC-SPACE CCTV NETWORK UPGRADE**

### Installation Timeline & Partnership Working

East Suffolk Council has confirmed the installation schedule for the district-led upgrade and expansion of the public-space CCTV network in Felixstowe. Works are due to commence during the week beginning **Monday 15 June 2026**.

This milestone follows a sustained period of collaborative partnership working between East Suffolk Council and the Town Council via its CCTV Working Group, the Civic & Community Committee, and Full Council.

### Expanded Coverage

The upgraded scheme will significantly increase CCTV provision across Felixstowe to better reflect local community safety priorities and partner feedback:

**Previous Provision:** 15 cameras

**New Provision:** 39 cameras

### Financial Implication

As previously agreed, the Town Council has contributed £42,000 towards the capital cost of this project (*Minute #349 of 2025/26 refers*).

### Operational Transition

In the run-up to the installation date, the current provider, STC Solutions, will begin decommissioning and removing their loaned equipment. Officers are working to ensure this transition minimises local disruption and maintains maximum operational continuity throughout the handover.

**Committee is requested to note the CCTV upgrade update and consider any actions it deems necessary.**

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## AGENDA ITEM 10: VISIT FELIXSTOWE BRAND

Committee is asked to consider this report on the vacancy in the management of the town's primary promotional and destination marketing channels following the winding down of the Felixstowe Business Improvement District (BID). This report outlines the context of how these civic assets arose, details the current operational risks as we enter the peak summer season, and proposes an interim funding and long-term governance framework for Member consideration.

### Background and Context

The **Visit Felixstowe** and **Love Felixstowe** brands are highly successful, deeply integrated promotional tools that are vital to our local visitor economy. The brand ecosystem has evolved through three distinct phases:

- **Origin:** The "Visit Felixstowe" brand was originally created and owned by East Suffolk Council (ESC) and delivered via its former *Felixstowe Forward* place-based partnership scheme.
- **BID Management:** Following the establishment of the Felixstowe BID, ownership and day-to-day operational management of these platforms were transferred to the BID company to be funded directly via the local business levy.
- **Current Situation:** In March 2026, a statutory renewal ballot was held, and local businesses voted not to continue funding the BID. As the BID company formally winds down, its remaining public assets legally revert to East Suffolk Council (ESC).

Consequently, right at the start of the crucial spring and summer trading period, the core digital infrastructure has fallen into limbo. The main Visit Felixstowe website is currently offline, and its social media channels are largely dormant.

### Current Position of Assets

The assets in question represent significant civic value and community investment, currently split into digital and physical elements:

- **Digital Infrastructure:** The main social media platform (Facebook) holds an engaged, organic audience of over 16,000 followers. This is a powerful marketing asset that would take years and considerable public funds to replicate from scratch.
- **The Tourist Information Point:** The physical Visit Felixstowe beach hut located on the promenade (opposite the Town Hall) remains an ESC asset. It continues to be successfully manned by a dedicated team of local volunteers who do an exceptional job acting as positive ambassadors for visitors.
- **Promotional Equipment:** There are approximately 20 Visit Felixstowe branded event gazebos. To ensure these assets are not lost to the town, the Lions Club of Felixstowe has generously stepped forward to store and maintain them. They will manage their ongoing deployment, making them available to wider non-profit community groups, such as the Felixstowe Carnival, as required.

## Key Principles for Town Council Involvement

With the digital platforms sitting vacant, third-party expressions of interest are already being made to ESC to take over the brands. It is important that the Town Council establishes its policy position.

It is strongly advised that Felixstowe Town Council should not step in to directly deliver or fund town marketing and promotion. The reasons for this are three-fold:

1. **Lack of Specialised Expertise:** High-level, commercial-grade destination marketing requires specialist digital agency skills that do not align with the standard professional competencies of local council staff.
2. **Structural Underfunding:** Unlike principal authorities, town councils receive zero portion of local business rates, nor do we retain income generated from the seafront car parks or beach huts. The financial mechanisms to sustain a permanent marketing budget simply do not exist within our precept.
3. **Delivery Limitations:** As a general rule, local authorities are rarely the most agile or effective vehicles for executing fast-moving, commercial-grade town promotion and business advertising campaigns.

## The Alternative: A Civic Oversight Role

Whilst delivery should be outsourced to specialists, the Town Council may consider itself well-positioned to hold a licensing and contract-management oversight role. Because the Town Council possesses a fair, democratic, and non-commercial mandate, it may be an appropriate vehicle to monitor the brand's use. Acting as a civic anchor would ensure that whoever operates the platforms maintains public neutrality, safeguards the community's asset, and represents local businesses equitably.

## Delivery Options: Commercial vs. Community

The Town Council's primary focus should not be whether a private commercial operator or a local non-profit/community asset trust executes the day-to-day marketing, but rather ensuring that whichever vehicle is chosen operates under a strict civic licence managed by the appropriate authority. Both models present distinct balances:

- **Commercial Delivery:** Brings established media infrastructure, existing advertising pipelines, and zero operational cost to the taxpayer. However, it carries the inherent risk that public visibility could become tied strictly to paid content, potentially sidelining smaller independent businesses or community groups.
- **Community/Trust Delivery:** Is more inherently predisposed towards community focus, fairness, and structural neutrality. Whilst a trust or non-profit entity should actively seek commercial viability, through the sale of official merchandise, sponsored advertising features, and business partnership packages, this model also carries the distinct advantage of being eligible for external grant funding bodies, thereby widening its potential income streams.

## Proposed Interim Caretaker Arrangement & Financial Implications

To ensure the town does not lose vital momentum during the peak 2026 summer season, discussions have taken place between officers at East Suffolk Council and the Town Council, the Lions Club of Felixstowe, and local delivery partners to consider an immediate, 6-month temporary framework.

The proposed interim structure would operate as follows:

- **Asset Custodianship:** The **Lions Club of Felixstowe** will act as short-term civic caretakers of the digital accounts and website domains.
- **Operational Delivery:** The Lions Club will formally contract an outside specialist local media provider, with experience of managing the platforms under the BID, to keep the social media channels running on a structured, objective, and non-commercial basis. Management will consist of a targeted framework focusing on destination inspiration, independent business highlights, and "What's On".
- **Cost and Funding:** The cost for full content creation and account management is fixed at £500 per calendar month. To ensure this is entirely cost-neutral to the volunteer sector, it is proposed that this cost is match-funded 50/50 between East Suffolk Council and Felixstowe Town Council for an initial 6-month period.

It is proposed that the Town Council's contribution is made in the form of a direct grant of £1,500 to the Lions Club of Felixstowe (representing £250 per month for the 6-month trial period).

This grant can be fully funded from the 'Seasonal Events' budget line, which currently holds £3,000. These funds were historically allocated to support the BID's Christmas Ice-Rink event; however, following the dissolution of the BID, this commitment is no longer required, leaving the funds available for reallocation. This grant would be strictly conditional upon ESC confirming their matching contribution.

### **Committee is recommended to:**

- i. **note the report and the changing governance of the Visit Felixstowe and Love Felixstowe brands;**
- ii. **consider the principle of Felixstowe Town Council taking a long-term oversight and licensing management role rather than direct delivery of destination marketing;**
- iii. **consider approval of a grant of £1,500 from the 'Seasonal Events' budget line to the Lions Club of Felixstowe to support the interim caretaker arrangement, subject to East Suffolk Council confirming match-funding; and,**
- iv. **authorise the Town Clerk to finalise the terms of this interim agreement and continue negotiations with ESC regarding the long-term, licensed tender framework.**