


Felixstowe Forward. Progress Report March 2020 (*italics = latest update*)

| <p>Explore the viability of a Business Improvement District (BID)</p> | <p>Felixstowe BID website live https://felixstowebid.co.uk/ The site includes a download section including the Felixstowe BID newsletter/factsheet https://felixstowebid.co.uk/wp-content/uploads/2019/11/felixstowebid-newsletter-nov19.pdf and a feasibility executive summary https://felixstowebid.co.uk/wp-content/uploads/2019/11/Felixstowe-Feasibility-Study.pdf</p> <p><i>Two Business Workshops held – 23rd January and 23rd February. Both had good attendance with businesses attending that have not yet been engaged with. The 23rd February workshop included a business exercise which will form the basis of a draft business plan.</i></p> <p>Next steps: <i>Task Group will fully work up the draft business plan in March/April. Drop-in sessions will be planned for April/May to consult with businesses further. Meanwhile one to one engagement continues.</i></p> <p><i>Mosaic continue to liaise with national Head Offices to ascertain their interest. Mosaic are starting to work up the Base Level Agreements which are a statutory requirement of any BID and set out what BIDs can expect as part of their services for the BID to determine what might be appropriate enhancements.</i></p> |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|--|---|---------------------|----------|--|----------|--|-----|----|----|----|----|--------------------------------|-----|-----|----|----|----|-----------------------------|-----|----|----|----|----|--|----|---|---|---|---|----------------------------|----|-----|-----|---|---|----------------------------------|
| <p>Engagement with businesses to build growth</p> | <p>Q1, Q2 and Q3 2019-2020, and 2018-2019 Total Figures</p> <table border="1" data-bbox="387 804 1547 1174"> <thead> <tr> <th>18-19 Total</th> <th>19-20 Total to date</th> <th>19-20 Q1</th> <th>19-20 Q2</th> <th>19-20 Q3</th> <th></th> </tr> </thead> <tbody> <tr> <td>448</td> <td>92</td> <td>85</td> <td>16</td> <td>54</td> <td><i>Businesses engaged with</i></td> </tr> <tr> <td>185</td> <td>131</td> <td>16</td> <td>22</td> <td>30</td> <td><i>Businesses supported</i></td> </tr> <tr> <td>116</td> <td>58</td> <td>11</td> <td>34</td> <td>13</td> <td><i>Organisations engaged with through partnership meetings</i></td> </tr> <tr> <td>10</td> <td>5</td> <td>0</td> <td>2</td> <td>3</td> <td><i>Youth organisations</i></td> </tr> <tr> <td>25</td> <td>100</td> <td>100</td> <td>0</td> <td>0</td> <td><i>Young people engaged with</i></td> </tr> </tbody> </table> <p>No 7 Sea Road (North Sea Hotel development) marketed by Kearney Bell at: https://www.shopproperty.co.uk/pdf/40012687434GUNM.pdf?id=8b3dfc6ee379443d917425b3e0287677</p> <p>Business to Business Exhibition Held 6 November 2019, The Orwell Hotel. (Part of the East Suffolk Business Festival.)</p> <p>East Suffolk means Business New live website https://eastsuffolkmeansbusiness.co.uk/ <i>Excellent site for businesses to signpost on to relevant and appropriate organisation.</i></p> | 18-19 Total | 19-20 Total to date | 19-20 Q1 | 19-20 Q2 | 19-20 Q3 | | 448 | 92 | 85 | 16 | 54 | <i>Businesses engaged with</i> | 185 | 131 | 16 | 22 | 30 | <i>Businesses supported</i> | 116 | 58 | 11 | 34 | 13 | <i>Organisations engaged with through partnership meetings</i> | 10 | 5 | 0 | 2 | 3 | <i>Youth organisations</i> | 25 | 100 | 100 | 0 | 0 | <i>Young people engaged with</i> |
| 18-19 Total | 19-20 Total to date | 19-20 Q1 | 19-20 Q2 | 19-20 Q3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 448 | 92 | 85 | 16 | 54 | <i>Businesses engaged with</i> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 185 | 131 | 16 | 22 | 30 | <i>Businesses supported</i> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 116 | 58 | 11 | 34 | 13 | <i>Organisations engaged with through partnership meetings</i> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10 | 5 | 0 | 2 | 3 | <i>Youth organisations</i> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| <p>Capitalise on existing strengths and present a strong and diverse, year-round programme of events</p> | <p><i>Developing a Traders Guide to support events in 2020 and an event volunteering campaign.</i></p> | | |
| | <p>Event Bookings received (to Q3 Oct, Nov, Dec 2019)</p> | | |
| | Q1 | Q2 | Q3 |
| | 1 | 4 | 3 |
| | 11 | 17 | 9 |
| | 8,000 | 24,120 | 7850 |
| | | | Commercial events |
| | | | Community Events |
| | | | Est. Visitor Numbers |
| | <p>Events Up and Coming 2020</p> | | |
| | 2020 Dates | | |
| | 26 April | St Georges Day Parade | Promenade |
| | 3 rd May | Classic Vehicle rally 50 th anniversary | Promenade |
| | 8 th May | Rotary Fun Run | Promenade and gardens |
| | 8-9 th May | VE Celebrations | BSEA |
| 13-14 th June | Felix Fest inc Windsurfing festival – Details to be announced | Various locations | |
| 21 st June | Suffolk Remembers, St Eliz Hospice | Spa Approach | |
| 26-28 th June | Felixstowe Book Festival | various locations | |
| 28 th June | Praise on the Prom | Promenade | |
| 11 th July | Trimley Carnival | Trimley | |
| 24-26 July | Felixstowe Carnival | various | |
| 6 th Sept | Art on the Prom | Promenade | |
| 13 th Sept | Heritage Weekend | Various | |
| 13 Sept | Felixstowe Coastal 10km | Promenade | |
| 1 Nov | Felixstowe Fireworks | Dellwood | |
| 28 November | Christmas Lights switch on | Town Centre | |
| <p>Build on the momentum of promoting Felixstowe as a</p> | <p>38 volunteers manning Visit Felixstowe Tourist Information Huts. Ongoing 4 TIP points kept updated with literature. Ongoing. Noticeboard updated regularly. Ongoing Visit Felixstowe website: Ongoing (listings being updated for 2020)</p> | | |

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| <p>destination, and cross-promotion of visitor related activity.</p> | <p><i>March 2020 8,984 Followers Facebook</i> <i>March 2020 5,190 Followers Twitter</i> <i>Regular #TownTalk #LoveIndependent campaign. Visit Felixstowe weekly slot on Felixstowe Radio.</i> <i>Regular page in Felixstowe Town Council quarterly magazine.</i></p> <p><i>Awaiting outcome from Blue Flag and Green Flag application.</i> <i>DL and Digital Guide updated for 2020. Leaflets ordered awaiting delivery.</i> <i>Date for Diary: Invitations have been sent out to the Season Launch event 23 April 2020, 18.00-19.30, Felixstowe Ferry Golf Club.</i></p> |
| <p>Target engagement with community and voluntary sector partners to build community cohesion</p> | <p>11 Q3 VCSO organisations engaged with</p> <p><i>Felixstowe Resort Accessible Guide completed. It will be officially launched at the Season Launch event on 23rd April.</i></p> <p><i>New arts programme ‘Garden Seekers’ Project run by Hamilton Micro Arts Centre. The Garden Seekers is a 9 month research & development project: the creation of an installation of drawing, painting & digital film, celebrating the lure & intrigue of historical formal gardens. Highlighting the potential for wonder, delight & refuge- it explores the interconnection between art & gardens, fountains & water & their role for personal well-being. A public events programme of open studios & workshops will unfold during a period of seasonal engagement: 2020 spring gallery launch, summer residency, autumn exhibition & winter evaluation</i></p> |
| <p>Continue to build on Felixstowe being recognised as a dementia friendly community.</p> | <p><i>For the latest updates and activity including donations and sponsorship relevant to Felixstowe Dementia Friendly Community visit:</i> http://fxtdaa.onesuffolk.net/</p> <p>70+ Dementia Friendly Organisations 1,500 Dementia Friends in IP11 40 Users of Memory Lane support group 12 Volunteers</p> |
| <p>Introduce a pilot Timebanking scheme in Felixstowe</p> | <p>The steering group meets regularly and has agreed the delivery plan with key outcomes and milestones. <i>website: https://tol2.timebanking.org/felixstowe - offers and requests currently listed.</i></p> <p>Update: 121 TimeBank Members registered</p> |

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| | <p>171 Matches 499 Hours of exchange</p> <p>Host of activity ongoing:</p> <ol style="list-style-type: none"> 1. CALM cuppa (attendance approx. 12) - drop in to support those at risk of suicide to raise awareness and provide a network of community support and wellbeing issues. Programme aimed at men but not exclusively. Campaign Against Living Miserably (CALM) Volunteer training attended, mentors recruited. Case Study: Gentleman who was struggling with redundancy – mentor encouraged him to volunteer at Fort to rebuild confidence and utilise skills. Has now found a part-time job. 2. Crafty Coffee Drop in (attendance approx. 37) – drop in sessions actively involved in community. Case Study: Ten Memory Boxes produced for dementia friendly cafes, hotels, churches. The work has involved a number of organisations Wool Baa, Nick Barber Auctions, and assistance from mental health and dementia nurse practitioners. Plans to launch at The Wool Baa on 1 April 2020, 10.30-12.00. 3. Creative Writing (attended by 12 members) 4. Supported Shopping: Working with Social Prescribing connectors and FACTS bus and reaching lonely and isolated. 5. Stennets Cookery group: working with widowers to develop basic cooking skills <p>TimeBank has been hugely successful and following discussions at recent steering group meeting it has decided to create an overarching constituted community organisation that can support small emerging projects and can apply for funding from appropriate sources.</p> |
| <p>Work with partners to exploit the full potential of Felixstowe through collaborations and projects as they arise.</p> | <p>Ongoing officer involvement with:</p> <p>North Felixstowe development</p> <p>South Seafront development Project Development Officer appointed, Jenny Edgerley, who started mid-December Felixstowe Forward Team working closely with Sarah Shinnie, East Suffolk Council Active Communities Officer on a programme of activities to support the Felix Fest, a three day event focused on the National Women’s Tour final on 13 June. Councillors can expect an update shortly.</p> |
| <p>Oversee Landguard Partnership governance review</p> | <p>Governance review ongoing.</p> <p>Appointed consultant – Scott B Sullivan Associates - for first phase of Governance project. Workshops ongoing and visits to other heritage sites who have undergone similar governance changes.</p> <p>Chris Ryde has recently resigned to take up a new Full-Time post in Lowestoft. Recruitment of new ranger underway.</p> |