



VISIT felixstowe SUFFOLK

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SEAFRONT
GARDENS

Felixstowe Forward Review

Priorities

1. Economic Growth
2. Enabling Communities
3. Local based collaboration



1) Economic Growth

1.1 Growth of Felixstowe as a destination

2018 repeat Visit Felixstowe campaign

Updated website and social media sites

Tourist Information Points

2018 Questionnaire

Diverse events programme

Season Launch event



Apr-June 2018
2 commercial events
12 community events
Est visitors 20,000



1.2 Business Improvement District

Business led, business controlled and business managed

5 year plan

Based on a 1.5% levy on rateable value

Approximately £100k pa reinvestment in the town

Collaboration - boost footfall, increase turnover

Next Steps

Consultation

Business survey to identify priorities

Town centre events



2) Enabling Communities

2.1 Online Portal for local voluntary sector organisations

2.2 Dementia Friendly Communities

<http://fxtdaa.onesuffolk.net/>

2.3 TimeBanking Pilot



3. Local Based Collaboration

Work with partners to exploit the full potential of Felixstowe through collaboration and projects as they arise

Leisure Vision consultation
Things Connected Pilot



Your Invitation to...



New Horizons for Felixstowe
Felixstowe Forward's Engagement Event 2018