

18th June Felixstowe Horizons Town Engagement Event

Feedback Sheet: Felixstowe Town Centre in 2030? – helping define the priorities to transform our town centre now and in the future.

(Loosely grouped by comments)

In the short term ...	In the medium term ...	In the long term ...
Low Cost	Low Cost	Aspirational
<p>Empty Shops Pop Up Banners - ??? Street Furniture Pop Up shops in empty shops Pop Up Shops - new retail - markets Allowing Pop Up businesses in empty shops Some pressure on landlords re longstanding empty premises and rental charges Reduce rates of vacant shops or compulsory purchase by east Suffolk Council Probably many shop leases end at the same time leading to empty shops coinciding</p>	<p>Empty Shops Planning policy – keep retail as retail. Landlords to make empty shops look more attractive</p>	
<p>Maps, Signage and Information Town centre app (map and tourist info) You are here ? signage Signage to toilets Beach Hut information in the Town Link colours with Beach huts and Landguard, town centre, Ferry etc Better signs for the town centre from further out eg Dock Spur roundabout Proper signposting</p>	<p>Maps, Signage and Information Creative Themed signage Train station signage to town centre to beach and back Monopolise on Felixstowe’s heritage</p>	

FELIXSTOWE TOWN CENTRE IN 2030

<p>Events</p> <ul style="list-style-type: none"> Bunting for special events More events – cultural Felixstowe trail including green spaces and cafes Introduce a programme of family activities on the beach through Summer – tiered charges, locals and visitors Reduce costs of hiring the Triangle – encourage events Steam Punk weekend – High spenders Food market once a month and craft and art market Evening trade - a late night shopping event eg 1st Friday of summer months 	<p>Events</p> <ul style="list-style-type: none"> Artisan events eg crafts / food etc Food festival – sell tickets using local catering facilities Farmers market at weekend Better market – artisan however, should NOT BE IN COMPETITION WITH RATEPAYING BUSINESSES French market, vintage market Bring back local market More regular street markets Cultural events in the Town centre Encourage Street Theatre (buskers to create atmosphere) Special days with pavement extensions to shops, café culture, and market places Famous people trail “Hollywood Stars” Mrs Simpson, Constable, Lawrence of Arabia Felixstowe beach fun day Felixstowe movie day Felixstowe music festival Felixstowe sports activity / competition day Street food. Felixstowe kite flying festival Felixstowe garden and flowers day Promote business to pool resources to support events 	<p>Events</p> <ul style="list-style-type: none"> Permanent site for market Long term programme of events Weekly events Art on the Prom – include Gt Eastern Square and Town centre ‘Art in Felixstowe festival. Light festival – project on to Town Hall (mini vivid Sydney) Skating Rink / Funfair Yachts, boats, fishing
<p>Parking</p> <ul style="list-style-type: none"> Strong parking management 	<p>Parking</p> <ul style="list-style-type: none"> Make unused car parks free or very cheap 	<p>Parking</p> <ul style="list-style-type: none"> Hotel on Convalescent car park with lift to

FELIXSTOWE TOWN CENTRE IN 2030

<p>Introduce free parking at identified quiet times (look at Ipswich and Bury model) Hour free car parking Highlight car parking (visitors don't know) and transferring option Free town centre car parking</p>	<p>to encourage parking in other areas Refunded parking from participating shops Part of car park fee to be redeemed in shops Creating some sort of hub for town centre – a daily market for example (The M&S building would have been ideal)</p>	<p>top of cliff and underground car park. Parking - via a voucher book</p>
<p>Marketing Digital marketing (Facebook, Instagram) Social media cooperation – digital footprints. Work together. Joint loyalty cards for all shops</p>	<p>Marketing Promotion of business within the marketing of large events Celebrate independent shops Felixstowe BID – reward card – multi business loyalty scheme – rewards in free produce ie free bunch of carnations local florist, free loaf of bread from bakers, free bag of apples from greengrocers etc Promote Felixstowe to the rest of East Anglia (using social media) Digital information and easy access Day in / day out marketing Beach Hut on station – Tourist Information at the Training Station / Tourist Volunteer Ambassadors Target market – summer, winter, are different Remove garish shops signs.</p>	<p>Marketing Create a tourist attraction e.g. Falkirk wheel to connect seafront to town centre that would generate income as well as a practical solution. Community ambassadors on the streets – friendly town signposting Advertise outside Felixstowe Schools promoting Felixstowe 'Felixstowe day' Promote gym above Boots 15 hour day use of town centre Experiential Attract big name retailers ?</p>
<p>Social Aspects Social aspect – pharmacy and hairdresser Disability friendly cinema Community involvement in Refurbishing (volunteers)</p>	<p>Social Aspects Town is not buggy friendly (The Independents) Family and child friendly cafes etc with child care on offer.</p>	<p>Social Aspects Crèche facilities Autism Friendly Needs Friendly Young persons hub</p>

FELIXSTOWE TOWN CENTRE IN 2030

<p>Felixstowe Ambassadors</p>	<p>Creating some sort of hub for town centre – a daily market for example (The M&S building would have been ideal)</p>	<p>Focus on one end for shops, other for housing Demolish Highfield Road and Victoria Road properties to increase retails area and car park provision. Understand the younger demographic</p>
<p>Pedestrianisation Fully pedestrianize shared space at key times (look at Woodbridge model) Pedestrianize town centre on Saturday – this used to be done, so it is practicable (and Sundays?) Traffic free hamilton Road from Tesco to Bent Hill</p>		<p>Pedestrianisation Pedestrianise (10-4) Pedestrianisation for Town centre</p>
<p>Wifi – Digital Transformation Free wifi in town centre Free wifi 'Internet café' Make town centre a free wifi area</p>		
<p>Environmental Simple ambiance – cleanliness of town centre Cigarette butt 'ballot boxes' Awareness of environmental impact on online shopping campaign for shops to create awareness Wild flowers planting in bedding area</p>	<p>Environmental Incentives to return plastic and glass bottles to stores Cycle racks</p>	<p>Environmental Appreciate heritage of buildings in Hamilton road as in case in Aldeburgh and Southwold. Use these buildings in an imaginative way. Not modernise beautiful buildings. Growing own fish and chicken (self sufficient) and high production. Going green, eating healthy, Reduce waste</p>
<p>Transport More buses bringing shoppers from nearby</p>	<p>Transport Improve public transport</p>	<p>Transport</p>

FELIXSTOWE TOWN CENTRE IN 2030

<p>towns and villages to shop in Felixstowe</p>	<p>Promote 'walking routes' (easy medium and hard) Coach companies drop some folk off in the town as well as on the seafront</p> <p>Seafront / Town Links Using existing events to connect the town (Car Rally, Art on the Prom) Train station to Town to prom Shuttle Bus – access buggy's and wheelchairs Rickshaw Cycles hire / open bus or vintage bus tours</p>	<p>Seafront/Town Links Hotel on Convalescent car park with lift to top of cliff and underground car park. Lift such as that in Southend (A tower lift) from front to town. Town / Beach Lift eg feature funicular or London Eye type facility to take people from Prom to town centre Circular mini bus (hop on and hop off) or road train preferably electric powered</p>
		<p>Business Support Train more young people to provide better customers services, social responsibility Support network for small struggling businesses A launch pack for new businesses to promote ideas / support links / contacts etc. Tourism packages - Hotels, Cinema, Spa, Leisure centre, Restaurants, 1 hour free</p>
<p>Other Comments We like the Bakery, 2 fruit and veg, Bakery, butcher Research how other similar towns have reinvented themselves e.g. Whitstable Successful High Street -= 18% retail Encourage schools to bring students for 'shopping and beach fun' into Felixstowe.</p>	<p>Other Comments Partners to come with school students on the Felixstowe shopping day Make beach huts more active and open with activities Promote Fairtrade Learn from Margate eg Arts centre Decide what is ????</p>	<p>Other Comments High standard of Education (State) to encourage families to move to town Cheaper shops are not a bad thing!</p>

FELIXSTOWE TOWN CENTRE IN 2030

<p>Schools from other towns to come and ear here, bike here, fly kites, shop, watch films in Felixstowe. Every school in Ipswich, Woodbridge etc should make 1 day a year to come to Felixstowe.</p> <p>Shops need time to have an added attraction eg car park, post office as Spar High Road east or through customer loyalty scheme comprehensively supported by retailers</p> <p>Problems - how to increase greater footfall Ditch conservation area (single opinion)</p>		
<p>High Cost</p>	<p>High Cost</p>	<p>Lobby for ...</p>
<p>Empty Shops Pop up shops ? (M&S)</p>		<p>Empty Shops Bye laws to make landlords responsible for empty shops Pop up Shops for vacant sho[ps Look at rate options Encourage turnover rents</p>
<p>Events 4 key moments / Focus Points via Seasonal</p>	<p>Events Organising of events – arts and crafts, local history in town centre .- needs funding Sculpture Trail like hares, pigs Increase floral displays</p>	<p>Events Leisure events for the Town centre – fun, bold Food market (ex[pensive?)</p>
<p>Pedestrianization Free parking at weekend? Highfield Road, and Library car parks Free car parking or limited to 2 hours and then pay</p>	<p>Pedestrianization Improve traffic / pedestrian relationship (Outside Tesco) Fully pedestrianised not between certain hours Precinct</p>	<p>Pedestrianisation Pedestrianize Boots to Barclays Corner pedestrianize NatWest to Tesco. Redevelop the area.</p>

FELIXSTOWE TOWN CENTRE IN 2030

<p>Marketing Create Quarters - arts / foods / family More spa (washing and stress rooms) for locals and visitors. Just washing facilities for £2 each. Steam room and wash £5 each (separate men and women) More grooming activities for local's and visitors (people come here for haircuts, waxing, facials, head massage) – high end spending high end shopping They book travels from Felixstowe based companies</p>	<p>Marketing Advertise more the benefits of Felixstowe</p>	<p>Marketing Easy to shop – more people from Ipswich, Woodbridge and beyond should want to come and shop in Felixstowe</p>
<p>Parking Car park survey - which are used the most used - very cheap when compared to elsewhere Access for the South Side Car Parks and Hamilton Road (cut through closed off now M&S has closed)</p>	<p>Parking It can take people 20 minutes from car park to shops in Ipswich It takes 20 minutes to get to Felixstowe and they are in the middle / front of shops in Felixstowe. Better choice to make their visits worthwhile.</p>	<p>Parking Free car parking – especially after 3pm</p>
	<p>Wifi / Digital Transformation Town Wide App – trails, accessibility, voucher scheme</p>	<p>Wifi / Digital Transformation Free wifi in Town centre!</p>
		<p>Environmental Green areas More outdoor seating Holiday feel – Buskers and Palm Trees</p>
<p>Social Aspects Tarting up buildings – encourage</p>	<p>Social Aspects Community Hubs</p>	

FELIXSTOWE TOWN CENTRE IN 2030

<p>merchandising – window displays, social media. Step free access for all shops – like COEs Provide attractions e.g. arts centre with exhibition, meeting place café, - Town Council to purchase NatWest Bank to achieve this or M&S building similar to assembly rooms in Norwich for busy use the would also help socialisation</p>	<p>Invest in current empty buildings for housing / flats. More people. Centralise medical health Central community area</p>	
	<p>Transport Make the feature of the hills a visitor attraction eg vehicular railway, tram Machination that connects Town and Seaside Free shuttle bus – disabled friendly – during the busy summer months from town centre to prom and return ‘cliff lift’ connecting seafront to the High Street for disabled people – not possible because of unstable cliff Branded seaside Train carriage Promote bus travel to Felixstowe / inside the town</p>	<p>Transport Continue foot ferry Hotel on Convalescent car park with lift to top of cliff and underground car park. Links between Seafront and town centre / railway station</p>
<p>Business Support Grants for ‘Aspirational Business’ Business Rate relief</p>	<p>Business Support Reduce business rates – maybe for an initial period Reduce Business rates (rates kill business)</p>	<p>Business Support Fairer treatment of non on line businesses More hands on workers to fix problems – plumbers, electricians, carpenters, get all buildings repairs, up and running and productive. Decent bar – quality wine Limit charity discretions (don’t give relief if</p>

FELIXSTOWE TOWN CENTRE IN 2030

		<p>selling new goods) rates relief for independent shops</p>
<p>Other comments More hotel accommodation Survey needs to be people who are not in the town, not those who area. Use the FTC magazine to put a survey to all residents Transition Felixstowe</p>	<p>Other Comments Weather spoons! Obligations of landlords. Not a good welcome to Felixstowe.</p>	<p>Other Comments Restricting out of town developments at Martlesham More funding from Port of Felixstowe Redevelopment of swimming pool</p>