Understanding town trends in Felixstowe

Chris Wade, Director
aka @man about towns

&PEOPLE PLACES

Understanding East Suffolk towns

EASTSUFFOLK
COUNCIL

in association with

Felixstowe Chamber
OF TRADE AND COMMERCE

FELIXSTOWE
FORWARD
www.felixstoweforward.org.uk

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PLACES

New LGA resources

Local Government Association

Revitalising town centres

A handbook for council leadership

Case studies

Town centre checklist

Success Factors

FOUNDATION	
Evidence and objectives	Has a baseline survey of issues been completed, aims defined, objectives, scope and long-term monitoring of impacts agreed?
FUNCTION	
Parking, travel and access	Is an integrated and customer-focused parking, travel, and access strategy in place?
Planning and property	Are there robust town-centre-first policies, master-planning, priorities within and between towns and has work been coordinated with town centre businesses and landlords?
Streetscape and public realm	Has a funding strategy and ongoing, prioritised streetscape and public realm improvement plan been agreed with an understanding of 'connected value'?
Business support	Is there tailored training/mentoring and a strategy to enhance the quality and distinctiveness of retail, services, hospitality and leisure businesses based on current provision, trends and knowledge of competing centres?
Place branding and marketing	Is there a clear understanding of the town brand with pooled budgets and a creative, collective marketing campaign?
Digital technology and data	Is there an ongoing assessment of digital infrastructure and skills with an investment plan and approach for the collective use of data in marketing and monitoring the town centre?
FORM	
Governance and influence	Is there an appropriate structure, membership and credibility to coordinate local stakeholder activity and influence cross-departmental or other strategic partnerships?
FOLK	
Community engagement and coordination	Is there strong public, private and community engagement with active and coordinated involvement in planning and delivery that extends to community assets development and is backed by a clear communications plan?
Roles and capacity	Are there an effective chair, suitably skilled board, employment of necessary staff, effective management of trained volunteers and clear lines for joint working with other stakeholder groups?
FUNDING	
Finances and investment	Is there an organisation with robust financial procedures and strategy agreed for diverse and sustainable fund raising and income to support a town centre? Is it 'run as a business' with inter-relationships understood and investment secured?
FORWARD PLANNING	
Strategy and plans:	Is there a well-defined 'forward framework' comprising an overarching vision/ strategy, a rolling organisational business plan and a parallel action plan coordinating delivery on the ground?

Understanding town trends

People & Places

Gathering evidence

- survey
- analysis

Creating partnerships

- engaging
- organising

Turning around towns

- planning
- delivery
- influence
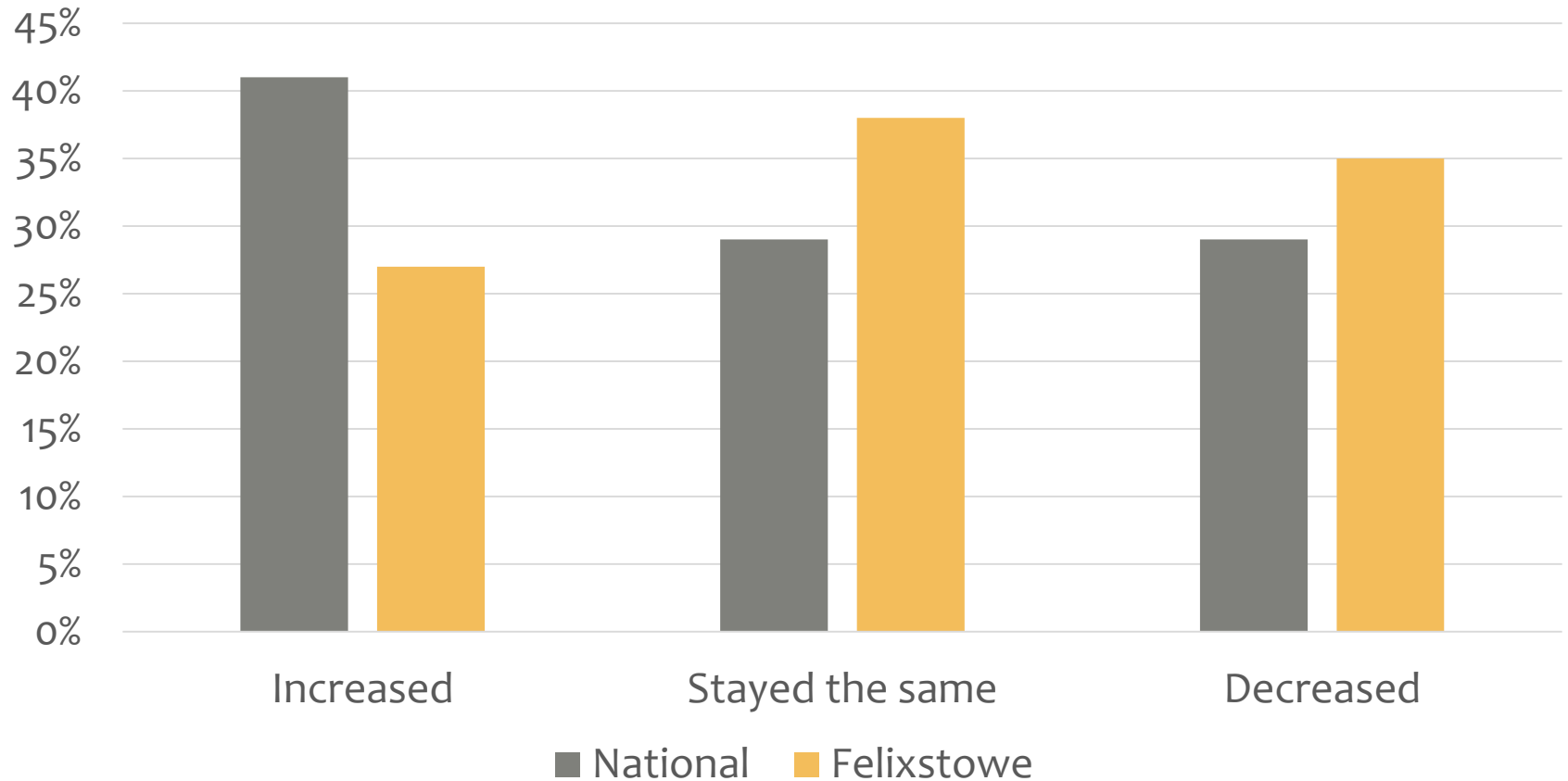
Gathering & sharing evidence

Baseline survey

- Stakeholder engagement
- 12 key performance indicators (KPIs)
- Town centre metrics
- Business confidence
- User's (on-street & on-line)
- Digital development
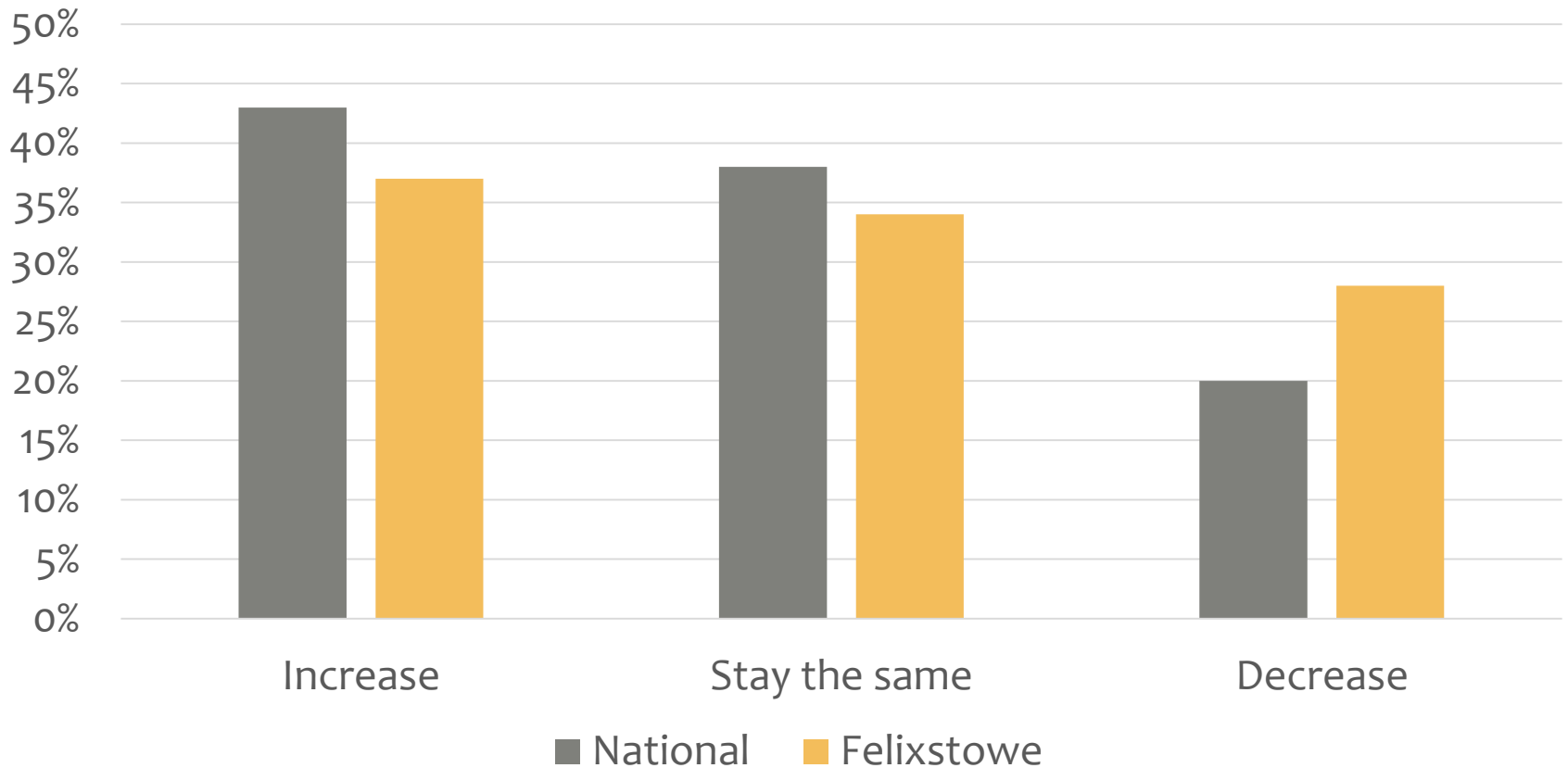- Detailed report
- Stakeholder summary
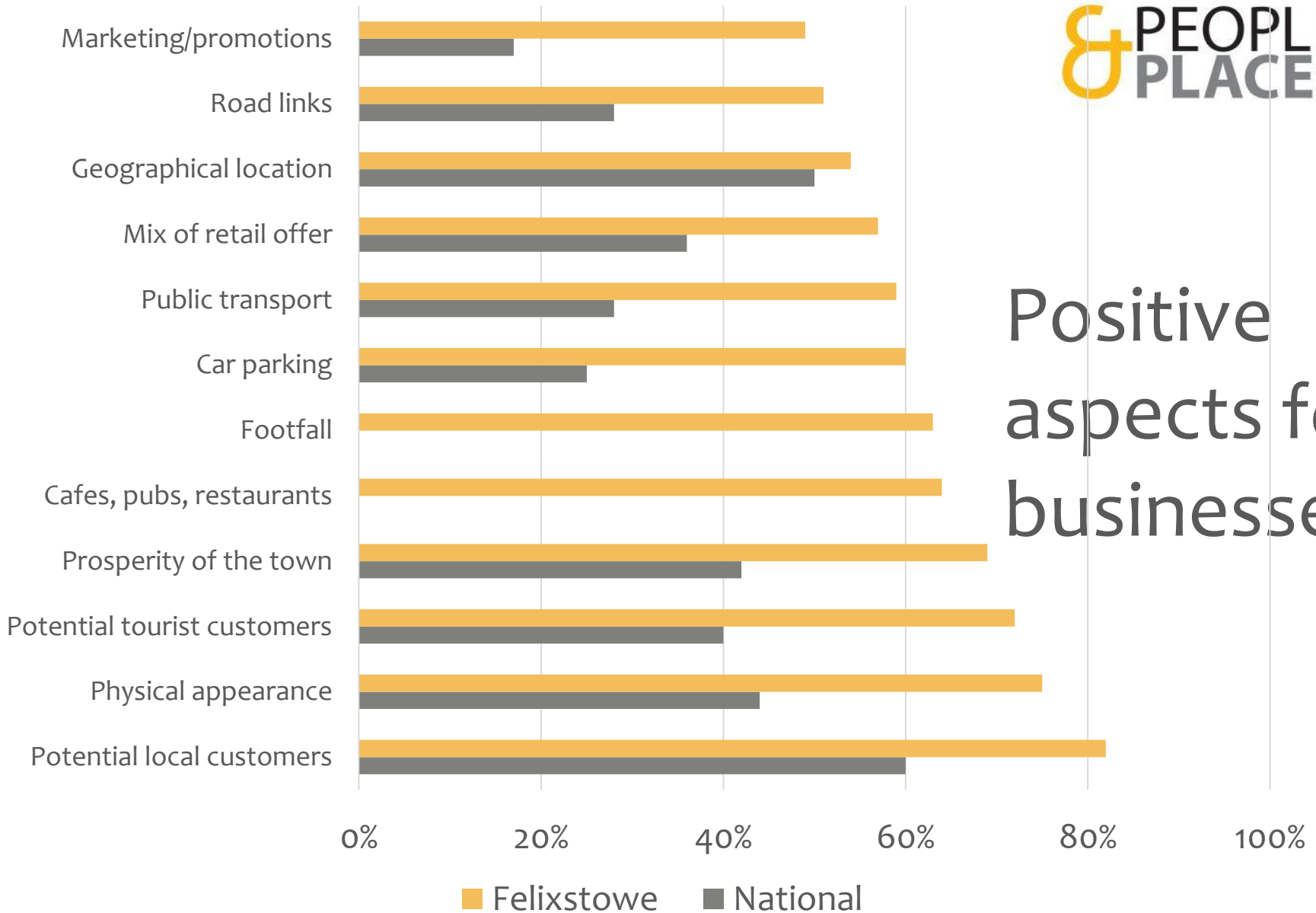- Presentation to businesses

Town turnover

Change in turnover last 12 months

Turning-around turnover

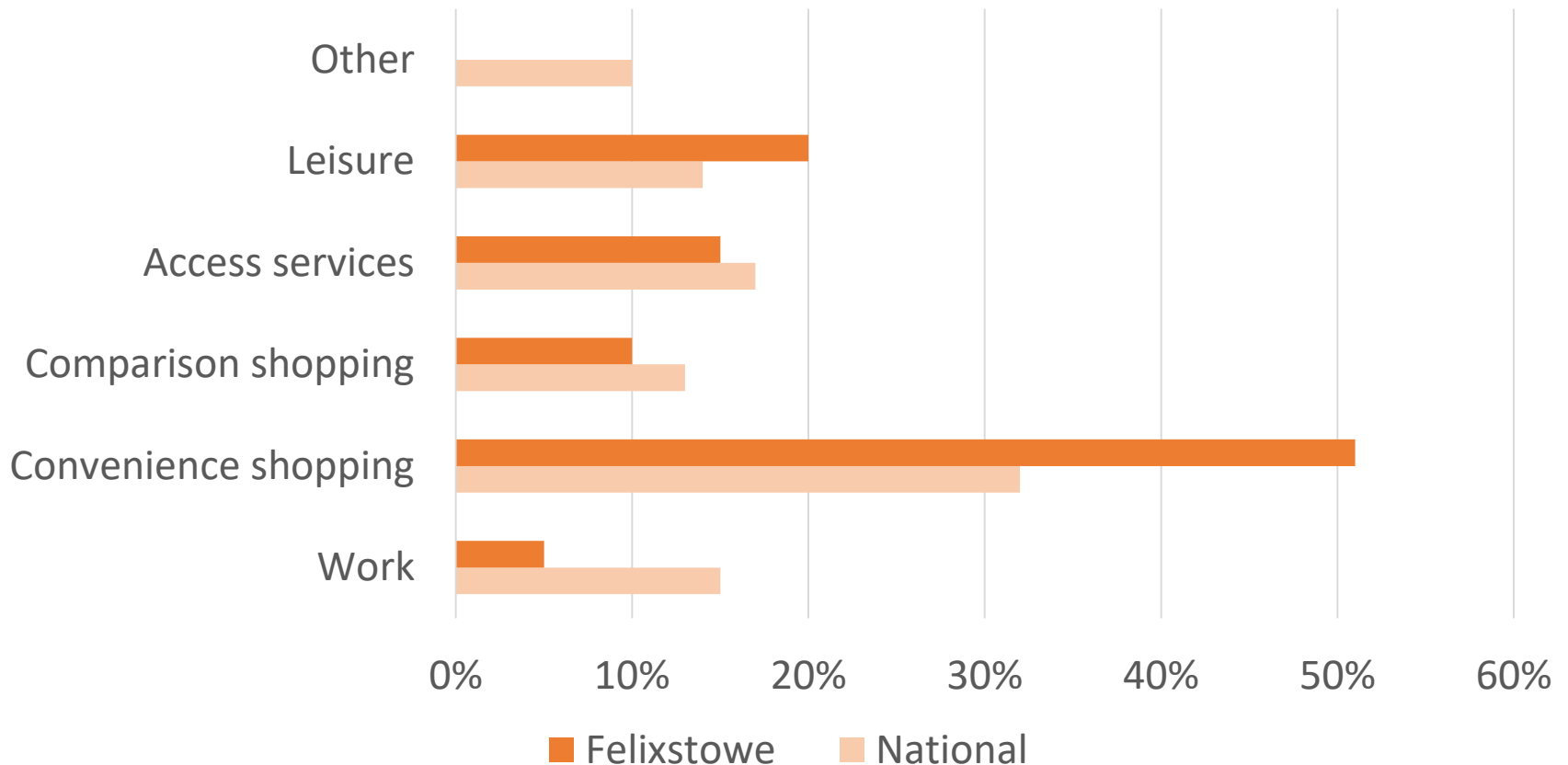## Projected change in turnover next 12 months
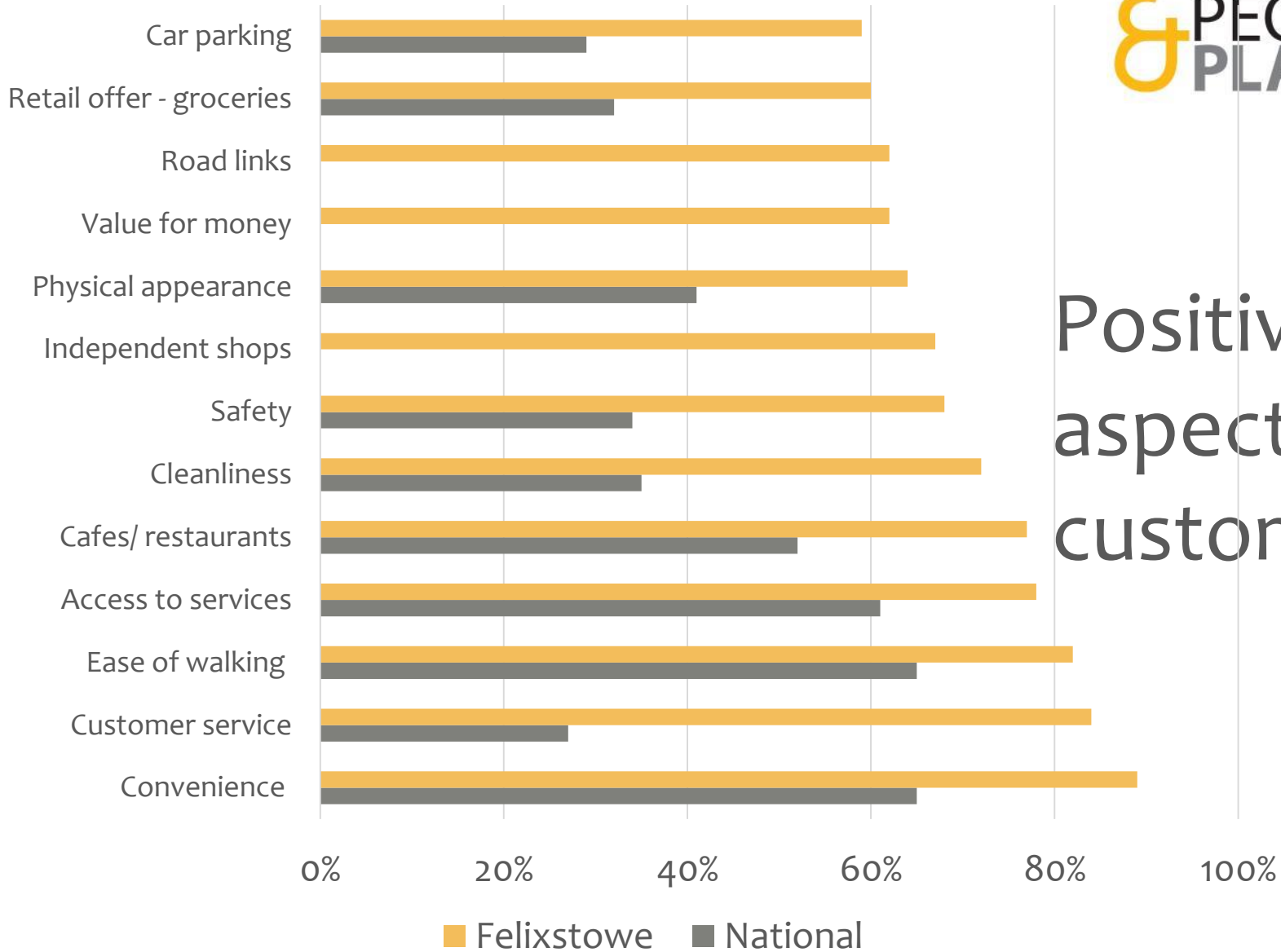
Positive aspects for businesses

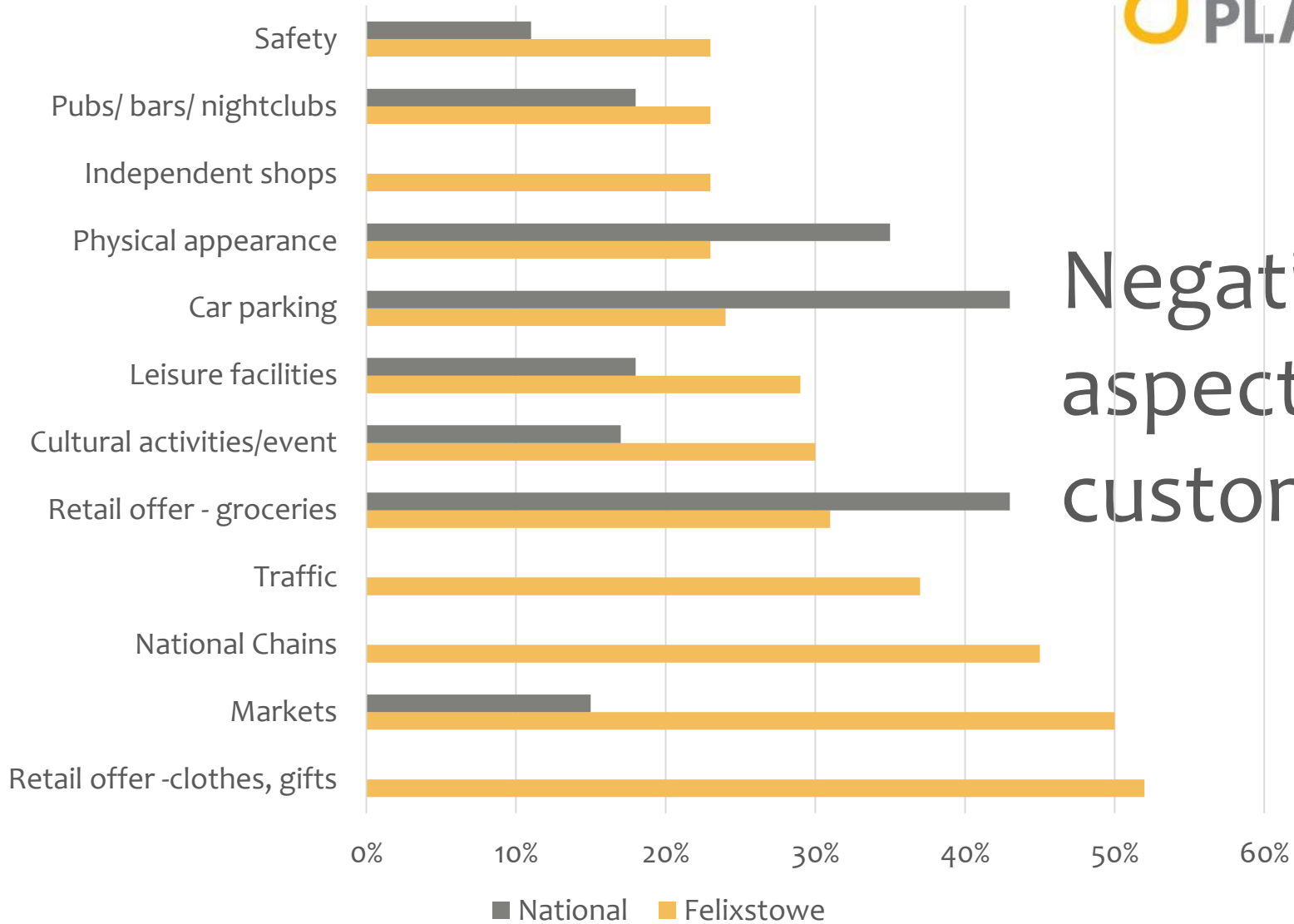# Who are the Customers?

Main Purpose of Visit to Town Centre

Legend: Felixstowe, National

Positive aspects for customers

A place to park

Felixstowe % unoccupied parking spaces

(Bar chart comparing Felixstowe % and National % for unoccupied parking spaces)

Category	Felixstowe %	National %
Car park spaces (quiet)	52%	38%
Car park spaces (busy)	46%	31%
On-street spaces (quiet)	10%	19%
On-street spaces (busy)	6%	13%
Total parking spaces (quiet)	46%	36%
Total parking spaces (busy)	40%	30%
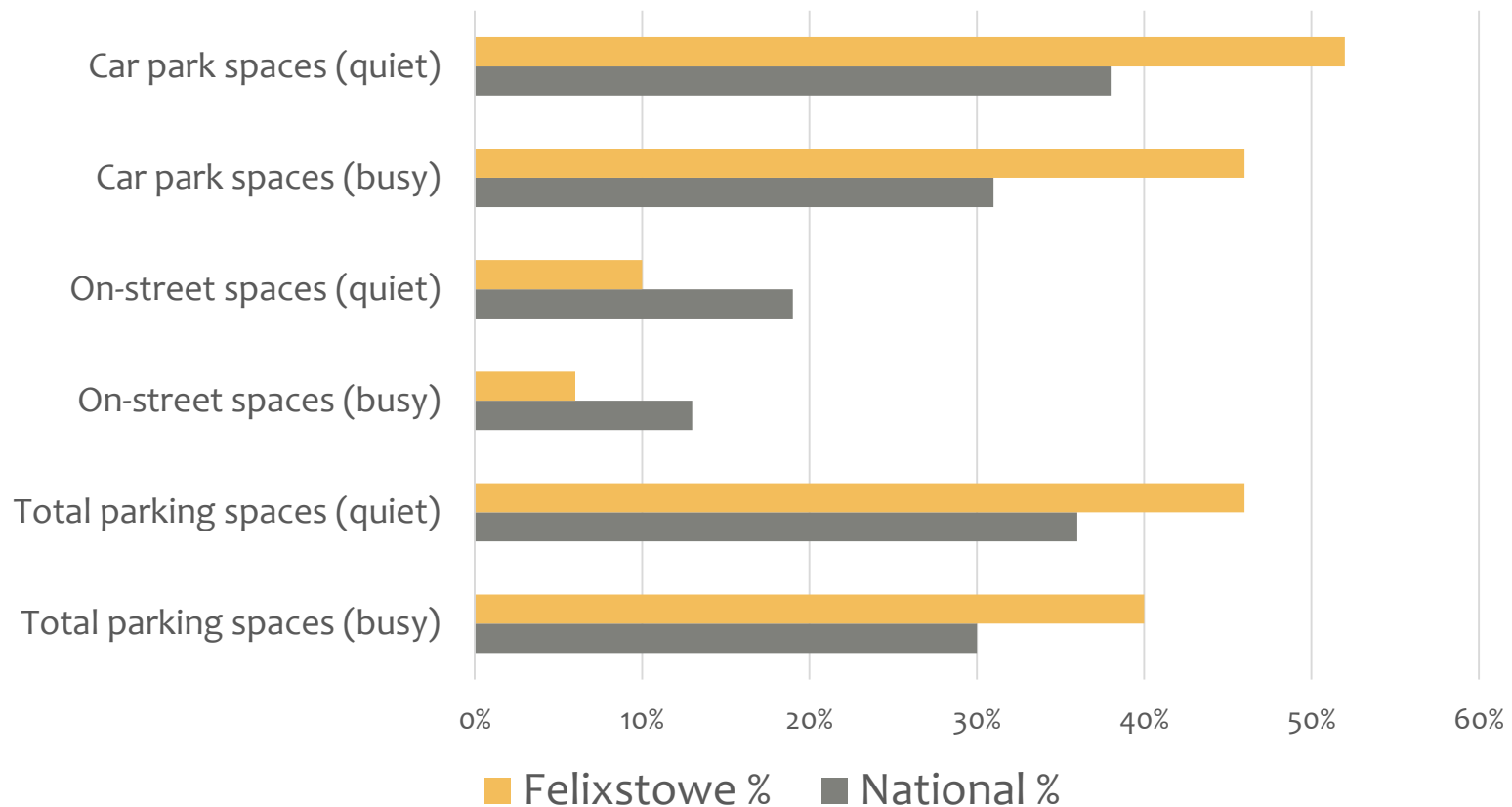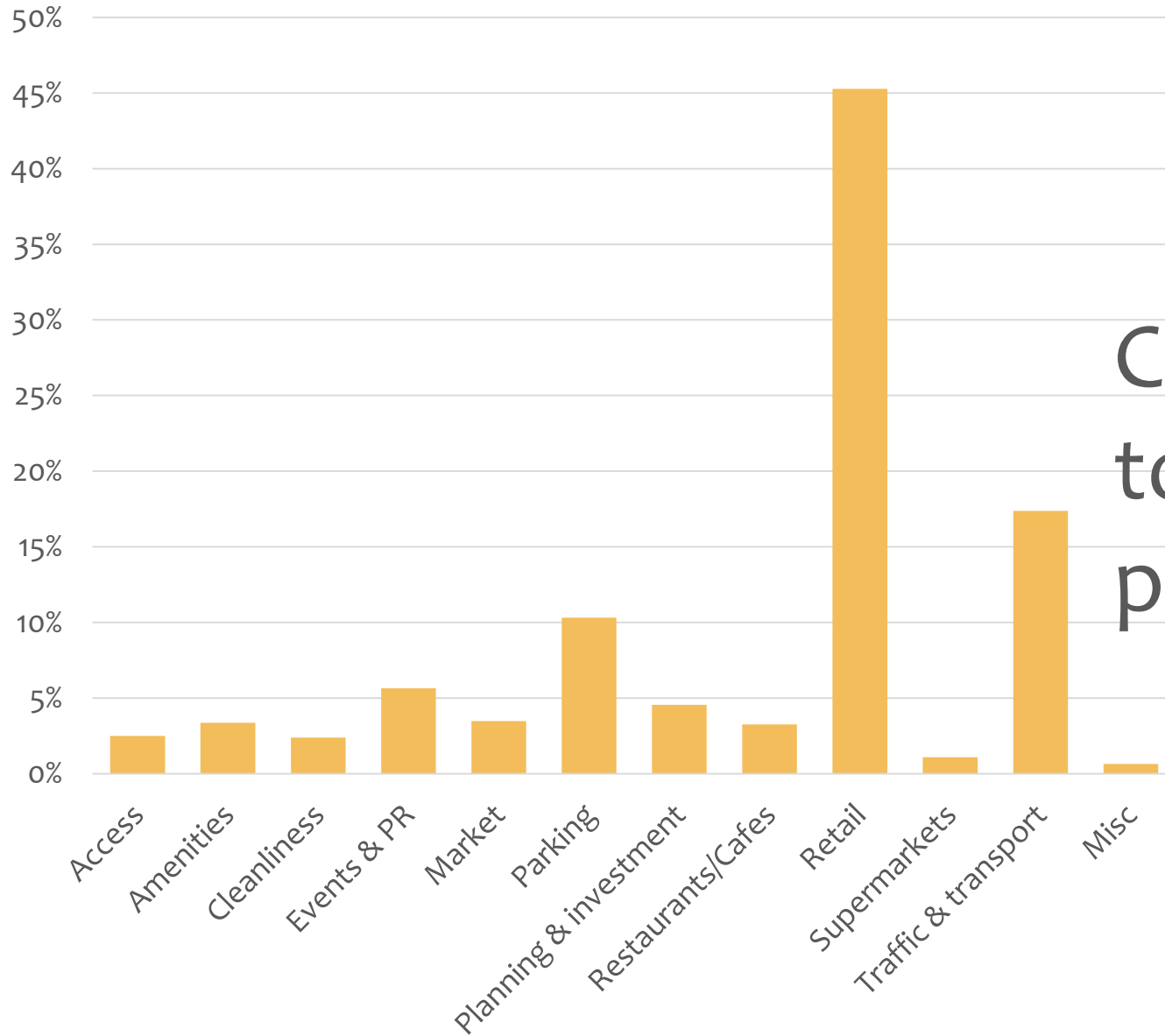
Customers' town centre priorities

Customer perceptions

Creating partnerships

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- survey
- analysis

Creating partnerships

- engaging
- organising

Turning around towns

- planning
- delivery
- influence

From evidence to engagement

Building a 'town team'

➢ Raise awareness of survey

➢ Organise any volunteers

➢ Publish findings

➢ Arrange stakeholder events

➢ Create working groups

➢ Develop projects to meet needs

➢ Produce action plan

➢ Establish team/partnership

FOUNDATIONS

FUNCTION

FORWARD PLANNING

TOWN TEAM PLANNING

FINANCES

FORM

FOLK

'how' to get organised & deliver: folk, form, finances & forward framework

Turning around towns

Gathering evidence

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Turning around towns

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- delivery
- influence

From understanding to action:
Southwold's Forward Framework

FOUNDATION; evidence & objectives
FUNCTION
- parking, travel & access
- planning & property
- streetscape & public realm
- business support
- place marketing & branding
- digital technology & data
- FORM; governance & influence
FOLK
- community engagement & coordination
- roles & capacity
- FUNDING; finances & investment
- FORWARD PLANNING; strategy & plans

Reviewing your town's checklist