

EAST SUFFOLK BUSINESS PLAN 2015 - 2023



CASE STUDY

FINANCIAL SELF-SUFFICIENCY - ENABLING COMMUNITIES

BEACHSIDE EVENTS SPACE

Our Business Plan sets out plans for the Councils both to become financially self-sufficient by reinventing underutilised assets and to enable our communities to make the best use of available facilities within their local areas.

eastsuffolk.gov.uk/east-suffolk-business-plan



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Beccles Library, Blyburgate, Beccles
Felixstowe Library, Crescent Road, Felixstowe
Marina Centre, Marina, Lowestoft
Woodbridge Library, New Street, Woodbridge

REGENERATE THE FELIXSTOWE BOATING LAKE INTO A NEW EVENTS SPACE



WHAT WE DID?

A new multi-use event space on Felixstowe seafront was opened in 2016, featuring a grassed area, picnic space and paved area. The multi-use Beachside Events Area replaced the derelict boating lake and go-kart site and doubles as a car park when not in use for events. The project was completed on time and on budget and has already been used for several key events. The new facility provides a flexible space for a range of different events that will support tourism along the seafront; the space is managed locally by Felixstowe Forward. Additional work has recently been completed to upgrade the electrical system to support a wider range of commercial uses.



WHY WE DID IT?

Our Business Plan sets out plans for the Councils to become financially self-sufficient by reinventing underutilised assets and also to enable our communities to make the best use of available facilities within their local areas. A host of other events are planned to take place on the new area in future. It is anticipated that these events will attract over 20,000 visitors which will see a welcome income boost for local businesses somewhere in the region of £9,000.



20,000 ESTIMATED VISITORS



PREDICTED £9,000 INCOME BOOST FOR LOCAL BUSINESSES



THE DIFFERENCE THIS MADE?

Since opening, the event space has hosted three major events; the Easter Fair, the circus and most notably the Suffolk Armed Forces Weekend in June 2017 which attracted an estimated 5,000 people. Over the weekend the area hosted a VIP gala tent, an entertainment stage, a military information zone, food court, Red Arrows' simulator and a children's zone, with battle re-enactments and an air display on both days. Social media confirmed the event was a success and local seafront businesses saw their income boosted by the influx of visitors. A free one-day open-air cinema event was held at the new events space in July 2017, with residents invited to submit their choice of film ahead of the event and the most popular options shown throughout the day.

"The new space is an attractive and flexible area, suitable for a range of different events and provides a further boost tourism in the town."

- CLLR TJ HAWORTH-CULF
SUFFOLK COASTAL DISTRICT COUNCIL