

# Felixstowe Business Improvement District

- Business Led - Business Controlled - Business Managed -

Felixstowe Forward is undertaking a feasibility study to determine whether a Business Improvement District **(BID) would be of benefit in Felixstowe from 2019/2020.**

**As a first step towards determining priorities and levels of interest for a BID, businesses in Felixstowe are being invited to complete this survey.**



# Felixstowe BID Survey

## Introduction

**Felixstowe Forward is undertaking a feasibility study to determine whether a Business Improvement District (BID) would be of benefit in Felixstowe from 2019/2020.**

## What is a BID?

**BIDs empower local businesses and enable them to create a 5-year business plan of enhancements and initiatives for their area. They are a valuable means of increasing footfall, boosting trade and benefitting businesses, their employees and customers.**

## Why a BID?

**There are over 300 established Business Improvement Districts (BIDs) across the UK. In Suffolk successful BIDs have been developed in Bury St Edmunds, Ipswich, Lowestoft and Newmarket. A BID enables businesses to directly address the issues that matter to them, work collectively to enhance the trading environment and to boost footfall, increase sales turnover, and to work together to achieve a thriving and strong outward-looking business community.**

## How are BIDs managed?

**BIDs are 100% business-led, business-controlled and business-managed.**

**They are funded by contributions from all businesses in the form of a small levy which is normally set at 1.5% of a business premises rateable value. This ranges from £50 -£100 per year for smaller businesses, up to a maximum of approximately £5,000 each year for the largest businesses.**

**The levy raised is ring-fenced and managed by the BID (a Board of local businesses) to implement the proposals that businesses have chosen as priorities.**

## Have your say

**As a first step towards determining priorities and levels of interest for a BID, businesses throughout Felixstowe are being invited to complete this survey.**



## Next Steps

The BID is developed following a period of business consultation to identify a five year business proposal. Businesses vote at a ballot, if a majority of businesses vote in favour the area will become a Business Improvement District (BID) and the business plan proposals get implemented.

## For Further Information

You can find out more about BIDs at  
<https://www.gov.uk/guidance/business-improvement-districts>

## Get involved

The survey should take no more than 5-10 minutes to complete. Please complete your survey by 31 March 2019. You can return it in one of the following ways:

- 1) Scan and email your survey to: [felixstowe.forward@eastsoffolk.gov.uk](mailto:felixstowe.forward@eastsoffolk.gov.uk)
- 2) Complete the survey online at: <https://www.surveymonkey.co.uk/r/F879HDP>
- 3) There will also be visits to businesses to collect your completed survey.

## Contact

For more information or to arrange a meeting to discuss the Felixstowe BID please contact:

Helen Greengrass  
Felixstowe Forward  
01394 444577  
Email: [helen.greengrass@eastsoffolk.gov.uk](mailto:helen.greengrass@eastsoffolk.gov.uk)

Thank you



**We would like to hear your thoughts on what is important to you and your business to deliver improvements in Felixstowe Town and Resort.**

**Please rank the statements below in order of priority. (1 being your Highest Priority and 4 being your Lowest Priority)**

1. MARKETING	Priority 1-4
Marketing and raising the profile of Felixstowe for shopping, eating, business and leisure	42%
Promoting independent businesses and attracting new businesses	24%
Incentives to increase footfall	32%
Enhanced use of digital campaigns and applications	2%

**Any other suggestions you may have to enhance marketing:**

1. For shopping, eating, business and leisure and good health
2. Easy access, disabled friendly, free parking and by the sea
3. Entertainment, one-off special events.
4. Visibility of shopping in Felixstowe to Ipswich residents
5. General cleanliness in the town lacking
6. Scrap car parking charges
7. Signage at main Felixstowe roundabout directing people to businesses at Beach Station Road as well as main town
8. Phone Apps. Free advertising for businesses on Felixstowe Pages

## 2. EVENT PROGRAMME

Priority  
1-4

Events in the Town and Resort including calendar of events

66%

Market

24%

Christmas lighting and attractions

32%

Investment in and sponsorship of events

2%

### Any other suggestions you may have to enhance an event programme:

1. Enhance the quality and breadth of the cultural and well being offer
2. Advertising for all, planning events in advance and keeping it consistence across the high street.
3. To include Solar end of town
4. Market events seem to have limited stalls, is there a way to create a bigger market selection?. There was a cultural event previously, but the turn out was low and many people, even local did not know about the event - need to advertise better
5. Pedestrianize Hamilton Road and Orwell Road from the car park to Hills Jewelers
6. Markets will always draw footfall to the town
7. Christmas market not good as it blocks shop entrances
8. Food festival
9. Regular prom show yearly? Free car parking one day during the week.

### 3. TOWN AND RESORT ENHANCEMENTS

Priority  
1-4

Free Town WiFi for shoppers, visitors and businesses

15%

Improved evening economy, café culture, alfresco dining

22%

Improve the appearance of empty shops

34%

Street furniture and ambience - i.e increased seating areas, more planting and greenery

29%

#### Any other suggestions you may have to enhance the town and resort:

1. Clean and hygienic pavements etc - chewing gum and litter is a huge off put to visitors
2. Incentives for people with particular needs to visit - good disabled facilities, hearing loops, dementia friendly businesses etc.
3. Free bus service to and from point of interest & free parking
4. Improve to end of town and make something of Solar empty courtyard
5. More features in the town, high end appearance attracting new visitor as well as existing. Ipswich looks awful now so maximise on this.
6. Traffic free zones during certain times in the day
7. Empty shops is just papering over the cracks
8. Shuttle bus service linking seafront, port and town, Free parking eg first 2 hours free
9. Parking!!! Pedestrianisation
10. Bandstand on grass above Beach side events areas. Look at how Eastbourne cover their windows of empty shops
11. More planting especially at Bent Hill end
12. Sign on Lamppost at the top of Orwell Road saying more shops

## 4. A PRODUCTIVE FELIXSTOWE

Priority  
1-4

Enhanced business networking opportunities

10%

Incentives for new businesses including Pop Up Shops

17%

Town Centre and Resort Manager

32%

Campaigns to promote local shopping and trade

41%

**Any other suggestions you may have to make Felixstowe a thriving and prosperous town for business:**

1. Adapt - the high street - re-purpose spaces for community hubs - repair cafes - cultural spaces
2. Encourage all independents to work together helping with all domestic charges ie Banking, PDQ, electric etc
3. Limit number of charity shops. Although better than being empty.
4. A manager responsible for promoting Felixstowe and its trade held accountable by the residents and local businesses, someone who can deliver the initiatives and incentives.
5. Certainly do not want pop up shops - who are short term and always want to utilise 'busy' periods only.
6. Parking - central hub - indoor market eg atmosphere - maybe music
7. Getting businesses to use twitter, facebook, instagram
8. Loyalty scheme working in all independent shops. I have tried it in the past

## 5. Please tell us if you have other ideas / issues you would like a BID to address.

### Any other suggestions you may have to enhance the town and resort:

1. Free parking in car parks. Most important thing of all.
2. To be a lobbyist for the end to austerity cuts to local authority public services that are visibly seen and felt in the business and town community. Lack of pride / care of where we live - the BID to boost local morale
3. Free parking after 3pm
4. Free transport from Mannings to the Orwell Hotel (in conjunction with Transport Museum)
5. Continue improvements to promote the resort
6. Utilities finding company to provide discounted deals to all Insurance finding company to provide best insurance for shops. security police presents cctv improve with the town and other areas
7. I feel that our end of the town is very cut off from the other and should be included in all events. More parking is needed and further short term free parking as in the car park at the rear of M&S
8. Attracting non local people - Ipswich and its borders. Highlighting boutique shops and local trades. Free car parking. Identifying grants and national campaign Felixstowe can promote and become a part of.
9. You have covered it all. Maybe thoughts of re configuring the 'Triangle' area to be more suitable for events and also café style. Also considerations of the Town Centre and Seafront - transport links
10. Compulsory development of long existing eyesores - rear of station, central surgery site, st Andrews road (CoOp site), Chuffers or Deckes - get rid of (*editor note - Dexters, Witches Brew*)
11. Close Hamilton Road to all vehicles at peak shopping times and weekends (From TSB to Boots). Will enable a more relaxed, shopper friendly environment
12. Street signage at Bank Corner (and at top of High Street by Boots and bottom of Bent Hill) to the artist quarter
13. I think its a great idea would just like to know first how much I would have to pay
14. Scrap car park fees even if its just x months
15. I would be interested in working with other shops maybe putting on a regular show or event working with a charity or the Academy to raise funds.



**7. A BID will involve all businesses working together and raising the profile of Felixstowe by creating a five year business plan.**

**BIDs succeed where there is a shared passion for improving the area which enables businesses to collectively benefit from an enhanced working environment and a strong, thriving business community that places Felixstowe firmly on the map.**

**Please tell us whether you think a BID should be developed in Felixstowe.  
(please circle)**

**Yes 89%**

**No 5%**

**Undecided 6%**

**Comments:**

1. This will work as long as most pull together, unfortunately this has not happened in the past.
2. I think its a great idea would just like to know how much I would have to pay
3. In Beach Station Road we all work together and promote each others when we can. I will always send customers into town if I haven't got what they are looking for including businesses similar to mine. I find people appreciate it. keeping customers in Felixstowe is much better than sending them elsewhere.
4. I would need a lot more substance to the ideas
5. I would like to know more about the resources of the local economic development team, and the potential budget raised by this levy and its proposed management.
6. I cannot imagine there would be a reasoned argument for not having one
7. This will only work if we have an equal say at our end of town, otherwise for us it will make no difference and all we will be doing is funding the centre
8. Its a no brainer - it can only be good for any business in the town center, benefits everyone
9. We need a dedicated person/ team to develop and promote Felixstowe. tasked to increase footfall and a customer base for us as businesses and traders to sell to and convert into our own clients and customers
10. By working together we need to improve the morale of our town and make it a better place for all of us to work and live.
11. If things dont change more shops will close and this effects the rest of us.

**8. A BID Steering Group is the formal body of business owners and managers from a range of business sectors within the proposed BID area responsible for developing and promoting the BID Business Plan.**

**Would you be interested in being part of the BID Board to drive forward and champion Felixstowe? (please circle)**



**Comments:**

1. Unfortunately I do not live in the area and only visit once a week so it would not be practical
2. If I can I would like to be involved
3. Possibly - not entirely discounting it.
4. Concerns and reservations need to be addressed and resolved before committing.
5. Felixstowe has qualities that over town haven't, we need to group together to provide a welcoming standard for all shoppers & visitors. you dont pass Felixstowe to come for a reason , so lets give them the reason to come back
6. Possibly in the future when my business is more established
7. Difficult at present as training a lot of staff, may not be able to give the full commitment
8. This would allow me to ensure my ideas and comments are heard and considered. Communication is key so everyone can help push incentives, projects and events in Felixstowe
9. Always happy to be involved with this - but please pick proactive people as negative individuals have the ability to derail things

**Thank you for taking the time to complete the survey. All responses will be treated as confidential.**

**Please note: This survey is being conducted by Felixstowe Forward as part of the feasibility for a BID. The next step will be to undertake initial viability testing and to set up a business led governance model.**

# FELIXSTOWE FORWARD

[www.felixstoweforward.org.uk](http://www.felixstoweforward.org.uk)



For further information: [www.gov.uk/guidance/business-improvement-districts](http://www.gov.uk/guidance/business-improvement-districts)

To request a meeting or for any questions please contact:

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