

Objective	Action	Projects	Lead organisation	Lead CCT contact	Cost/Budget	Funding and resources	Milestones & Completion date	Latest update	Performance Measure
4 & 5	Improve public realm & access	New all terrain wheel chair facilities at South Beach	WDC, Waveney Disability Forum and Sentinel Leisure Trust	Emma Chapman	TBC	Private sector sponsorship	<ul style="list-style-type: none"> Ongoing 	<p>September – There is a partnership approach involving WDC, Sentinel Leisure trust, Waveney Norse and the Waveney Disability Forum to try improve provision for wheelchair access to the south beach area. The option currently being explored is a boardwalk, to assist with beach access for wheelchair users, which could also be used for pushchairs etc. The area being considered for this is somewhere south of the Claremont Pier. The option is considered to be very expensive so will depend on funding and support from various partner organisations. As short term option, Sentinel Leisure Trust is purchasing 2 specialised wheelchairs which can be used on the sand and will transport people from the promenade to the waters edge. The wheelchairs should be at the beach in the very near future and will be booked out at the Beach Office. Unfortunately, there is not a hoist at the beach to help lift the people into the chairs.</p>	<ul style="list-style-type: none"> Increase in number of people accessing the beach Improved visitor satisfaction
		Other improvements outlined in Access Audit	WDC/Waveney Norse	Emma Chapman		WDC	<ul style="list-style-type: none"> Ongoing 	<p>September – The recommendations in the Access Audit Report will be addressed where possible in future seafront projects. An example of this is through the changes to the former Lifeguard Shelter an access ramp will be incorporated into the design.</p>	<ul style="list-style-type: none"> Increase in number of people accessing the seafront Improved visitor satisfaction
1	Visitor information & marketing	Visitor Information Points	WDC	Anne Willis	Potential for cost savings & shared resource	Resources - WDC Econ Dev Team	<ul style="list-style-type: none"> Leaflet Exchange Event March 2018 	<p>September – There are now 22 VIPs locations across the district providing more comprehensive visitor information coverage and at a lower cost than what offered by the previous Tourist Information Centre model. A leaflet exchange was held in March 2018 to allow VIPs to stock up on literature for the upcoming season. Although there is still active WDC involvement, the VIP network is almost self sufficient.</p>	<ul style="list-style-type: none"> Improvements in customer satisfaction with availability of tourism information and quality of service. (Mystery visitor)
		Marketing focus – Britain’s most easterly town i) Discover Lowestoft ii) DMO iii) Brand for Lowestoft - from Seafront Vision	Suffolk Coast DMO, Lowestoft Vision, Lowestoft Tourism Group (Supported by CCT)	Neil Cockshaw	TBC	Suffolk Coast DMO marketing funds – membership & council contributions.	<ul style="list-style-type: none"> 220 members - End of year New marketing campaign 	<p>September – No update provided</p>	<ul style="list-style-type: none"> Increase in number of visitors to Lowestoft and Waveney Increase in visitor spend Increase in marketing activity – no of hits on website, etc.
1 & 3	Maximise seafront assets	Seafront concession marketing prospectus 2018	WDC. (Supported by CCT & business associations)	Anne Willis	£2k	Resources - WDC Econ Dev Team & property team to support	<ul style="list-style-type: none"> Summer 2018 roll out new approach to Concession Autumn 2018 review summer concession uptake Autumn / Winter make any appropriate revisions 	<p>September – A more proactive approach to business concessions was taken over the summer inline with the work that is being done for the seafront vision. The approach was to have a more streamlined process and not a cut off period where WDC would not consider business concession. This was not as successful as hoped due to a number of factors. A follow up meeting with take place with East Suffolk Asset Management Team to try and address this.</p>	<ul style="list-style-type: none"> Increase in number of new businesses on seafront. Increased visitor numbers & tourism spend Improved visitor satisfaction with increase in children’s activities

		<p>Redevelop and renew Lowestoft Main Cefas site Objective - Ensure Cefas remains in Lowestoft for another 50 years</p>	Cefas	David Carlin/Rachel Beckett	£16m	£14.7m Defra <i>Will be applying for LEP funding to support.</i>	<ul style="list-style-type: none"> • Building super structure to be completed –end of 2018 • Scaffolding removed on building 1980s building – end of 2018 	<p>September – Ground works are currently taking place on site. It is expected that the support super structure to be ready for the new building by Christmas. The 1980s block is being repurposed for use, with scaffolding expected to be down by the end of the calendar year. The project is still on track to enable moving in by the end of the calendar year. Cefas have also agreed to look at the option of a webcam being installed to record the developments on the site.</p> <p>Rachel Beckett stated that CEFAS have been given permission to graffiti the former Grand Hotel, health and safety permitting. It is hoped to get community engagement on this project by incorporating colleges and educational institutions, it was stated that there would be good synergy between this and the Great Places Making Waves Together Project</p>	<ul style="list-style-type: none"> • Sustainable and ability to stay in LWT for next 50 years. • Reduced carbon footprint • Reduced maintain costs and increased productivity - saving £2mill pa • Increase public access to Cefas site, through opening the site and increasing engagement
		<p>Development and Construction of the Sustainable Café/Visitor Centre</p>	Cefas	David Carlin/Rachel Beckett			<ul style="list-style-type: none"> • Workshop event, autumn 	<p>September – The focus is still making the visitor centre a community asset. Although funding has been attained for the main CEFAS site development, the funding is not suitable to cover the construction of the centre. CEFAS are trying to establish a coalition to fund and steer the project. There is still a desire to have this centre as a multi use/community space that features a food outlet. CEFAS have been in discussions with other organisations, such as UEA, Sainsbury Centre and National Marine Centre, to explore ways of creating a sustainable business model. The vision is flexible with CEFAS open to suggestions. Going forward East Suffolk Councils have agreed to facilitate a meeting with CEFAS and other interested parties, to discuss the development and construction of the centre and in particular how this can relate to aspirations for other visitor centres that are being considered across the town.</p>	
		<p>New beach huts completed</p>	WDC	Kerry Blair	TBC	SLT/WDC/Private	<ul style="list-style-type: none"> • Feasibility and Appraisal Stage, summer 2018 • Paper to be presented to cabinet – November 2018 • Cabinet Decision, November 2018 	<p>September - This project is still in the feasibility and appraisal stage. Asset Team are awaiting final costs for the service installations and revenue projections from the holiday lettings agency. The aim is to present a paper to the November 2018 Cabinet with a final view on whether to progress given then.</p>	
		<p>Other seafront assets improved</p>	WDC	Kerry Blair	TBC	WDC/Private	<ul style="list-style-type: none"> • Agreed PID, May 18 • Feasibility modelling, June 2018 • ITQ Phase (procurement, design and costing), July 2018 • Compile and draft Cabinet report (full business case), August 2018 • Business Case signed off by 	<p>September Royal Green A number of different options for phase 2 of the play park are still being worked up by the Project Team. The overall design specification is focused on providing destination play area providing inclusive play equipment for toddlers (including disabled provision) to compliment the offer provided through phase 1. A fuller update will be provided at the next CCT meeting. It was been made known to the Project Team that Lowestoft Tourism Group oppose one of proposed options to date. Once all the different options have been explored this will be further shared with the CCT group.</p> <p>East Point Pavilion The Asset Team have instructed Colliers to prepare a feasibility report in conjunction with an Architect and Quantity Surveyor. A decision is</p>	

							<ul style="list-style-type: none"> Cabinet, tbc Identify and apply for external funding, tbc Secure planning permission, tbc Secure appropriate funding / finance, tbc Start project delivery phase, tbc Complete Project delivery phase, tbc Evaluation including End Closure Report, tbc 	also awaited to determine whether if funding has been secured. £30k was applied from Coastal Community Fund for such feasibility funding. It was enquired about the possibility of using East Point Pavilion as an events space, although previously advertised by the Council for this use, due to a unforeseen complications this is no longer viable.	
		Claremont Pier project development	Claremont Pier/CCT/ Trust	David Scott	£2m	Private funding, potential for CCF?	Unknown	September – No update provided. No delegate was present from the Claremont Pier. Claremont Pier has been contacted previously to determine whether they are going to send along a delegate to the meeting, however no response was received.	
		South Pier Improvements	South Pier Trust	Ben Thompson, Danny Steel			Unknown	September – No update provided	
1 & 2	Support & coordinate festivals and events	Lowestoft Summer Festival	Lowestoft Rising	Phil Aves	tbc	Additional resource support from WDC, but led by Rotary Club & Lions	<ul style="list-style-type: none"> Delivered - 27/28th of July 2018 Planning stage for July 2019 	September – PA gave an overview on Lowestoft Summer Festival. It was a success with a good number of attendees and an expanded scheduled, which included an evening offer. Planning has started for next year with the event expected to take place next year at the end of July.	<ul style="list-style-type: none"> Increase in visitor numbers & spend in local economy Increase in no of businesses engaged Increase in number of people participating in volunteering
		First Light Festival	Suffolk CC/CIC	Jayne Knight (SCC)/Kerry Blair	tbc	Arts Council (tbc)	<ul style="list-style-type: none"> Option identified in South Beach Vision – July 2017 Development funding application - Jan2018 Further funding applications - Sept 2018 Event planning, Sept 2018 – June 2019 Festival commences June 2019 	September – An update will be provided at the next meeting when more information is available on the funding outcome. It was made known by Lowestoft Rising and Marina Theatre a point of concern that funding for this festival will the impact on funding for other festivals. This will be managed through Making Waves Coordinator intervention.	
		Event management/ booking review	WDC				<ul style="list-style-type: none"> Look at new approach to event management / booking review, tbc 	September - A wider approach is being taken to look at the events management and booking strategy for the whole of East Suffolk. This will look at creating a joined up and stream lined approach across the council. Once the new events management strategy is devised this will be shared with the CCT. This could be further joined up with LTC who are currently undertaking a similar piece of work. Additionally, an Assistant Economic Development Officer has been recruited to help with events bookings on WDC land.	

1, 2, 3, 4 & 5	Develop and support delivery of Visions and Strategies (to inform short, medium and long delivery plans)	BID Strategy & revote	Lowestoft Vision	Danny Steel		HLF, ACE, & WDC	<ul style="list-style-type: none"> • BID re vote, Summer 2018 • Development strategy of events and activity to roll, tbc 	September - The Lowestoft BID were successful with their revote, this BID will now run for the next 5 years. There has been a reshaping of the BID boundary; this was to ensure the area now better reflects the businesses that the BID serves. Consequently the impact of this is that there will now be less funding that the BID can use. Amie Mullen has now been appointed as the BID manager. The plan that outlines what the BID intends to do for its new term is still to be devised.	<ul style="list-style-type: none"> •
1, 3 & 4	Develop our cultural offer & heritage assets (including bringing assets back into use)	Great Places – Making Waves Together	WDC & GYBC	Helen Johnson	One of 16 places nationally to receive investment and was awarded £737,975.	Funding – HLF & ACE		September - The 9 delivery partners are on track. Activities are taking place, engaging communities and more collaboration have taken place during this monitoring period. The project is more embedded into Great Yarmouth and getting support and resources. Activity is now taking place across the partnership which is getting attention and reaching communities. There are also achievements around better run Partnership Group meetings, where more informal meetings work better and Project Board meetings, where honest appraisal of groups and partners is preferred by the Project Board. If anyone would like further information please contact Helen Johnson the GPMWT co-ordinator.	<ul style="list-style-type: none"> • Improved satisfaction levels regarding the seafront (community, business and visitor) • Increase in number of new visitors to the town
		East of England Park project and Ness Point improvements	WDC (Supported by CCT)	Emma Chapman	£1m	CCF	<ul style="list-style-type: none"> • Procurement of client side Project Manager and QS, July 2018 • Procurement of Landscape Architect, August 2018 • Stakeholder Workshop for Design undertaken, Oct 2018 • Design complete, Dec 2018 • Contractors appointed, March 2019 • On site works start, April 2019 • All works complete, Dec 2020 	September – Allen Scott was appointed as the Landscape Architect in August. Concertus have been appointed as the Client Side Manager, with Annette Thompson as the lead contact. A Stakeholder workshop will be held in October to share the concept design.	<ul style="list-style-type: none"> • Increase in number of visitors & spend • increase in number of people participating in volunteering

		Heritage Action Zone	WDC, Lowestoft Town Council, Lowestoft Vision, ESBPT	Karen Staples	£500k - HE	HE (tbc)	<ul style="list-style-type: none"> • Project Baseline, 2018 • Research, 2018 • Listing, 2018 • Policy, 2018 • Building Renovation Grants, 2018-2023 • Buildings At Risk (BAR) – feasibility, 2018-2023 • Town Hall development, 2018-2023 • Housing Delivery - new developments, 2018-2023 • Community Engagement, 2018-2023 • Connectivity - including re-opening of Old Score, 2018-2023 • Redevelopment of the Triangle Market, 2018-2023 • Project Evaluation, 2023 	<p>September – The new HAZ manager, Karen Staples who formerly was the East Suffolk Funding Manager, has been appointed and will start on the 24th of September 2018. HAZ has been progressing through a variety of initiatives; focus has been around collating baseline data, reviewing the Conversation Area Appraisal and focusing on a model to address sites of interest in the area, through a grant and enforcement programme. The Heritage Open Days took place on the 6th-9th and 13th – 16th of September, this saw a number of the buildings in the HAZ area open their doors to visitors, this included the Town Hall. AT informed all that LTC recently received a grant of £42,000, from Historic England to aid with urgent repair for Town Hall and a feasibility study. A press release on the HAZ successes to date will be issued after the Heritage Open Days finishes.</p>	<ul style="list-style-type: none"> • Increased private and public sector investment into the area • Increase in number of visitors & spend • increase in number of people participating in volunteering
		Action taken to address vacant and unsightly properties	WDC/business associations	Karen Staples	TBC	Private Sector funding, HLF, WDC, HE	<ul style="list-style-type: none"> • On going 	<p>September – The current approach on vacant buildings requiring action is focused in the HAZ area. WDC are testing a grant incentive model for dealing with vacant properties, it is hoped if this is successful this can be replicated across the town. Additionally, a planning Enforcement Officer has been employed at East Suffolk Councils, which is a positive move to tackle vacant and unsightly properties.</p>	<ul style="list-style-type: none"> • Increased private and public sector investment into the area
2 & 5	Promote active seafront usage	England Coast Path	Natural England (NE)				<ul style="list-style-type: none"> • Consultation phase, 2017/8 • Proposals finalised, 2018 • Published Report to the SoS, 2018 • Opens in 2018/19 	<p>September - NE is now visiting all the land on this stretch of coast that is likely to be affected by the proposals and discussing the options in detail with, people who own or manage the land, the relevant local and national organisations that have an interest in the stretch. After final discussions have been held with those who have a legal interest in the land, NE will begin refining and checking their proposals to improve access to this stretch of coast. The proposals will be finalised and then published in a report to the Secretary of State for Environment, Food and Rural Affairs. This is expected to take place in summer 2018. Once published, the report will be available on GOV.UK</p>	

								and advertised in the local press. A full update can be found at https://www.gov.uk/government/collections/england-coast-path-aldeburgh-to-hopton-on-sea	
		Development of walking trails & events.	CCT/Lowestoft Rising		Tbc –	Resources – WDC, Lowestoft Rising & others	KBA Business Trails App <ul style="list-style-type: none"> • Completion March 2017 	September – See Cycle Trails and Events Below	<ul style="list-style-type: none"> • Improvements to resident’s physical activity levels • Number of young people participating in activities • Increase in visitor nos
		Cycling trails & events	All			Unknown		September – AT raised concerns over accessibility, for cyclists, between the Hamilton Road and how this connects to the seafront path. AG/EC is to contact Coastal Management to see whether a ramp is being installed in this location.	
6	Coastal Protection	Lowestoft	SCC/WDC	Sharon Bleese	£25m (approx.)	SCC, New Anglia LEP, WDC & Anglian Eastern Regional Flood & Coastal Committee	<ul style="list-style-type: none"> • Strategic Outline Case • Transport Works Order • Outline Design Costs • Discussion with Land Owners • Marine Based Ground Investigation 	September – No update provided	<ul style="list-style-type: none"> • Inward investment in the town centre resulting in new businesses and jobs

Completed Projects

Objective	Action	Projects	Lead organisation	Lead CCT contact	Cost/Budget	Funding and resources	Milestones & Completion date	Latest update	Performance Measure
4 & 5	Improve public realm & access	Wayfinding pedestrian signage project	WDC (Supported by Lowestoft Rising)	Emma Chapman	£55k	Funding – WDC, Lowestoft Vision, Flood Funds & Waveney Norse	<ul style="list-style-type: none"> • Completed Feb 2018 	<p>September – This project has been in place for 6 months, there will be a maintenance review in the future. A signage/events information board has also been installed on Royal Green, in keeping with this projects design.</p> <p>Off the back of the Lowestoft wayfinding scheme, a similar wayfinding pedestrian signage scheme has been approved by planning for Oulton Broad. That scheme is now going through the manufacturing and installation process.</p>	<ul style="list-style-type: none"> • Improved satisfaction scores in the visitor and mystery visitor survey • Improved footfall in town centre • Improved visitor figures in High Street/Scores & Ness Point
1	Visitor information & marketing	Discover Lowestoft Hosts	Lowestoft Rising	Phil Aves		Public Funding is to be obtained – Big Lottery Bid	<ul style="list-style-type: none"> • Project discontinued, Summer 2018 	September – This project was not as successful as anticipated due to difficulty trying to find volunteers to participate in this scheme. AG is to move this project to the back of the delivery plan as this project is considered to be completed.	<ul style="list-style-type: none"> • To be assessed